



Concepts of Business Management

General Assessment Information

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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.



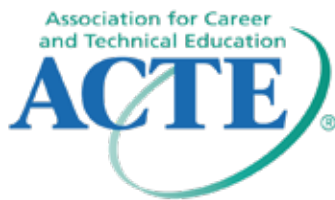
52.0201 –
Business Administration and
Management, General



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

Written Assessment

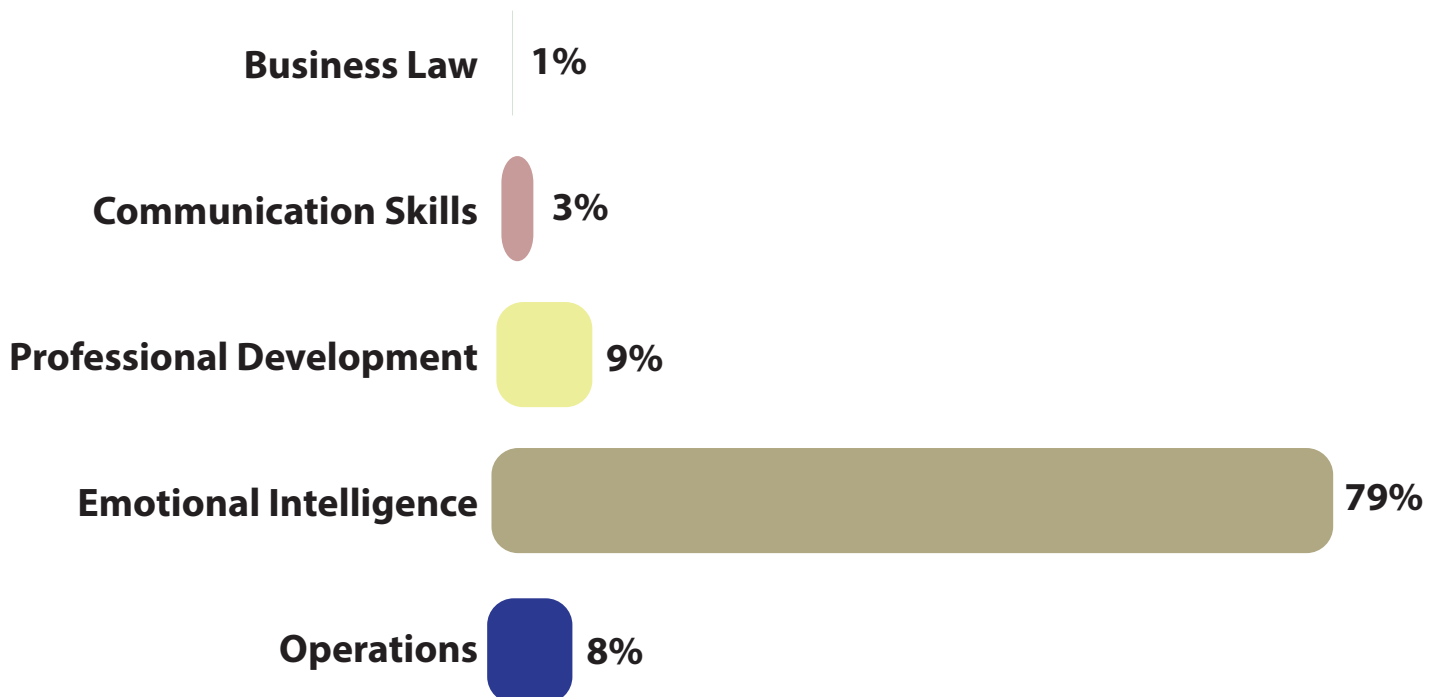
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

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

Customer Relations

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

Operations

- Evaluate project results
- Explain the benefits of supply chain collaboration
- Evaluate project success
- Develop project plan
- Apply project-management tools to monitor and communicate project progress
- Identify resources needed for project
- Explain the nature and scope of purchasing
- Explain the concept of production
- Describe crucial elements of a quality culture
- Explain the nature of overhead/operating costs
- Explain employee's role in expense control
- Explain the nature of project management
- Identify quality-control measures

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Specific Competencies and Skills (continued)

Operations (continued)

- Utilize quality control methods at work
- Explain the nature of operations
- Discuss the nature of supply chain management
- Discuss the nature of business analysis
- Discuss types of inventory
- Discuss business process thinking and its impact
- Explain the impact of supply chain on business performance
- Plan project
- Describe the role of ethics in project management
- Discuss the role of ethics in operations

Economics

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

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Specific Competencies and Skills (continued)

Emotional Intelligence

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

Financial Analysis

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

Human Resources Management

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

Knowledge Management

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

Marketing

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

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Specific Competencies and Skills (continued)

Information Management

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

Strategic Management

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

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Specific Competencies and Skills (continued)

Professional Development

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

Project Management

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

Quality Management

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

Risk Management

- Explain the role of ethics in 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

