



Fundamental Marketing Concepts

General Assessment Information

Blueprint Contents

General Assessment Information
Written Assessment Information

Specific Competencies Covered in the Test
Sample Written Items

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.



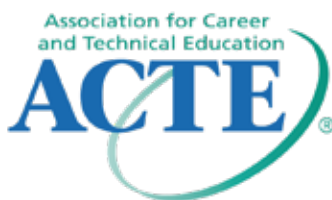
52.1401 – Marketing/Marketing Management, General



Career Cluster - 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

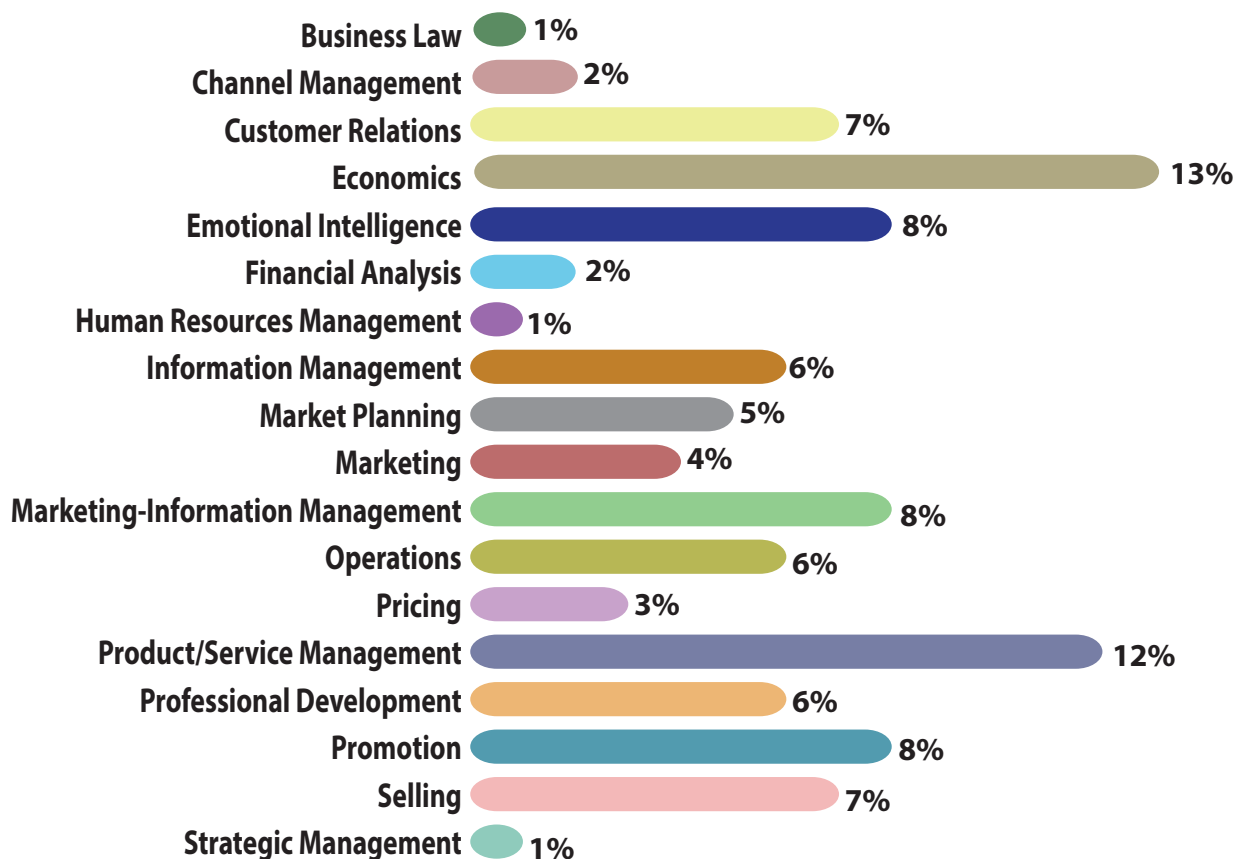
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

Administration Time: 1 hour and 40 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

Channel Management

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

Customer Relations

- Adapt communication to the cultural and social differences among clients
- Demonstrate a customer service mindset
- Develop rapport with customers
- Explain the nature of positive customer relations
- Handle customer/client complaints
- Handle difficult customers
- 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
- Determine the relationship between government and business
- Explain the concept of competition
- Explain the concept of economic resources
- Explain the concept of private enterprise
- 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

(Continued on the following page)

Specific Competencies and Skills (continued)

Emotional Intelligence

- Build trust in relationships
- Demonstrate fairness
- Demonstrate honesty and integrity
- Demonstrate responsible behavior
- Explain reasons for ethical dilemmas
- Foster open, honest communication
- Recognize and respond to ethical dilemmas
- Treat others with dignity and respect

Financial Analysis

- Describe the need for financial information
- Explain the role of finance in business

Human Resources Management

- Discuss the nature of human resources management

Information Management

- Apply information to accomplish a task
- Assess information needs
- Discuss the nature of information management
- Draw conclusions based on information analysis
- Identify ways that technology impacts business
- Obtain needed information efficiently

(Continued on the following page)

Specific Competencies and Skills (continued)

Market Planning

- Explain the concept of market and market identification
- Explain the concept of marketing strategies
- Explain the nature of marketing plans
- 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 (e.g., influencing consumer buying behavior, gaining market share, etc.)
- 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 data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools)
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)
- Describe options businesses use to obtain marketing research data (i.e., primary and secondary research)
- Describe the need for marketing data
- Discuss the nature of sampling plans (i.e., who, how many, how chosen)
- 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

(Continued on the following page)

Specific Competencies and Skills (continued)

Operations

- Evaluate project success
- Explain the concept of supply chain
- Explain the nature and scope of purchasing
- Explain the nature of operations
- Monitor projects and take corrective actions
- Plan project

Pricing

- Describe the role of business ethics in pricing
- Explain factors affecting pricing decisions
- Explain the nature and scope of the pricing function

Product/Service Management

- Describe factors used by marketers to position products/services
- Describe the nature of product bundling
- 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 product/service branding
- Explain warranties and guarantees
- Generate product ideas
- Identify consumer protection provisions of appropriate agencies
- Identify methods/techniques to generate a product idea
- Identify the impact of product life cycles on marketing decisions

(Continued on the following page)

Specific Competencies and Skills (continued)

Professional Development

- Adhere to company protocols and policies
- Demonstrate problem-solving skills
- Explain employment opportunities in marketing
- Follow chain of command
- Make decisions
- Set personal goals

Promotion

- Describe the use of business ethics in promotion
- Explain communications channels used in public-relations activities
- Explain the nature of direct marketing channels
- Explain the role of promotion as a marketing function
- Explain the types of promotion (i.e., institutional, product)
- Explain types of advertising media
- Identify communications channels used in sales promotion
- Identify the elements of the promotional mix

Selling

- Acquire product information for use in selling
- Explain company selling policies
- Explain key factors in building a clientele
- Explain legal and ethical considerations in selling
- Explain the nature and scope of the selling function
- Explain the role of customer service as a component of selling relationships
- Explain the selling process

Strategic Management

- Explain the concept of 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. uninsurable
- C. speculative
- D. predictable

(Continued on the following page)



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. Close
- 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

