



Standard Marketing (4-Credit)

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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

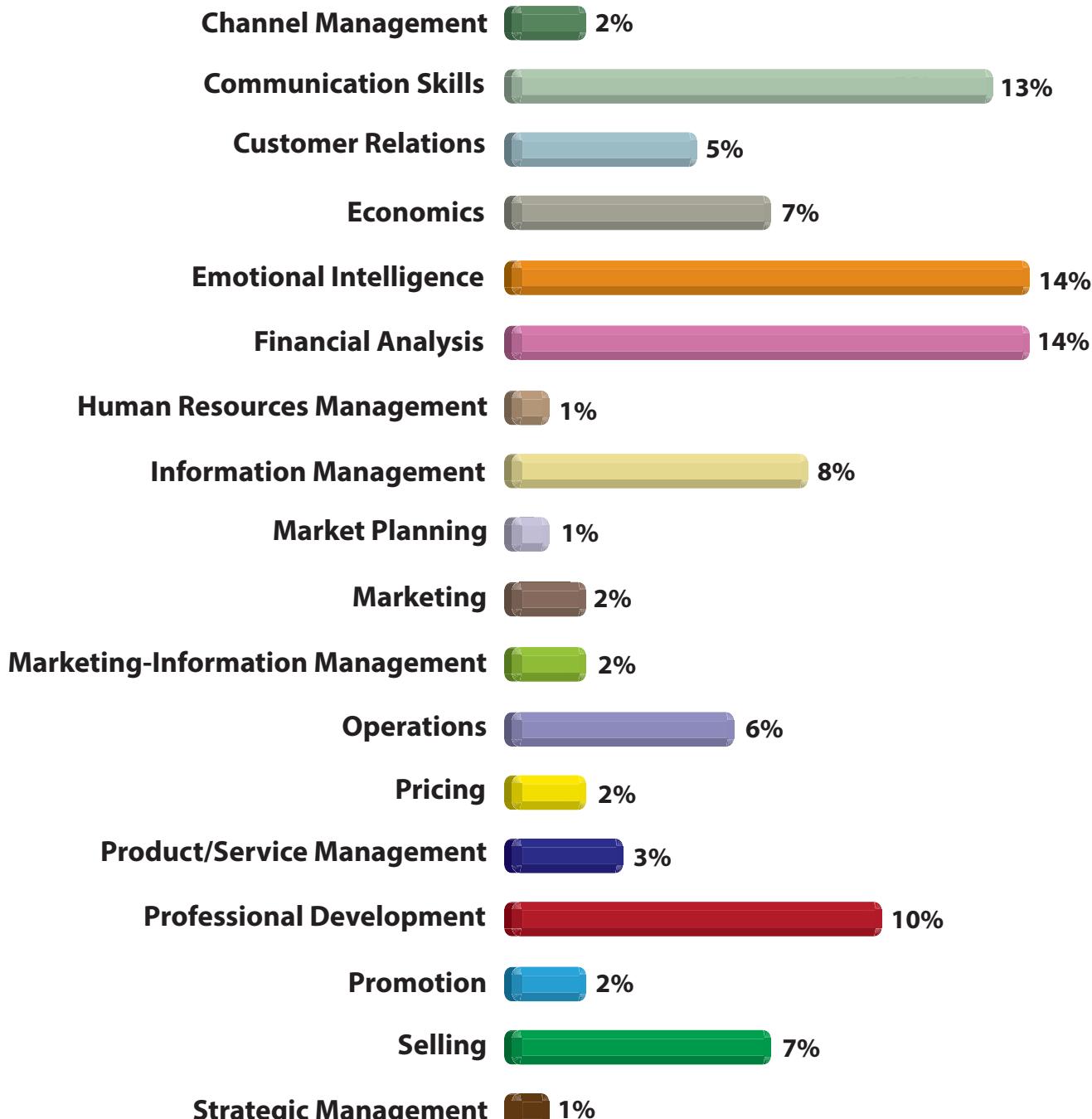
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

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



Specific Competencies and Skills Tested in this Assessment

Channel Management

- Explain the nature of channels of distribution
- Explain the nature and scope of channel management

