**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.

**CIP Code**

52.1401 – Marketing/Marketing Management, General

**Career Cluster 14- Marketing**

**Blueprint Contents**

General Assessment Information
Written Assessment Information
Specific Competencies Covered in the Test
Sample Written Items

**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** 5%
- **Communication Skills** 3%
- **Customer Relations** 8%
- **Economics** 13%
- **Financial Analysis** 2%
- **Human Resources Management** 1%
- **Information Management** 2%
- **Market Planning** 3%
- **Marketing** 5%
- **Marketing-Information Management** 5%
- **Operations** 9%
- **Pricing** 3%
- **Product/Service Management** 5%
- **Professional Development** 16%
- **Promotion** 6%
- **Selling** 12%
- **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
- Describe the use of technology in the channel management function
- Explain legal considerations in channel management
- Explain the nature of channels of distribution
- Explain the relationship between customer service and channel management

Communication Skills
- Defend ideas objectively
- Employ communication styles appropriate to target audience
- Handle telephone calls in a businesslike manner

Customer Relations
- Adapt communication to the cultural and social differences among clients
- Demonstrate a customer-service mindset
- Determine ways of reinforcing the company's image through employee performance
- Explain the nature of positive customer relations
- Handle customer/client complaints
- Handle difficult customers
- Identify company's brand promise
- Respond to customer inquiries
Specific Competencies and Skills (continued)

**Economics**
- Describe the concepts of economics and economic activities
- Describe types of business activities
- Determine economic utilities created by business activities
- Determine factors affecting business risk
- Determine the relationship between government and business
- Distinguish between economic goods and services
- Explain the concept of competition
- Explain the concept of economic resources
- Explain the concept of productivity
- Explain the principles of supply and demand
- Explain the role of business in society
- Explain the types of economic systems
- Identify factors affecting a business’s profit

**Financial Analysis**
- Describe the need for financial information
- Explain the concept of accounting

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

**Information Management**
- Discuss the nature of information management
- Identify ways that technology impacts business

**Market Planning**
- Explain the concept of market and market identification
- Explain the concept of marketing strategies
- Explain the nature of marketing plans

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

Marketing
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
- Describe marketing functions and related activities
- Discuss actions employees can take to achieve the company's desired results
- Explain factors that influence customer/client/business buying behavior
- Explain marketing and its importance in a global economy

Marketing-Information Management
- Describe the need for marketing data
- Describe the use of technology in the marketing-information management function
- Explain the nature of marketing research
- Explain the role of ethics in marketing-information management
- Identify data monitored for marketing decision making

Operations
- Describe health and safety regulations in business
- Explain routine security precautions
- Explain the concept of production
- Explain the nature and scope of purchasing
- Explain the nature of operations
- Follow established security procedures/policies
- Follow instructions for use of equipment, tools, and machinery
- Maintain a safe work environment
- Report noncompliance with business health and safety regulations

Pricing
- Explain factors affecting pricing decisions
- Explain legal considerations for pricing
- Explain the nature and scope of the pricing function

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

Product/Service Management
- Describe the uses of grades and standards in marketing
- Explain the nature and scope of the product/service management function
- Explain warranties and guarantees
- Identify consumer protection provisions of appropriate agencies
- Identify the impact of product life cycles on marketing decisions

Professional Development
- Analyze employer expectations in the business environment
- Assess personal interests and skills needed for success in business
- Complete a job application
- Demonstrate problem-solving skills
- Explain employment opportunities in business
- Explain employment opportunities in marketing
- Explain the need for innovation skills
- Explain the rights of workers
- Identify sources of career information
- Interview for a job
- Make decisions
- Prepare a résumé
- Set personal goals
- Use time-management skills
- Utilize job-search strategies
- Write a follow-up letter after job interviews

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

Promotion
- Describe the regulation of promotion
- Describe the use of technology in the promotion function
- Explain the role of promotion as a marketing function
- Explain the types of promotion
- Explain types of advertising media
- Identify the elements of the promotional mix

Selling
- Acquire product information for use in selling
- Analyze product information to identify product features and benefits
- Describe the use of technology in the selling function
- Determine customer/client needs
- Establish relationship with customer/client
- Explain company selling policies
- Explain legal and ethical considerations in selling
- Explain the nature and scope of the selling function
- Explain the selling process
- Process retail telephone orders
- Process special orders for retail sales
- Recommend specific products

Strategic Management
- Explain the concept of management
Sample Questions

Identifying and fixing broken hyperlinks is an important part of
A. maintaining an effective web site.
B. writing an article for an electronic newsletter.
C. selecting software programs.
D. developing a color scheme for a web page.

Audrey is meeting with her manager to discuss her work priorities. This is an example of
__________ communication.
A. formal
B. casual
C. public
D. lateral

A salesperson recommends that a customer look at specific product. During what phase of
the selling process does this activity occur?
A. Prescribing solutions
B. Qualifying prospects
C. Reaching closure
D. Establishing a relationship