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## **Concepts of Business Management**

## General Assessment Information

### Blueprint Contents

General Assessment Information  
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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.



52.0201 –  
Business Administration and  
Management, General



Career Cluster -  
Business Management and  
Administration



11-1021.00 – General and  
Operations Managers  
11-2021.00 - Marketing Managers  
11-3031.00 - Financial 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](http://www.ASKInstitute.org)

## Written Assessment

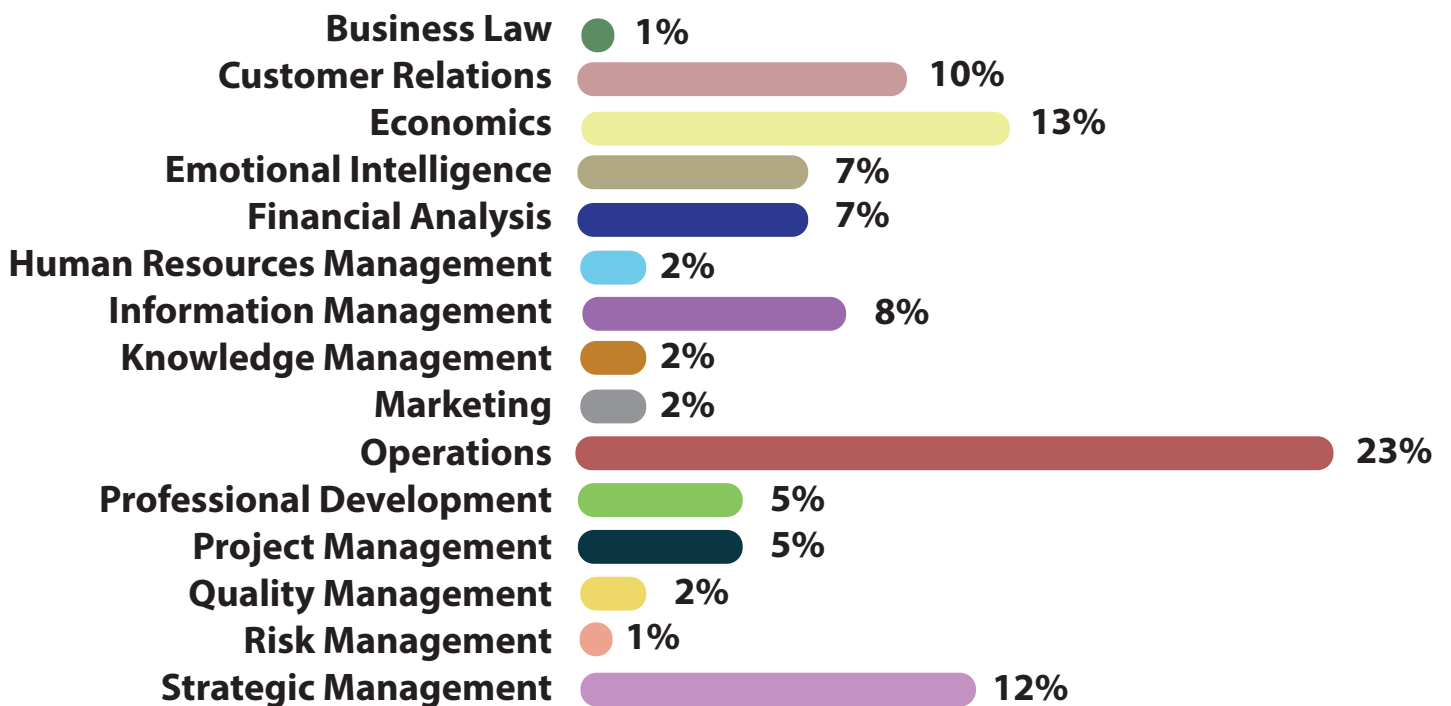
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

