General Assessment Information

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

Specific Competencies Covered in the Test
Sample Written Items

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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:** 2%
- **Communication Skills:** 9%
- **Customer Relations:** 4%
- **Economics:** 9%
- **Emotional Intelligence:** 11%
- **Financial Analysis:** 12%
- **Human Resources Management:** 1%
- **Information Management:** 2%
- **Market Planning:** 5%
- **Marketing:** 1%
- **Marketing-Information Management:** 6%
- **Operations:** 3%
- **Pricing:** 1%
- **Product/Service Management:** 8%
- **Professional Development:** 7%
- **Promotion:** 5%
- **Selling:** 13%
Specific Competencies and Skills Tested in this Assessment

**Business Law**
- Describe legal issues affecting businesses

**Channel Management**
- Coordinate channel management with other marketing activities
- Explain legal considerations in channel management

**Communication Skills**
- Employ communication styles appropriate to target audience
- Defend ideas objectively
- Utilize note-taking strategies
- Identify sources that provide relevant, valid written material
- Explain the nature of effective written communications
- Select and utilize appropriate formats for professional writing
- Write persuasive messages
- Demonstrate active listening skills
- Give verbal directions

**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

**Economics**
- Distinguish between economic goods and services
- Determine economic utilities created by business activities
- Explain the organizational design of businesses
- Determine the relationship between government and business
- Describe the nature of taxes
- 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

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Specific Competencies and Skills (continued)

**Emotional Intelligence**
- Demonstrate negotiation skills
- Use consensus-building skills
- Describe the nature of emotional intelligence
- Demonstrate initiative
- Demonstrate ethical work habits
- Exhibit a positive attitude
- Demonstrate self-control
- Exhibit cultural sensitivity
- Use conflict-resolution skills
- Demonstrate adaptability
- Foster positive working relationships

**Financial Analysis**
- Describe the nature of cash flow statements
- Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
- Explain the time value of money
- Maintain financial records
- Control debt
- Protect against identity theft
- Describe types of financial-services providers
- Interpret securities table
- Explain types of investments
- Describe the concept of insurance
- Describe the need for financial information
- Describe the nature of budgets

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

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Specific Competencies and Skills (continued)

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

Market Planning
• Explain the concept of market and market identification
• Conduct SWOT analysis for use in marketing planning process
• Explain the nature of marketing plans
• Identify considerations in implementing global marketing strategies
• Explain the nature of sales forecasts

Marketing
• Demonstrate connections between company actions and results (influencing consumer buying behavior)

Marketing-Information Management
• Explain the use of descriptive statistics in marketing decision making
• Describe methods used to design marketing research studies (i.e., descriptive, exploratory)
• Discuss the nature of marketing-research problems/issues
• Explain characteristics of effective data-collection instruments
• Identify data monitored for 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 and scope of purchasing
• Explain the nature of project management
• Identify resources needed for project

Pricing
• Explain the nature and scope of the pricing function

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

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

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Specific Competencies and Skills (continued)

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

Selling
- Facilitate prospect’s buying decisions
- 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
- Explain the nature of bonds
- Close the sale
Sample Questions

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

During the selling process, the best way to handle customer objections is to
A. answer them.
B. change the subject.
C. use upselling techniques.
D. close the sale quickly.

Which of the following is an important part of a company’s marketing plan:
A. Promotional activities
B. Operating systems
C. Buying strategies
D. Production procedures