Communication Skills

- Extract relevant information from written materials
- Follow oral directions
- Interpret others' nonverbal cues
- Make oral presentations
- Handle telephone calls in a businesslike manner
- Utilize note-taking strategies
- Organize information
- Analyze company resources to ascertain policies and procedures
- Write persuasive messages
- Write informational messages
- Write business letters
- Explain the nature of effective written communications
- Participate in a staff meeting

Customer Relations

- Explain the nature of positive customer/client relations
- Demonstrate a customer-service mindset
- Respond to customer inquiries
- Handle difficult customers
- Handle customer/client complaints



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Specific Competencies and Skills (continued)

Economics

- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Identify factors affecting a business's profit
- Describe types of business activities
- Explain the concept of competition
- Describe the nature of taxes
- Explain the concept of productivity

Emotional Intelligence

- Describe the nature of emotional intelligence
- Identify desirable personality traits important to business
- Demonstrate responsible behavior
- Explain the use of feedback for personal growth
- Exhibit cultural sensitivity
- Use conflict-resolution skills
- Participate as a team member
- Demonstrate adaptability
- Foster positive working relationships
- Demonstrate honesty and integrity
- Demonstrate initiative
- Explain ethical considerations in providing information
- Demonstrate negotiation skills



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Specific Competencies and Skills (continued)

Financial Analysis

- Explain the purposes and importance of credit
- Explain the need to save and invest
- Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)
- Interpret a pay stub
- Demonstrate the wise use of credit
- Describe types of financial-services providers
- Explain types of investments
- Describe the concept of insurance
- Protect against identity theft
- Maintain financial records
- Describe sources of securities information
- Explain forms of financial exchange (cash, credit, debit, electronic fund transfer, etc.)
- Describe the need for financial information
- Explain the concept of accounting

Human Resources Management

- Discuss the nature of human resources management



Information Management

- Obtain needed information efficiently
- Apply information to accomplish a task
- Discuss the nature of information management
- Identify ways that technology impacts business
- Use basic operating systems
- Demonstrate personal information management/productivity applications
- Demonstrate basic web-search skills
- Create and post basic web page

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Specific Competencies and Skills (continued)

Market Planning

- Explain the concept of marketing strategies

Marketing

- Explain marketing and its importance in a global economy
- Demonstrate connections between company actions and results (e.g., gaining market share, etc.)

Marketing-Information Management

- Describe the need for marketing data
- Explain the nature of marketing research

Operations

- Follow instructions for use of equipment, tools, and machinery
- Explain routine security precautions
- Protect company information and intangibles
- Report noncompliance with business health and safety regulations
- Place orders/reorders
- Handle and report emergency situations

Pricing

- Explain factors affecting pricing decisions
- Explain legal considerations for pricing



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Specific Competencies and Skills (continued)

Product/Service Management

- Identify the impact of product life cycles on marketing decisions
- Describe the uses of grades and standards in marketing
- Explain the nature and scope of the product/service management function

Professional Development

- Demonstrate systematic behavior
- Set personal goals
- Make decisions
- Demonstrate problem-solving skills
- Explain possible advancement patterns for jobs
- Explain employment opportunities in business
- Complete a job application
- Prepare a resume
- Explain the rights of workers
- Demonstrate appropriate creativity

Promotion

- Explain the types of promotion
- Explain the types of advertising media



Selling

- Explain the selling process
- Explain company selling policies
- Acquire product information for use in selling
- Explain the nature and scope of the selling function
- Explain key factors in building a clientele
- Analyze product information to identify product features and benefits

Strategic Management

- Explain the concept of management

Sample Questions

A businessperson who strives to be genuine and sincere at all times is exhibiting the leadership quality of

- A. authenticity.
- B. flexibility.
- C. empathy.
- D. creativity.

When Jacob develops his personal budget, he should categorize his apartment rent as a

- A. fixed expense.
- B. variable cost.
- C. source of income.
- D. wage garnishment.

The size and color of an item are examples of a product's

- A. features.
- B. benefits.
- C. quality.
- D. uses.