**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

### **Business Law**

- Explain types of business ownership

### **Customer Relations**

- Adapt communication to the cultural and social differences among clients
- Demonstrate a customer service mindset
- Develop rapport with customers
- Discuss the nature of customer relationship management
- Explain the role of ethics in customer relationship management
- Handle customer/client complaints
- Handle difficult customers
- Interpret business policies to customers/clients
- Reinforce service orientation through communication
- Respond to customer inquiries

### **Economics**

- Describe the concepts of economics and economic activities
- Describe the functions of prices in markets
- Describe types of business activities
- Determine economic utilities created by business activities
- Determine factors affecting business risk
- Explain the concept of competition
- Explain the concept of economic resources
- Explain the concept of private enterprise
- Explain the concept of productivity
- Explain the principles of supply and demand
- Explain the types of economic systems
- Identify factors affecting a business's profit
- Identify the impact of small business/entrepreneurship on market economies

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## Specific Competencies and Skills (continued)

### Emotional Intelligence

- Assess long-term value and impact of actions on others
- Demonstrate honesty and integrity
- Demonstrate responsible behavior
- Explain reasons for ethical dilemmas
- Explain the concept of leadership
- Foster open, honest communication
- Treat others with dignity and respect

### Financial Analysis

- Describe the nature of budgets
- Describe the nature of cash flow statements
- Describe the nature of income statements
- Describe the need for financial information
- Explain the concept of accounting
- Explain the nature of balance sheets Interpret cash-flow statements

### Human Resources Management

- Discuss the nature of human resources management
- Explain the role of ethics in human resources management



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## Specific Competencies and Skills (continued)

### Information Management

- Apply information to accomplish a task
- Describe the nature of business records
- Discuss the nature of data mining
- Discuss the nature of information management
- Draw conclusions based on information analysis
- Evaluate quality and source of information
- Explain the role of ethics in information management
- Identify ways that technology impacts business

### Knowledge Management

- Discuss the role of ethics in knowledge management
- Explain the nature of knowledge management

### Marketing

- Describe marketing functions and related activities
- Explain marketing and its importance in a global economy

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## Specific Competencies and Skills (continued)

### Operations

- Apply project-management tools to monitor and communicate project progress
- Describe crucial elements of a quality culture
- Describe the role of ethics in project management
- Develop project plan
- Discuss business process thinking and its impact
- Discuss the nature of business analysis
- Discuss the nature of supply chain management
- Discuss the role of ethics in operations
- Discuss types of inventory
- Evaluate project results
- Evaluate project success
- Explain employee's role in expense control
- Explain the benefits of supply chain collaboration
- Explain the concept of production
- Explain the impact of supply chain on business performance
- Explain the nature and scope of purchasing
- Explain the nature of operations
- Explain the nature of overhead/operating costs
- Explain the nature of project management
- Identify quality-control measures
- Identify resources needed for project
- Plan project
- Utilize quality control methods at work

### Professional Development

- Adhere to company protocols and policies
- Explain the need for innovation skills
- Follow chain of command
- Make decisions
- Set personal goals

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## Specific Competencies and Skills (continued)

### **Project Management**

- Close project
- Execute and control projects
- Initiate project
- Manage project team
- Prepare work breakdown structure (WBS)

### **Quality Management**

- Discuss ethical considerations in quality management
- Explain the nature of quality management

### **Risk Management**

- Explain the role of ethics in risk management

### **Strategic Management**

- Describe managerial considerations in staffing
- Describe relationship among innovation, learning, and change
- Describe the nature of managerial control (control process, types of control, what is controlled)
- Discuss managerial considerations in directing
- Discuss the nature of managerial planning
- Explain managerial considerations in organizing
- Explain the change-management lifecycle
- Explain the concept of management
- Explain the nature of business plans
- Explain the nature of change management
- Explain the nature of managerial ethics
- Explain the nature of risk management



## Sample Questions

**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 business/people to combine graphics, transparencies, slides, and text for an on-screen display of information?**

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

**A tornado destroyed a local business. This is an example of a(n) \_\_\_\_\_ risk.**

- A. pure
- B. unisurable
- C. speculative
- D. predictable



### 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. \$91.44
- B. \$95.94
- C. \$91.34
- 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

