

Overview

This event provides recognition for FBLA members who possess knowledge of the basic principles of marketing.

Competencies

The topics listed below are prioritized, listing the most important content areas of the tests.

- Price, product, place, and promotion
- Channels of distribution
- Legal and social aspects of marketing
- Advertising media
- E-commerce
- International marketing
- Marketing research
- Ethics

Procedures/Tips

- Review the Competitive Events Tips in the front of the book.

Web Site Resources

- <http://www.quickmba.com/marketing/>
- <http://www.marketingpower.com/>
- <http://www.toastmasters.org/>

Marketing Sample Questions

1. The best approach a firm can take in responding to marketing environmental forces is
 - a. reactive.
 - b. inactive.
 - c. proactive.
 - d. variable.
2. XYZ Inc. is evaluating its employees' wage and compensation package, workplace safety programs, and family workplace programs. XYZ is addressing which dimension of marketing citizenship and social responsibility?
 - a. ethical
 - b. economic
 - c. legal
 - d. philanthropic
3. Business markets are typically divided into four categories. These categories are
 - a. manufacturer, wholesaler, retailer, and services.
 - b. producers, manufacturer, resellers, and government.
 - c. producers, resellers, government, and institutional.
 - d. retailers, wholesalers, services, and non-profit firms.
4. A light bulb can be considered all the following **except**
 - a. a business product.
 - b. a consumer product.
 - c. a consumer product if it is used to light the office of the board of directors.
 - d. either a consumer product or a business product.
5. Which of the following is always used to determine the classification of goods?
 - a. specific product features
 - b. amount of shopping required by the buyer to obtain the product
 - c. buyer intent for using the product
 - d. price of the product
6. A group of managers has been assigned the task of developing a new product, has listed several good ideas, and is now in the process of assessing each idea to determine whether it is consistent with the firm's overall objectives and resources. The managers are at what stage of the new-product development process?
 - a. business analysis
 - b. idea generation
 - c. screening
 - d. product testing
7. Any group of people who, as individuals or as organizations, have needs for products in a product class and who have the ability, willingness, and authority to buy such products is a(n)
 - a. subculture.
 - b. marketing mix.
 - c. aggregation.
 - d. market.
8. The phase of new-product development in which a small sample of potential buyers are presented with a product idea in order to determine their attitudes and initial buying intentions regarding the product is called
 - a. test marketing.
 - b. idea analysis.
 - c. customer response testing.
 - d. concept testing.

-
9. A brand is best defined as a
 - a. registered design or symbol that may be displayed on the product or used to promote it.
 - b. related group of words that describe the product.
 - c. name of the manufacturer or product.
 - d. name, term, sign, symbol, design, or combination of these that identifies a seller's product.
 10. The Nike swoosh that is prominent on all of the firm's packaging, products, and advertising is a
 - a. trade character.
 - b. brand.
 - c. trade mark.
 - d. trade name.
 11. To effectively monitor changes in the marketing environment, marketers must engage in
 - a. information collection.
 - b. environmental scanning and analysis.
 - c. marketing research.
 - d. using the marketing concept.
 12. When a glove manufacturer in China is allowed to sell only a certain number of plastic gloves in Japan, that firm is facing a(n)
 - a. embargo.
 - b. tariff.
 - c. restrictive product standard.
 - d. quota.
 13. Government restrictions on the amount of a particular country's currency that can be bought or sold are known as
 - a. exchange controls.
 - b. embargoes.
 - c. quotas.
 - d. import controls.
 14. _____ can force businesspeople to buy and sell foreign products through a central agency, such as a central bank.
 - a. Embargoes
 - b. Quotas
 - c. Export tariffs
 - d. Exchange controls
 15. The _____ is the difference in value between a nation's export and its imports.
 - a. balance of trade
 - b. export/import ratio
 - c. net trade value
 - d. gross domestic product
 16. Daimler-Chrysler has developed aluminum car bodies that are 100% recyclable and light enough to conserve fuel. What kind of response is this environmental force?
 - a. competitive
 - b. inactive
 - c. reactive
 - d. proactive
 17. The practice of linking a firm's product marketing to a particular social cause is known as
 - a. ethical marketing.
 - b. social responsibility.
 - c. cause-related marketing.
 - d. economic responsibility.

