

Overview

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

This event consists of two parts: an objective test and a performance. The objective test is taken and the top ten (10) individuals scoring the highest on the objective test will advance to the final round and participate in the performance component.

Competencies and Task Lists

<http://www.fbla-pbl.org/docs/ct/FBLA/MARKETING.Ddf>

Web Site Resources

- American Marketing Association
<http://www.marketingpower.com/>
- Marketing
<http://www.quickmba.com/marketing/>

MARKETING SAMPLE QUESTIONS

1. Which one of the traditional four "P's" of the marketing mix concerns the various outlets and channels a business uses to distribute its products?
 - a. place
 - b. price
 - c. product
 - d. promotion
2. Which one of the following would be classified as a "quantitative marketing objective"?
 - a. Increase our market share from 20 percent to 27.5 percent.
 - b. Improve our after-sales service.
 - c. Produce products that are better quality than the competition.
 - d. Monitor competitor prices constantly to ensure we are competitive.
3. Which method of distribution is favored by Dell—the leading manufacturer of personal computers?
 - a. agency
 - b. direct selling
 - c. retail
 - d. wholesale
4. How do agents, such as those involved in real estate transactions, usually make their money?
 - a. by taking a commission from the sales they generate
 - b. by buying products and selling them for a profit
 - c. by charging government agencies for all the work performed
 - d. by charging fixed fees for every hour worked
5. Ready-to-go-Meals, a manufacturer of microwavable dinners, want to know what proportion of customers examines the information on their product labels in a supermarket. What is the best way of obtaining this information?
 - a. focus groups
 - b. observation
 - c. telephone survey
 - d. mail survey

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6. Which one of the following models of ethical management style is devoid of ethical principles?
 - a. remorseful management
 - b. moral management
 - c. immoral management
 - d. amoral management
 7. Which one of the following would be considered an external source of a marketing manager's values?
 - a. her loyalty to the company
 - b. her professional values
 - c. her performance based on company objectives
 - d. the way she conforms to company norms
 8. Over the past 30 years, most countries have:
 - a. come to rely less heavily on international trade and marketing
 - b. become more isolated than in the previous 100 years
 - c. come to export less than 10 percent of the GDP
 - d. come to rely more heavily on international trade and marketing
 9. In lesser-developed nations, American businesspeople are often perceived as arrogant and condescending. If true, this may be the result of:
 - a. cultural reactionism
 - b. ethnocentris
 - c. geocentrism
 - d. isolationism
 10. Employee dishonesty is one of the risks that businesses experience. Many businesses guarantee protection from losses that result from this kind of risk by:
 - a. purchasing surety bonds
 - b. hiring well-qualified employees
 - c. installing a security system
 - d. screening employees carefully
 11. The quantity of a product consumers are willing and able to purchase at a specific price is known as:
 - a. resources
 - b. demand
 - c. value
 - d. production
 12. The channels of distribution for a service business are:
 - a. expensive for customers
 - b. short
 - c. long
 - d. composed of many individuals
 13. Generally speaking, what is the most effective method of specialized or high-priced consumer goods?
 - a. telemarketing
 - b. wholesaling
 - c. personal selling
 - d. retailing
 14. If a company is found guilty of deceptive advertising, it may have to pay a fine to:
 - a. its target market
 - b. its customers
 - c. its upper management
 - d. the government

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15. Often, businesses may decide **not** to enter the international market because:
- it requires too many employees
 - the results are not worth the effort
 - the process appears to be complicated and difficult
 - it is an expensive process
16. The most difficult challenge facing international marketers is:
- political adjustment
 - cultural adjustment
 - economic adjustment
 - legal adjustment
17. Information already collected for another purpose that can be used to solve the current problem is:
- primary data
 - secondary data
 - research data
 - data analysis
18. What is the first step in planning a market research project?
- surfing the Internet for existing data
 - getting permission from the holder of the marketing budget
 - contacting a market research agency
 - defining the research problem
19. Which of the following is **not** one of the five basic business management functions?
- planning
 - delegating
 - organizing
 - controlling
20. How do managers assess organizational satisfaction?
- evaluate how well goals are being met
 - poll senior management
 - survey customers and consumers
 - ask the board of directors
21. Which management function involves assigning responsibility and authority among various departments or divisions?
- staffing
 - organizing
 - planning
 - controlling
22. Which one of these is **not** a stage of the product life cycle?
- introduction
 - maturity
 - c. extinction**
 - growth
23. Which one of the following is a benefit to consumers of the exchanges that occur as a result of marketing?
- gaining repeat business
 - obtaining items when needed
 - making maximum profits
 - determining how to meet wants

