

**STATE DECA QUIZ BOWL
2000-2001**

Extra Questions

1. In advertising this shows exactly how an ad will appear when printed?
 - A. Proof

2. What refers to the physical appearance, or outline of a display?
 - A. Shape

3. What is a prewritten story about a company that is sent to the various media?
 - A. News Release OR Press Release

4. This is the symbol which appears as a series of bars and a row of numerals on an item to be scanned?
 - A. UPC (Universal Product Code)

5. Which type of business ownership is a legal agreement to begin a new business in the name of a recognized company?
 - A. Franchise

6. Something of value that a borrower pledges to a lender to ensure payment of a loan?
 - A. Collateral

7. The merchandise cost of net sales?
 - A. Cost of Goods Sold

8. Your base salary, bonus and benefit package?
 - A. Compensation

9. The four elements of trust are appearance, candor, reliability and?
 - A. Openness

10. The act of seeking out what customers think, feel, or know?
 - A. Probing

11. Any situation that has the potential to cause bodily harm to employees?
 - A. Safety Hazard

12. The total demand for an economy's goods and services?
 - A. Aggregate

13. A way of allowing subordinates the opportunity to self manage?
 - A. Empowerment

14. What term involves the activities of government, business, and independent organizations which protect consumer rights?
 - A. Consumerism

15. Signals or cues as to the success or failure of a retail strategy or some part of it?
 - A. Feedback

16. Are pure risks insurable risks?
 - A. Yes

17. What type of corporation is one that has plants and/or retail shops located abroad?
 - A. Multi-National

18. Business cycle consists of four phases. What is the first one?

A. Expansion

19. An indication of the quality or size of a product?

A. Grade