Test Type: This Programs of Study assessment is a customized assessment for the MBAResearch and Curriculum Center. Programs of Study assessments measure technical skills at the occupational level and include items which gauge factual and theoretical knowledge. This assessment offers a written component and is intended for use at the secondary level. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

Revision Team: This assessment was developed by MBAResearch and Curriculum Center, a not-for-profit 501(c)(3) organization operated by 30+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.

The Association for Career and Technical Education (ACTE), the leading professional organization for career and technical educators, commends all students who participate in career and technical education programs and choose to validate their educational attainment through rigorous technical assessments. In taking this assessment you demonstrate to your school, your parents and guardians, your future employers and yourself that you understand the concepts and knowledge needed to succeed in the workplace. Good Luck!

MBAResearch believes that “proof of learning” is the first step toward a future career. Students who successfully complete a research-based assessment put themselves a step ahead of their competitors – for college admission and for beginning substantive careers in business. MBAResearch is proud to be the primary source of industry-validated standards and curriculum for business careers, for many high school and community college business administration curricula, and for many assessments offered here.
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

**Administration Time:** 1 hour and 40 minutes  
**Number of Questions:** 100  
**Number of Sessions:** This assessment may be administered in one or two sessions.

### Areas Covered

- **Business Law** 1%
- **Channel Management** 4%
- **Economics** 18%
- **Financial Analysis** 1%
- **Human Resources Management** 1%
- **Information Management** 1%
- **Market Planning** 9%
- **Marketing** 3%
- **Marketing-Information Management** 7%
- **Operations** 2%
- **Pricing** 2%
- **Product/Service Management** 11%
- **Professional Development** 8%
- **Promotion** 10%
- **Selling** 21%
- **Strategic Management** 1%
Specific Competencies and Skills Tested in this Assessment

**Business Law**
- Explain types of business ownership

**Channel Management**
- Explain the nature and scope of channel management
- Explain legal considerations in channel management
- Coordinate channel management with other marketing activities
- Explain the nature of channel-member relationships

**Economics**
- Distinguish between economic goods and services
- Explain the concept of economic resources
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Describe types of business activities
- Discuss the global environment in which businesses operate
- Explain how organizations adapt to today's markets
- Explain the types of economic systems
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition
- Determine the relationship between government and business
- Describe the nature of taxes
- Explain the impact of the law of diminishing returns
- Explain the concept of Gross Domestic Product (GDP)
- Discuss the impact of a nation's unemployment rates
- Discuss the impact of cultural and social environments on global trade

**Financial Analysis**
- Describe the need for financial information
Specific Competencies and Skills (continued)

**Human Resources Management**
- Discuss the nature of human resources management

**Information Management**
- Discuss the nature of information management

**Market Planning**
- Explain the concept of marketing strategies
- Identify considerations in implementing global marketing strategies
- Identify market segments
- Explain the nature of marketing plans
- Explain the role of situation analysis in the marketing-planning process
- Conduct market analysis (market size, area, potential, etc.)
- Conduct SWOT analysis for use in marketing planning process
- Set marketing goals and objectives
- Select marketing metrics

**Marketing**
- Explain marketing and its importance in a global economy
- Describe marketing functions and related activities
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

(Continued on the following page)
Specific Competencies and Skills (continued)

Marketing-Information Management
- Explain the role of ethics in marketing-information management
- Explain the nature of marketing research
- Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research, quantitative and qualitative ...)
- Discuss the nature of marketing-research problems/issues
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)
- Identify data monitored for marketing decision making
- Explain characteristics of effective data-collection instruments

Operations
- Explain the nature of operations
- Explain the nature and scope of purchasing

Pricing
- Explain legal considerations for pricing
- Explain factors affecting pricing decisions

Product/Service Management
- Explain the nature and scope of the product/service management function
- Identify methods/techniques to generate a venture/product idea
- Determine initial feasibility of business/product idea
- Explain warranties and guarantees
- Identify consumer protection provisions of appropriate agencies
- Describe the nature of product bundling
- Plan product mix
- Describe factors used by marketers to position products/businesses
- Explain the nature of product/service branding
- Explain the nature of corporate branding
- Describe factors used by businesses to position corporate brands

(Continued on the following page)
Specific Competencies and Skills (continued)

Professional Development
- Make decisions
- Demonstrate problem-solving skills
- Identify tentative occupational interest
- Explain employment opportunities in business
- Complete a job application
- Write a follow-up letter after job interviews
- Prepare a resume
- Explain career opportunities in marketing

Promotion
- Explain the types of promotion
- Identify the elements of the promotional mix
- Describe the regulation of promotion
- Explain the types of advertising media
- Explain communications channels used in public-relations activities
- Explain the components of advertisements
- Discuss internal and external audiences for public-relations activities
- Explain considerations used to evaluate whether to participate in trade shows/expositions
- Explain the nature of a promotional plan
- Coordinate activities in the promotional mix

(Continued on the following page)
Specific Competencies and Skills (continued)

Selling
- Explain the nature and scope of the selling function
- Explain company selling policies
- Explain legal and ethical considerations in selling
- Explain the impact of sales cycles
- Analyze product information to identify product features and benefits
- Differentiate between consumer and organizational buying behavior
- Identify emerging trends for use in selling
- Explain the selling process
- Discuss motivational theories that impact buying behavior
- Prospect for customers
- Prepare sales presentation
- Recommend specific product
- Demonstrate product solution for prospect’s needs
- Convert customer/client objections into selling points
- Close the sale
- Facilitate prospect’s buying decisions
- Assess prospect's needs in relation to product offering
- Propose solution to prospect's needs/challenges
- Sell good/service/idea to individuals
- Sell good/service/idea to groups
- Determine prospect's buying motives for use in selling

Strategic Management
- Explain the concept of management
Sample Questions

**Businesses can obtain specific data about product usage from their**
A. customer records.
B. expense reports.
C. annual reports.
D. pro forma income sheets.

**Which of the following is a durable good:**
A. Toaster
B. Hair cut
C. Gallon of milk
D. Bar of soap

**What do businesses often do to extend a product’s life cycle when the demand for the product declines?**
A. Find new uses for the product
B. Increase production activities
C. Stop advertising the product
D. Build product awareness