

**STATE DECA QUIZ BOWL
2000-2001**

Round 3

1. A required benefit designed to provide subsistence payments to employees who are between jobs is called
A. Unemployment Compensation

2. What is the second step in the communication process; it involves getting the receiver to comprehend the meaning of the message?
A. Understanding

3. What are crimes of the business world other than burglary or robbery known as?
A. White-Collar Crime

4. The measure of the firm's ability to quickly convert its current assets to cash for the purpose of meeting its current liabilities is called the
A. Acid-Test Ratio

5. Net profit after taxes plus any non-cash charges such as depreciation, depletion, and amortization is called the
A. Cash Flow

6. The basic rules or parameters for conducting any activity in an "acceptable" manner is
A. Ethics

7. Companies that advance a business money in return for its accounts receivable are known as
A. Factors

8. Costs associated with producing a good or service are known as
 - A. Expenses

9. Deception with the intent of misleading another person is called
 - A. Fraud

10. The computer, the printer, and other physical equipment needed to run the machines are known as _____.
 - A. Hardware

11. The claims creditors have against a company are known as
 - A. Liabilities

12. A form of networking involving a physical link among machines is
 - A. LAN (Local Area Network)

13. A classification or group in which buyers can be placed is called a market _____.
 - A. Niche

14. Insufficient attention paid to an enterprise by its owner is an example of
 - A. Neglect

15. A person who brings a legal action is called the
 - A. Plaintiff

16. A market where a few dominant firms account for most of the industry sales is called an

- A. Oligopoly
17. What remains after a firm's liabilities are subtracted from its assets?
- A. Owner's Equity OR Net Assets
18. The accumulated net income over the life of the corporation to date is their
- A. Retained Earnings
19. In an attempt to distinguish their merchandise from other goods retailers or manufacturers, companies develop names known as?
- A. Brands
20. The marketing function responsible for the physical movement of a good or service from producer to consumer is
- A. Distribution
21. The process by which fashion flows from one class or group to another is referred to as what process?
- A. Adoption
22. People who use goods and services to satisfy their personal wants are called
- A. Consumers
23. Marketing element dealing with types of communications that marketers use to inform, persuade or remind customers of their products is known as what?
- A. Promotion
24. Special actions that will be used to carry out strategies are known as
- A. Tactics

25. _____ is a general name given to a group of products to sell without a trade name?
- A. Generic
26. _____ is the term that refers to abilities that are needed for a specific job?
- A. Aptitudes
27. An act of identifying future buyers of your product is called
- A. Prospecting
28. Also known as capitalism, what system is distinguished by private ownership and profit?
- A. Free Enterprise
29. The point in a sales presentation at which the customer makes a favorable buying decision is known as the
- A. Close (Sale)
30. The liability which holds business owners responsible for paying all business debts is called
- A. Unlimited Liability
31. A(n) _____ person displays traits of standing up for his/her ideas and beliefs.
- A. Assertive
32. A type of transaction paid by cash or check is called a
- A. Cash Sale

33. In a print advertisement, the written selling message is known as the
- A. Copy
34. A number used to describe a part of some standard amount?
- A. Fraction OR Decimal
35. _____ are merchandise that satisfy our needs and wants while having monetary value?
- A. Goods
36. The drawing used in a printed advertisement is called an
- A. Illustration
37. Goods purchased for the production of other goods or for resale to industrial users are referred to as what kind of goods?
- A. Industrial Goods
38. The formal printed record of a sale which includes all necessary information as to the buyer and the seller is called the
- A. Invoice
39. The stages through which goods and services move from the time they are introduced until they are taken off the market are known as the
- A. Product Life Cycle
40. The arrangement and appearance of printed materials is known as
- A. Typography OR Layout
41. The combination of goods that a business offers for sale is called the

- A. Assortment
42. Funds provided to retailers by the producers of goods to help pay for the retailer's advertising expenses is called
- A. Cooperative Advertising
43. In what city and state is the National DECA Center located?
- A. Reston, VA
44. The amount added to the cost of goods in order to determine the selling price is called the
- A. Mark-Up
45. The money businesses raise through borrowing is known as the
- A. Debt Capital
46. A partnership in which each partner shares in the profits and losses of the business is called a _____ partnership.
- A. General Partnership
47. Name a method of inventory control that updates inventory information on a continuous basis as transactions occur?
- A. Perpetual Inventory Control
48. Items found in nature and used to produce goods and services are referred to as
- A. Natural Resources
49. To teach or to develop a specific skill is known as?
- A. Training

50. The name given to a research study conducted at Western Electric which proved that small changes in employee working conditions increase morale and productivity is
- A. Hawthorne Effect