

**Overview**

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

This is a team event composed of two or three members. This event consists of two parts: an objective test and a performance. The objective test is taken collaboratively by the team members, and the top fifteen teams 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.pdf>

**Website Resources**

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

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**MARKETING SAMPLE QUESTIONS**

1. The CEO of a production-oriented company would consider \_\_\_\_\_ a benefit to the company.
  - a. coordination between marketing and engineers
  - b. emphasis on quality and safety
  - c. carefully designed product ranges to suit customer preferences
  - d. driven by understanding market forces

**Competency:** Basic Marketing Functions

2. Consumers are most likely to be involved in which business function?
  - a. Accounting
  - b. Production
  - c. Marketing
  - d. Operations

**Competency:** Basic Marketing Functions

3. Which one of the following would include making improvements to existing products?
  - a. marketing-information management
  - b. market planning
  - c. product and service management
  - d. pricing

**Competency:** Basic Marketing Functions

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4. What is provided by each of the elements of the marketing mix?
- a. Many alternatives to better satisfy a market.
  - b. Anything provided by the elements of the marketing mix is done so with all of them combined.
  - c. The marketing mix is one element.
  - d. A sole contribution to successful marketing.

**Competency:** Basic Marketing Functions

5. Which one of the following would **not** be a role of a marketer in the product development process?
- a. designing marketing strategies
  - b. gathering information
  - c. selling the product
  - d. conducting marketing tests

**Competency:** Basic Marketing Functions

6. In which type of distribution channel does the producer sell products to the final consumer?
- a. direct
  - b. indirect
  - c. pricing
  - d. system

**Competency:** Channels of Distribution

7. What would be the most cost effective channel of distribution for a very complex product, developed for a specific target market?
- a. indirect
  - b. personal
  - c. direct
  - d. product

**Competency:** Channels of Distribution

8. Title and ownership of goods delivered FOB (free on board), belongs to the \_\_\_\_\_ until they reach their destination.
- a. buyer
  - b. seller
  - c. recipient
  - d. shipper

**Competency:** Channels of Distribution

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9. This type of inventory system tracks the number of items in inventory on a constant basis.
- a. inventory counting
  - b. physical
  - c. cycle count
  - d. perpetual

**Competency:** Channels of Distribution

10. Cartels and monopolies are regulated by the:
- a. Robinson Patman Act
  - b. Sherman Antitrust Act
  - c. Federal Trade Commission Act
  - d. Food and Drug Act

**Competency:** Legal, Ethical, and Social Aspects of Marketing

11. A store that uses recycled bags is showing which one of the following?
- a. social responsibility
  - b. code of ethics
  - c. social intelligence
  - d. profit motive

**Competency:** Legal, Ethical, and Social Aspects of Marketing

12. How does the Food and Drug Administration play a role in the marketing of products?
- a. They control labeling of products.
  - b. They regulate the use of electronic contracts.
  - c. They set safety standards.
  - d. They protect small business against unfair pricing.

**Competency:** Legal, Ethical, and Social Aspects of Marketing

13. The advertising industry is most concerned with communicating information to whom?
- a. media representatives
  - b. clients
  - c. consumers
  - d. agents

**Competency:** Promotion and Advertising Media

14. Which one of the following is **true** about advertising?
- a. unpaid, nonpersonal communication
  - b. paid, nonpersonal communication
  - c. paid, personal communication
  - d. unpaid, personal communication

**Competency:** Promotion and Advertising Media

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15. What is a primary reason that in a free enterprise economic system, a government would regulate the content of promotional activities?

- a. to develop additional tax bases
- b. to protect consumers from deceptive advertising
- c. to facilitate an advertising program
- d. to increase competition

**Competency:** Promotion and Advertising Media

16. The physical elements that merchandisers use to project an image to customers are called:

- a. marquee
- b. visual merchandising
- c. display
- d. storefront

**Competency:** Promotion and Advertising Media

17. What is marketing research **not** used for by companies?

- a. to determine consumer attitudes
- b. to create an advertising budget
- c. to learn about competitive products
- d. to test product features

**Competency:** Marketing Information, Research, and Planning

18. What is a disadvantage of using secondary data in market research?

- a. Projections are always correct.
- b. It is the most expensive type to obtain.
- c. Data available may not be suitable for current problems.
- d. It is easily obtained.

