

**STATE DECA QUIZ BOWL  
2000-2001**

**Round 2**

1. \_\_\_\_\_ is achieved during accomplishing a task with a minimum expenditure of time and effort?  
A. Efficiency
  
2. Something desired but may not be required is called a  
A. Want
  
3. \_\_\_\_\_ channels used by a seller to promote goods or services—include television, radio or newspaper?  
A. Media
  
4. In a restaurant, who is generally the first person to see a customer?  
A. Host OR Hostess
  
5. What is the situation that exists when demand is greater than supply?  
A. Excess (Demand)
  
6. The leadership style in which the leader determines all policies, and maintains close control is what type of style?  
A. Autocratic
  
7. A pattern which a person follows in life including how they use their time and money is called a \_\_\_\_\_?  
A. Lifestyle

- A. Quality Control
20. \_\_\_\_\_ selling is simply direct communication between a buyer and seller?
- A. Personal
21. A free product given to consumers in an attempt to persuade them to try something new is called a \_\_\_\_\_?
- A. Sample
22. Catchy little tunes played as part of television or radio commercials are called \_\_\_\_\_?
- A. Jingles
23. Mail which arrives daily and is unsolicited is called \_\_\_\_\_ mail?
- A. Junk
24. A \_\_\_\_\_ protects your brand new idea or intellectual property?
- A. Patent
8. The 4 P's of marketing are product, promotion, price and \_\_\_\_\_?
- A. Place
9. When exclusive control over a product or the means of production by one individual company exists, it is known as a \_\_\_\_\_?
- A. Monopoly
10. Products used by consumers for personal, family, or household purposes are referred to as \_\_\_\_\_?
- A. Consumer Goods
11. \_\_\_\_\_ are the studies regarding characteristics of where potential customers live?

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24. A \_\_\_\_\_ protects your brand new idea or intellectual property?
- A. Patent
- A. Geographics
12. The contract between a business and company to cover a certain business risk is known as
- A. Insurance Policy
13. A job \_\_\_\_\_ is information about a job opening?
- A. Lead
14. A manufacturer's brand is also called a \_\_\_\_\_ brand?
- A. National
15. The name that is used to identify a company or an organization?
- A. Trademark

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16. An organizations' percentage of total industry sales is its' market \_\_\_\_\_?
- A. Share
17. A warranty which covers the entire product is called a \_\_\_\_\_.
- A. Full Warranty
18. Rivalry between two or more businesses to attract customer dollars is known as
- A. Competition
19. The maintenance of quality at established levels is known as \_\_\_\_\_?