



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.



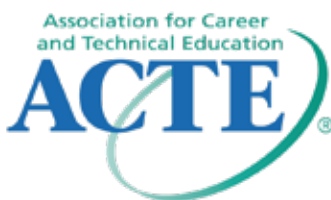
52.1401 – Marketing/Marketing
Management, General



Career Cluster -
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

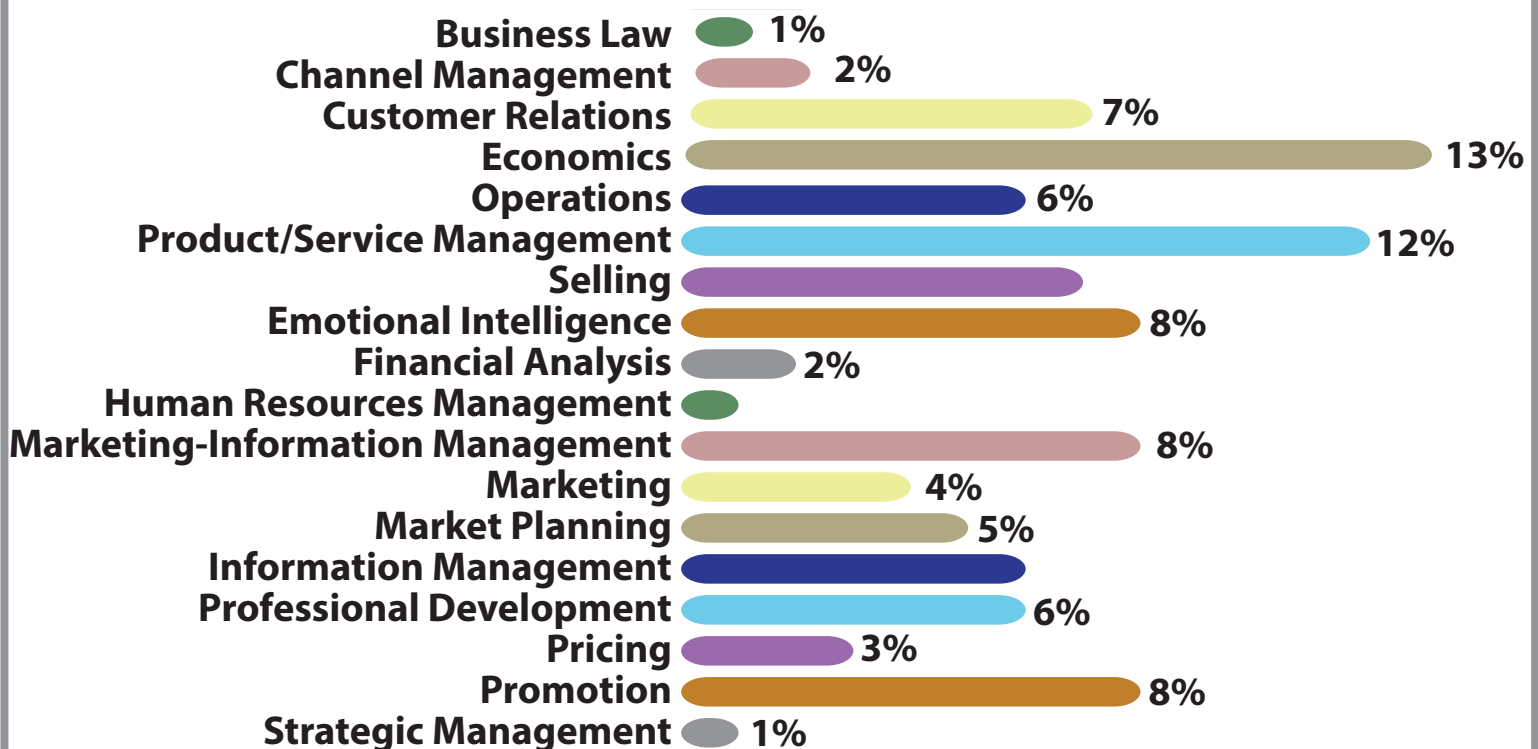
This written assessment consists of questions to measure an individual's factual theoretical knowledge.

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

- Explain the nature of positive customer relations
- Demonstrate a customer service mindset
- Respond to customer inquiries
- Handle difficult customers
- Handle customer/client complaints
- Adapt communication to the cultural and social differences among clients
- Develop rapport with customers

Economics

- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Explain the types of economic systems
- Determine the relationship between government and business
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition
- Explain the role of business in society
- Explain the concept of economic resources
- Describe the functions of prices in markets
- Describe types of business activities

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Specific Competencies and Skills (continued)

Operations

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

Product/Service Management

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

Selling

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

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Specific Competencies and Skills (continued)

Emotional Intelligence

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

Financial Analysis

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

Human Resources Management

- Discuss the nature of human resources management

Marketing-Information Management

- Explain the nature and scope of the marketing-information management function
- Explain the nature of marketing research
- Describe the need for marketing data
- Explain the role of ethics in marketing-information management
- Describe options businesses use to obtain marketing research data (i.e., primary and secondary research)
- Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)
- Discuss the nature of sampling plans (i.e., who, how many, how chosen)
- Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools)

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Specific Competencies and Skills (continued)

Marketing

- Explain marketing and its importance in a global economy
- Explain factors that influence customer/client/business buying behavior
- Discuss actions employees can take to achieve the company's desired results
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

Market Planning

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

Information Management

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

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Specific Competencies and Skills (continued)

Professional Development

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

Pricing

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

Promotion

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

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

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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