**Competency:** Marketing Information, Research, and Planning

19. How may primary data be obtained?

- a. specialized research method
- b. government sources
- c. experimental method
- d. Internet sources

**Competency:** Marketing Information, Research, and Planning

20. Creating a marketing plan would include:

- a. a profit and loss statement
- b. market research
- c. delivery options
- d. a roadmap for a product entering the market

**Competency:** Marketing Information, Research, and Planning

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21. Which type of business-to-business e-commerce purchases make up the largest percentage of transactions?

- a. purchases of complex products
- b. routine purchases
- c. auction purchases
- d. expensive equipment

**Competency:** E-Commerce

22. \_\_\_\_\_ would be a major consideration when pricing a website.

- a. Web safe colors
- b. Ability to purchase from site
- c. Functionality
- d. Number of links

**Competency:** E-Commerce

23. An example of a marketing strategy that might be used in a recession is:

- a. focusing on the features of a product
- b. using discounting as a marketing tool
- c. larger marketing budgets
- d. marketing messages based on spending

**Competency:** Economics

24. Which characteristic would best be used to describe capital goods?

- a. man-made
- b. intellectual skills
- c. natural resources
- d. physical skills

**Competency:** Economics

25. Factors of production can be intangible. Which one of the following falls into that category?

- a. land and capital
- b. labor and entrepreneurship
- c. land and labor
- d. capital and entrepreneurship

**Competency:** Economics

26. Which one of the following best describes the term selling?

- a. eliminates customer objections
- b. matches customer needs and wants with features and benefits of a product or service
- c. establishes a relationship with a customer
- d. explains uses of a product

**Competency:** Selling and Merchandising

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27. Ethically questionable in selling would include:

- a. telling a prospective customer a product will be delivered in two weeks when they know it will be four weeks
- b. having responses for all objections
- c. using partnership selling
- d. using suggestive selling

**Competency:** Selling and Merchandising

28. Repeat business for a salesperson is generated by:

- a. order fulfillment
- b. recommending larger quantities
- c. suggestive selling
- d. service close

**Competency:** Selling and Merchandising

29. A direct close is:

- a. "Would you like to have this gift wrapped?"
- b. "You may return or exchange this as long as you have your receipt."
- c. "How would you like to pay for this?"
- d. "We offer a two-year warranty on this item."

**Competency:** Selling and Merchandising

30. This organization is charged with protecting the public from unreasonable risks of serious injury or death from consumer products under the agency's jurisdiction.

- a. Consumer Credit Protection Agency
- b. Consumer Product Safety Commission
- c. Food and Drug Administration
- d. Federal Trade Commission

**Competency:** Selling and Merchandising

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## MARKETING SAMPLE CASE STUDY

### PARTICIPANT INSTRUCTIONS

1. You have twenty minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand and hold up a colored card indicating one minute is left 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 Super Brand Board of Director members (or judges may change names). You are on the marketing/management team for Super Brand and the board of directors has asked you, as team representation, to describe the public relations campaign for the retail giant.

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4. You will be given two note cards.
  5. Cover all the points described in the case and be prepared to answer questions posed by the judges.

### **PERFORMANCE INDICATORS**

- Explain the nature of effective written communication
- Explain the nature of a promotional plan
- Explain the types of promotion
- Write informational messages.
- Explain the role of promotion as a marketing function

### **CASE STUDY SITUATION**

You are to assume the role of the marketing/management team for a major national retail super store (Super Brand). Each year Super Brand sponsors a major charity to benefit the local community; this annual promotional event costs \$500,000. The Board of Directors for Super Brand has called a meeting to hear your plan for this year's Super Brand charity.

Sales for your retail giant are annually in the billions. The success and size of your company provide fuel for media criticism. Your position requires you to select, organize, and successfully manage a charity event that helps the special cause and gives the company positive public relations. Frequently the events involve the company and customers. Sometimes the store will give a percentage of sales or match contributions given by customers for the specified charity. Last year your company raised \$30 million for tornado victims in the United States.

The board of directors wants to know which charity you have chosen and why. They also want to hear all forms of publicity to kick off and publicize the campaign for the chosen charity. You must present a sample news release for all major newspapers across the United States to inform the public about the positive influence your company has in the community.

### **THINGS TO CONSIDER**

- Analyze the current needs of the community where Super Brand is located
- Understand the importance of a promotional plan
- Create publicity that sheds a favorable light on the organization
- Communicate a public relations project effectively to the community
- Consider the cost and benefit from a PR campaign
- What is the strategy to turn public perception of Super Brand from retail giant to community participant?

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**Management Information Systems Answer Key**

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

**Marketing Answer Key**

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

**Network Design Answer Key**

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

**Networking Concepts Answer Key**

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