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24. Information that is gathered to address a specific issue or problem at hand is known as:
- a. marketing intelligence data
 - b. secondary data
 - c. primary data
 - d. MIS data
25. When marketing mixes are prepared for different market segments, the strategy is called _____ marketing.
- a. compartmentalized
 - b. differentiated
 - c. directed
 - d. custom
26. The first stage of the research process is:
- a. analyzing data
 - b. selecting a sample of respondents
 - c. defining the problem
 - d. planning the research design
27. Marketers who view political forces as being beyond their control are taking a _____ response toward these forces.
- a. aggressive
 - b. reactive
 - c. competitive
 - d. proactive
28. A liability for unpaid wages that are due to an employee for work performed is an example of:
- a. wage liability
 - b. liability for debt, loss, and injury
 - c. strict liability
 - d. product liability
29. The increasing move towards selling directly to customers rather than through intermediaries is known as:
- a. disintermediation
 - b. channel convergence
 - c. channel proliferation
 - d. disaggregation
30. _____ ethics involves studying and characterizing morality as it is.
- a. Normative
 - b. Relative
 - c. Descriptive
 - d. Existential

MARKETING SAMPLE CASE STUDY

PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive with the judges who will ask questions throughout the presentation. The judges will play the roles of general manager and marketing manager for Bank of the Plains (or judges may change names), a large loyal customer for National Office. You are the management team for National Office. Your team must create a strategy to maintain the goodwill and future business of Bank of the Plains. Your team must describe strategies to improve customer service, recognize loyal customers, and improve attitudes and scheduling of sales associates.

PERFORMANCE INDICATORS

- Explain the concept of production
- Describe the crucial elements of a quality circle
- Demonstrate a customer-service mindset.
- Explain the role of customer service as a component of selling relationships
- Explain key factors in building a clientele

CASE STUDY SITUATION

You are to assume the role of a management team for a national office supply store (National Office). You have been made aware that one of your top corporate clients (Bank of the Plains) is not happy with the service that they received the last time that they visited your store. Your management team must consider all factors that made the experience unpleasant for your loyal customer and implement changes for your office supply store to maintain top customer relationships with all clients.

This past week your store offered numerous coupons and specials that attracted a large customer traffic count. Finding committed employees has become increasingly difficult in your growing city that currently has a population of 150,000 people. Your store had eight employees scheduled to work on Saturday since you expected a high volume of business with all of the special promotions. Only five employees showed up to work; three of the five employees were hired within the last two weeks and are still in training.

Long lines of customers waiting to pay for merchandise were very frustrated with the slow process. One of the employees had to leave their cash register to get computer merchandise for a customer while leaving a line of four customers unattended. A shrill alarm (whistle sound) also was blaring throughout the store. The security system was tripped when a customer tried to move a computer from a shelf. Unfortunately, none of the sales associates on duty knew how to turn off the alarm.

Bank of the Plains purchases more than \$250,000 of merchandise from your store each year; representatives from Bank of the Plains waited 15 minutes to pay for a large order of merchandise. The sales associate did not acknowledge the loyal customers and they questioned the coupons used by the customers before actually accepting them. The sales associate complained about the store's general management and hinted that they were ready to quit on the spot. Bank of the Plains was not impressed with their experience and they have indicated that they will take their business to a competitor in the future. You do not want to lose the business of Bank of the Plains and have set up a meeting to convince them to give you one more chance. You must explain to the customer what you have done to improve the service and management for your store. You also must provide Bank of the Plains an incentive to come back to your store. You must explain how your store will schedule employees in the future, what your store will do to create a quality circle, and what strategy is in place to improve customer service.

You will meet the general manager and marketing manager for Bank of the Plains in your office and must convince them to give your store another chance.

THINGS TO CONSIDER

- Analyze the current employee training strategies used by your company to make decisions for improvement.
- Understand the importance of positive public relations and create a PR strategy for Bank of the Plains.
- Create a customer rewards program that recognizes loyal customers when they are at the check out purchasing merchandise.
- Explain an improved employee training program that will better serve the needs of customers.
- Analyze your company's strengths and weaknesses and outline a strategy to overcome the weaknesses.
- What is the strategy to regain the commitment of a loyal customer who has decided to take their business to a competitor?

Management Decision Making Answer Key

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

Management Information Systems Answer Key

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

Marketing Answer Key

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

Network Design Answer Key

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

Networking Concepts Answer Key

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