



Fundamental Marketing Concepts

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Test Type: This A*S*K Business Institute certification assessment is a customized assessment for the MBA Research and Curriculum Center. This assessment measures technical skills at the occupational level and includes items which gauge factual and theoretical knowledge. This assessment offers a written component and can be used at the secondary level and post-secondary levels. This assessment is delivered entirely through QuadNet™, NOCTI's online testing system.

Revision Team: This assessment was developed by MBA Research and Curriculum Center, a not-for-profit 501 (c)(3) organization operated by 27+ state education departments. Assessment content is based on standards validated by industry professionals throughout the U.S.



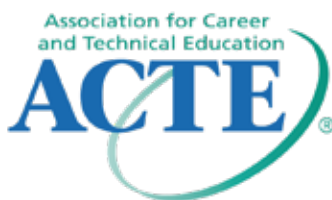
52.1401 – Marketing/Marketing Management, General



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!



The A*S*K Institute offers independent proof of learning for and about business, finance, marketing, management, and entrepreneurship. A*S*K certification is a critical tool for serious students of business who wish to document their understanding of key business skills, their willingness to be accountable for their learning, and their interest in positioning for employment and promotion. The Institute operates as a quasi-independent agency providing objective, industry-based proof of learning based on continuing research of the business community. The Institute is administered by MBA Research with guidance from a variety of public and private organizations nationwide. www.ASKInstitute.org

Written Assessment

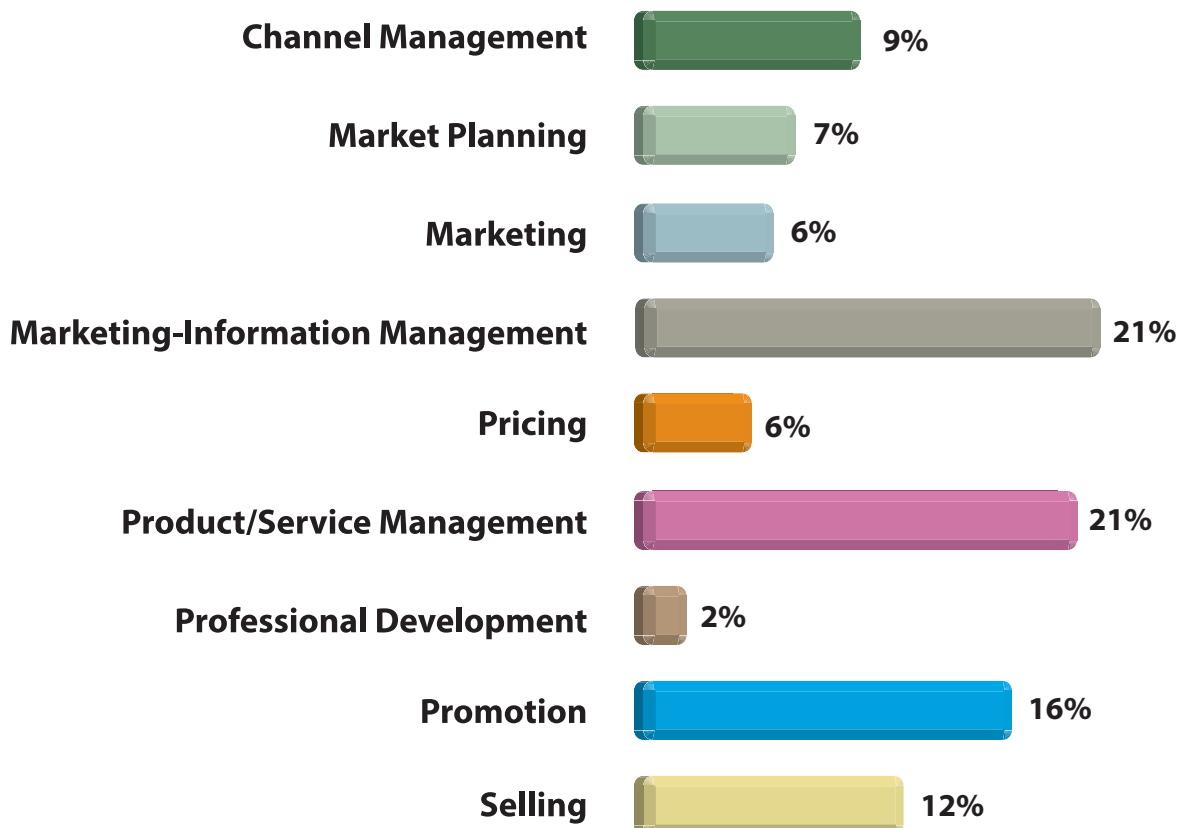
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

Administration Time: 100 minutes

Number of Questions: 100

Number of Sessions: This assessment may be administered in one, two, or three sessions.

