**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: 2%
- Customer Relations: 1%
- Economics: 14%
- Emotional Intelligence: 1%
- Entrepreneurship: 8%
- Financial Analysis: 10%
- Human Resource Management: 3%
- Information Management: 12%
- Market Planning: 9%
- Marketing: 1%
- Marketing-Information Management: 1%
- Operations: 5%
- Pricing: 3%
- Product/Service Management: 9%
- Professional Development: 12%
- Promotion: 2%
- Strategic Management: 6%
Specific Competencies and Skills Tested in this Assessment

Business Law
• Select form of business ownership

Channel Management
• Explain the nature of channels of distribution
• Explain the nature and scope of channel management

Customer Relations
• Explain the nature of positive customer/client relations

Economics
• Describe the concepts of economics and economic activities
• Determine economic utilities created by business activities
• Describe types of business activities
• Discuss the global environment in which businesses operate
• Determine factors affecting business risk
• Explain the concept of competition
• Explain the concept of productivity
• Describe the functions of prices in markets
• Describe the nature of taxes
• Identify the impact of small business/entrepreneurship on market economies
• Identify factors affecting a business's profit
• Explain the nature of business ethics
• Explain how organizations adapt to today's markets
• Explain the organizational design of businesses

Emotional Intelligence
• Give elevator pitch

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

Entrepreneurship
- Determine feasibility of venture ideas
- Determine opportunities for venture creation
- Explain the need for entrepreneurial discovery
- Assess global trends and opportunities for business ventures
- Assess risks associated with venture
- Describe external resources useful to entrepreneurs during concept development
- Explain factors to consider in determining a venture's human-resources needs
- Assess the need to use external resources for concept development

Financial Analysis
- Describe the need for financial information
- Explain the concept of accounting
- Explain the nature of balance sheets
- Develop a pro forma income statement
- Identify risks associated with obtaining business credit
- Describe the nature of cash flow statements
- Describe the nature of income statements
- Complete loan application package
- Determine financing needed to start a business
- Explain sources of financial assistance

Human Resources Management
- Discuss the nature of human resources management
- Determine hiring needs
- Describe planning techniques used in the hiring process (e.g., succession planning, forecasting, etc)
Specific Competencies and Skills (continued)

**Information Management**
- Store information for future use
- Discuss the nature of information management
- Identify ways that technology impacts business
- Describe the scope of the Internet
- Demonstrate basic presentation software applications
- Demonstrate basic database applications
- Obtain needed information efficiently
- Evaluate quality and source of information
- Demonstrate basic web-search skills
- Demonstrate personal information management/productivity applications
- Explain the role of information systems
- Conduct an environmental scan to obtain business information

**Market Planning**
- Explain the concept of marketing strategies
- Explain the concept of market and market identification
- Explain the role of situation analysis in the marketing-planning process
- Explain the nature of sales forecasts
- Select target market
- Conduct SWOT analysis for use in marketing planning process
- Develop marketing plan
- Conduct market analysis (market size, area, potential, etc.)
- Explain the nature of marketing plans

**Marketing**
- Explain marketing and its importance in a global economy

**Marketing-Information Management**
- Analyze market needs and opportunities

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

Operations
  • Explain the nature of operations
  • Explain the nature and scope of purchasing
  • Explain the concept of production
  • Describe crucial elements of a quality culture
  • Establish policies to protect company information and intangibles

Pricing
  • Explain the nature and scope of the pricing function
  • Explain factors affecting pricing decisions
  • Determine cost of product (breakeven, ROI, markup)

Product/Service Management
  • Identify methods/techniques to generate a venture/product idea
  • Explain the nature and scope of the product/service management function
  • Identify company's unique selling proposition
  • Explain the nature of corporate branding
  • Describe factors used by marketers to position products/businesses
  • Identify product to fill customer need
  • Develop strategies to position corporate brands
  • Explain the nature of product/service branding
  • Develop strategies to position product/business
Specific Competencies and Skills (continued)

**Professional Development**
- Set personal goals
- Explain the need for innovation skills
- Identify tentative occupational interest
- Explain the need for ongoing education as a worker
- Demonstrate problem-solving skills
- Analyze employer expectations in the business environment
- Explain employment opportunities in business
- Complete a job application
- Prepare a resume
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
- Explain possible advancement patterns for jobs
- Explain career opportunities in entrepreneurship

**Promotion**
- Explain the types of promotion
- Explain the role of promotion as a marketing function

**Strategic Management**
- Explain the concept of management
- Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)
- Explain the nature of business plans
- Explain external planning considerations
- Define business mission
- Develop action plans
Sample Questions

A business owner purchased insurance to cover potential inventory losses due to hurricanes and floods. In this situation, the business owner has ___________ business risk.

A. transferred  
B. retained  
C. avoided  
D. qualified

Which of the following is a primary consideration when selecting channels of distribution:

A. Product perishability  
B. Employees’ benefits  
C. Organizational culture  
D. Interest rates

Salaries and payroll taxes are primary considerations when business owners make decisions about

A. hiring employees.  
B. selecting vendors.  
C. selling policies.  
D. training methods.