-
18. Daimler-Chrysler has developed aluminum car bodies that are 100% recyclable and light enough to conserve fuel. What kind of response is this environmental force?
 - a. proactive
 - b. inactive
 - c. competitive
 - d. reactive
 19. Government restrictions on the amount of a particular country's currency that can be bought or sold are known as
 - a. import controls.
 - b. quotas.
 - c. embargoes.
 - d. exchange controls.
 20. Which of the following is used to help maintain a more favorable balance of trade by a country?
 - a. limiting exports
 - b. limiting imports
 - c. establishing exchange controls
 - d. changing political systems
 21. To effectively monitor changes in the marketing environment, marketers must engage in
 - a. using the marketing concept.
 - b. environmental scanning and analysis.
 - c. marketing research.
 - d. information collection.
 22. Dell Computer collects information about a wide variety of competitive, economic, political, legal, technological, and sociological forces that affect its marketing activities. This process is called
 - a. survey of the environment.
 - b. marketing information processing.
 - c. environmental scanning.
 - d. marketing.
 23. Environmental scanning means _____ information about the marketing environment, whereas environmental analysis is concerned with _____ this information.
 - a. collecting, assessing
 - b. assessing, collecting
 - c. interpreting, observing
 - d. assessing, interpreting
 24. When PepsiCo takes information collected through research and attempts to assess and interpret what it means for its soft-drink marketing efforts, PepsiCo is engaged in environmental
 - a. analysis.
 - b. forces.
 - c. management.
 - d. scanning.
 25. When marketing researchers consider sampling techniques, they are preparing to collect _____ data.
 - a. internal secondary
 - b. statistical
 - c. primary
 - d. census

-
26. If Georgia-Pacific seeks information about trends in housing around the country and uses U.S. Department of Commerce reports to get this information, it is using _____ data.
- a. exploratory
 - b. secondary
 - c. primary
 - d. causal
27. The objective of sampling in marketing is to
- a. control independent variables that might influence research results.
 - b. ensure that measures in the study are reliable.
 - c. elicit responses from as many people as possible.
 - d. select representative units from a total population.
28. Patricia Robertson is running for Congress from the Sixth District in her state. She is interested in knowing the intended choices of the voters. All the registered voters in her district would constitute the study's
- a. population.
 - b. dependent variables.
 - c. experiment.
 - d. independent variable.
29. If you were to choose a sample with which to study the market for preschool toys in Illinois, the population would logically be defined as all
- a. preschool children in Illinois.
 - b. preschools in Illinois.
 - c. people in Illinois.
 - d. children in Illinois.
30. Which sampling design gives every member of the population an equal chance of appearing in the sample?
- a. random
 - b. nonprobability
 - c. quota
 - d. poll

Marketing Answer Key

- | | | |
|-------|-------|-------|
| 1) D | 11) B | 21) B |
| 2) B | 12) D | 22) C |
| 3) C | 13) A | 23) A |
| 4) C | 14) D | 24) A |
| 5) C | 15) A | 25) C |
| 6) C | 16) D | 26) B |
| 7) D | 17) C | 27) D |
| 8) D | 18) A | 28) A |
| 9) D | 19) D | 29) C |
| 10) C | 20) B | 30) A |

Network Design Answer Key

- | | | |
|-------|-------|-------|
| 1) A | 11) C | 21) D |
| 2) D | 12) A | 22) B |
| 3) D | 13) A | 23) D |
| 4) A | 14) B | 24) B |
| 5) B | 15) A | 25) D |
| 6) D | 16) B | 26) A |
| 7) A | 17) B | 27) C |
| 8) B | 18) A | 28) C |
| 9) A | 19) A | 29) B |
| 10) C | 20) A | 30) B |

Networking Concepts Answer Key

- | | | |
|-------|-------|-------|
| 1) A | 11) D | 21) B |
| 2) A | 12) A | 22) D |
| 3) D | 13) D | 23) A |
| 4) C | 14) D | 24) C |
| 5) B | 15) B | 25) B |
| 6) D | 16) B | 26) C |
| 7) D | 17) A | 27) C |
| 8) A | 18) A | 28) C |
| 9) C | 19) D | 29) C |
| 10) D | 20) C | 30) B |

Parliamentary Procedure Answer Key

- | | | |
|-------|-------|-------|
| 1) A | 11) D | 21) A |
| 2) B | 12) B | 22) C |
| 3) D | 13) D | 23) D |
| 4) C | 14) B | 24) B |
| 5) B | 15) A | 25) B |
| 6) D | 16) B | 26) C |
| 7) A | 17) A | 27) C |
| 8) D | 18) C | 28) A |
| 9) C | 19) D | 29) D |
| 10) B | 20) D | 30) D |

Personal Finance Answer Key

- | | | |
|-------|-------|-------|
| 1) A | 11) A | 21) C |
| 2) B | 12) D | 22) B |
| 3) A | 13) D | 23) C |
| 4) A | 14) B | 24) A |
| 5) C | 15) B | 25) D |
| 6) B | 16) B | 26) C |
| 7) A | 17) C | 27) B |
| 8) D | 18) B | 28) A |
| 9) A | 19) D | 29) A |
| 10) D | 20) B | 30) C |