Areas Covered



Specific Competencies and Skills Tested in this Assessment

Channel Management

- Coordinate channel management with other marketing activities
- Describe ethical considerations in channel management
- Describe the use of technology in the channel management function
- Explain legal considerations in channel management
- Explain the nature and scope of channel management
- Explain the nature of affinity partner relationships
- Explain the nature of channel-member relationships
- Explain the nature of channels of distribution

Market Planning

- Explain the concept of market and market identification
- Explain the concept of marketing strategies
- Explain the nature of marketing planning
- Explain the nature of sales forecasts
- Explain the role of situation analysis in the marketing planning process

Marketing

- Demonstrate connections between company actions and results
- 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



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Specific Competencies and Skills (continued)

Marketing-Information Management

- Assess appropriateness of marketing research for the problem/issue (e.g., research methods)
- Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups)
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory)
- Describe options businesses use to obtain marketing-research data
- Describe the need for marketing information
- Describe the regulation of marketing-information management
- Describe the use of technology in the marketing-information management function
- Discuss the nature of marketing-research problems/issues
- Discuss the nature of sampling plans (i.e., who, how many, how chosen)
- Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing)
- Explain characteristics of effective data-collection instruments
- Explain techniques for processing marketing data
- Explain the nature and scope of the marketing-information management function
- Explain the nature of marketing research
- Explain the role of ethics in marketing-information management
- Explain the use of descriptive statistics in marketing decision making
- Identify data monitored for marketing decision making
- Identify sources of error in a research project (response errors, interviewer errors, non-responsive)
- Monitor/Measure customer “buzz”

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Specific Competencies and Skills (continued)

Pricing

- Describe the role of business ethics in pricing
- Explain factors affecting pricing decisions
- Explain legal considerations for pricing
- Explain the nature and scope of the pricing function
- Explain the use of technology in the pricing function

Product/Service Management

- Describe the factors used by businesses to position corporate brands
- Describe factors used by marketers to position products/services
- Describe the nature of product bundling
- Describe the role of customer voice in branding
- Describe the use of technology in the product/service management function
- Describe the uses of grades and standards in marketing
- Explain business ethics in product/service management
- Explain the concept of product mix
- Explain the nature and scope of the product/service management function
- Explain the nature of corporate branding
- Explain the nature of product/service branding
- Explain warranties and guarantees
- Generate product ideas
- Identify consumer protection provisions of appropriate agencies
- Identify customer touch points
- Identify methods/techniques to generate a venture/product idea
- Identify product opportunities
- Identify the impact of product life cycles on marketing decisions

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Specific Competencies and Skills (continued)

Professional Development

- Explain employment opportunities in marketing
- Explain the need for professional and ethical standards in marketing

Promotion

- Explain the types of promotion
- Describe the regulation of promotion
- Describe the use of businesses ethics in promotion
- Describe the use of technology in the promotion function
- Describe word-of-mouth channels used to communicate with targeted audiences
- Discuss internal and external audiences for public-relations activities
- Explain communications channels used in public-relations activities
- Explain the components of advertisements
- Explain the importance of coordinating elements in advertisements
- Explain the nature of direct marketing channels
- Explain the role of promotion as a marketing function
- Explain the types of advertising media
- Identify communications channels used in sales promotion
- Identify the elements of the promotional mix
- Identify types of public-relations activities

Selling

- Acquire product information for use in selling
- Explain company selling policies
- Explain the nature and scope of the selling function
- Explain the role of customer service as a component of selling relationships
- Analyze product information to identify product features and benefits
- Describe the nature of selling regulations
- Describe the use of technology in the selling function
- Discuss motivational theories that impact buying behavior
- Explain key factors in building a clientele
- Explain the selling process

Sample Questions

Using Bloom's taxonomy as the model, questions are being selected to represent all six levels as indicated below:

Knowledge and Comprehension, including definitions, basic information, meaning of basic terms and concepts, and transfer of knowledge into new or different context.

Which major marketing function communicates information to consumers about a business's products?

- A. Promotion
- B. Channel Management
- C. Product/Service Management
- D. Pricing

What type of software program allows businesspeople to combine graphics, transparencies, slides, and text for an on-screen display of information?

- A. Application
- B. Publishing
- C. Operating
- D. Presentation

Application and Analysis, including use of information and concepts in hypothetical situations and recognition of meaning as used in various settings and situations.



Sample Questions (continued)

Calculate the total amount of the sale, using a sales-tax rate of 6%:

2 shirts @ \$14.95 each

1 pair of jeans @ \$39.99 each

1 sweater @ \$21.55 each

- A. \$91.34
- B. \$91.44
- C. \$95.94
- D. \$96.93

Dan and Sarah are planning to open a business. Sarah is unable to devote full time to daily business operations but plans to provide financial support. Which form of business partnership would you suggest to Sarah?

- A. Open
- B. Closed
- C. General
- D. Limited

While at work, employees see that a customer has been in an accident. The customer appears to be unconscious. What should they do?

- A. Take careful notes
- B. Start CPR
- C. Call 911
- D. Move victim to a more comfortable position

