**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.

52.1401 – Marketing/Marketing Management, General  
Career Cluster 14- Marketing  
11-2021.00 – Marketing Managers

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.
Written Assessment

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%
- **Communication Skills**: 7%
- **Customer Relations**: 4%
- **Economics**: 12%
- **Emotional Intelligence**: 3%
- **Financial Analysis**: 4%
- **Human Resources Management**: 1%
- **Information Management**: 2%
- **Market Planning**: 7%
- **Marketing**: 2%
- **Marketing-Information Management**: 7%
- **Operations**: 3%
- **Pricing**: 2%
- **Product/Service Management**: 11%
- **Professional Development**: 7%
- **Promotion**: 7%
- **Selling**: 16%
Specific Competencies and Skills Tested in this Assessment

Business Law
• Describe legal issues affecting businesses

Channel Management
• Explain the nature of channels of distribution
• Explain legal considerations in channel management
• Coordinate channel management with other marketing activities
• Explain the nature of channel strategies

Communication Skills
• Employ communication styles appropriate to target audience
• Defend ideas objectively
• Utilize note-taking strategies
• Select and use appropriate graphic aids
• Explain the nature of effective written communications
• Select and utilize appropriate formats for professional writing
• Write persuasive messages

Customer Relations
• Demonstrate a customer-service mindset
• Adapt communication to the cultural and social differences among clients
• Handle difficult customers
• Discuss the nature of customer relationship management

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

Economics
- Distinguish between economic goods and services
- Determine economic utilities created by business activities
- Explain the organizational design of businesses
- Explain the types of economic systems
- Explain the concept of competition
- Determine the relationship between government and business
- Describe the nature of taxes
- Explain the concept of organized labor and business
- Explain the impact of the law of diminishing returns
- Describe the economic impact of inflation on business
- Explain the concept of Gross Domestic Product (GDP)
- Explain the nature of global trade

Emotional Intelligence
- Demonstrate negotiation skills
- Use consensus-building skills
- Maintain collaborative partnerships with colleagues

Financial Analysis
- Describe the need for financial information
- Describe the nature of cash flow statements
- Describe the nature of budgets
- Explain the nature of risk management

Human Resources Management
- Discuss the nature of human resources management

Information Management
- Describe the nature of business records
- Conduct an environmental scan to obtain business information

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

**Market Planning**
- Identify considerations in implementing global marketing strategies
- Explain the concept of market and market identification
- Identify market segments
- Explain the nature of marketing plans
- Conduct SWOT analysis for use in marketing planning process
- Explain the nature of sales forecasts
- Set marketing goals and objectives

**Marketing**
- Describe marketing functions and related activities
- Demonstrate connections between company actions and results (influencing consumer buying behavior)

**Marketing-Information Management**
- Explain the nature of marketing research
- Discuss the nature of marketing-research problems/issues
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory)
- Identify data monitored for marketing decision making
- Explain characteristics of effective data-collection instruments
- Explain the use of descriptive statistics in marketing decision making
- Identify sources of error in a research project (e.g., response errors, interviewer errors)
**Specific Competencies and Skills (continued)**

**Operations**
- Explain the nature of project management
- Identify resources needed for project
- Explain the nature and scope of purchasing

**Pricing**
- Explain the nature and scope of the pricing function
- Explain factors affecting pricing decisions

**Product/Service Management**
- Identify the impact of product life cycles on marketing decisions
- Generate business/product ideas
- Create processes for ongoing opportunity recognition
- Explain the concept of product mix
- Describe the nature of product bundling
- Identify product to fill customer need
- Describe factors used by marketers to position products/businesses
- Develop strategies to position product/business
- Identify company’s unique selling proposition
- Explain the nature of corporate branding
- Develop strategies to position corporate brands

**Professional Development**
- Explain the need for innovation skills
- Demonstrate problem-solving skills
- Identify sources of career information
- Utilize job-search strategies
- Interview for a job
- Use networking techniques to identify employment opportunities
- Explain the need for ongoing education as a worker

(Continued on the following page)


Specific Competencies and Skills (continued)

Promotion
- Explain the types of promotion
- Describe the regulation of promotion
- Explain the types of advertising media
- Explain the components of advertisements
- Identify types of public-relations activities
- Explain how businesses can use trade-show/exposition participation to communicate with target audience

Selling
- Explain company selling policies
- Describe the use of technology in the selling function
- Explain the impact of sales cycles
- Analyze product information to identify product features and benefits
- Differentiate between consumer and organizational buying behavior
- Explain the selling process
- Prospect for customers
- Prepare sales presentation
- Establish relationship with client/customer
- Demonstrate product solution for prospect’s needs
- Convert customer/client objections into selling points
- Close the sale
- Facilitate prospect’s buying decisions
- Determine prospect’s buying motives for use in selling
- Process special orders for retail sales
- Process retail sales documentation
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