

**STATE DECA QUIZ BOWL
2000-2001**

Round 6

1. The sum total of a people's learned behaviors as it relates to heritage is called
A. Culture
2. A symbol representing a number, such as three is known as what?
A. Digit
3. A statement that contains exceptions to and exclusions from a warranty is a
A. Disclaimer
4. The visual and artistic aspects of presenting a product to a target group of customers is called
A. Display
5. The specific area where deliveries are made by carriers is called
A. Deck or Loading Dock or Receiving or Receiving Dock
6. The expense associated with producing one more unit of output is called
A. Marginal Cost
7. Systematic study of factors that affect a business's sales for the purpose of increasing profit is known as
A. Market Research
8. Information that is already available and needs only to be gathered and, in some cases, further analyzed is called
A. Secondary Research

9. A person not known as a partner by the general public but who plays an active role in the business operation is called a
 - A. Secret Partner

10. Purchase price plus operating expenses plus profit is
 - A. Selling Price OR Retail Price

11. The number of people who report to a supervisor is sometimes referred to as
 - A. Span of Control

12. The use of promotional giveaways that carry the company's ad message is called what type of advertising?
 - A. Specialty Advertising

13. A law that disallows breach-of-contract claims after a specified number of years have elapsed is
 - A. Statute of Limitations

14. Advertising inside or outside of public transportation vehicles is called
 - A. Transit Advertising

15. Shared beliefs individuals have accepted and that influence their behavior are called
 - A. Values

16. A cost that changes in relation to output is known as
 - A. Variable Cost

17. Situations when a slight change in price creates a large change in demand for a product are what kind of demand?
 - A. Elastic Demand

18. Items purchased out of immediate need are known as what kind of purchases?
 - A. Emergency Goods

19. People who attempt to earn money and make profits by taking the risk of owning and operating a business are called

- A. Entrepreneurs
20. Guidelines for good behavior are called
- A. Ethics
21. The receiver's response to a message is known as
- A. Feedback
22. Store furnishings, such as display cases, counters, shelving, racks, and benches are called
- A. Fixtures
23. Placing large items with large items and small items with small items in a display is known as
- A. Formal Balance
24. Products that do not carry a brand name are called what kind of brands?
- A. Generic
25. Merchandise that satisfies our needs and wants and has monetary value are called
- A. Goods
26. The total of all sales for any period of time is known as
- A. Gross Sales
27. The way a business or organization is defined in people's minds is the firm's
- A. Image
28. Goods that lend themselves to unplanned purchasing are called
- A. Impulse Items
29. A contract between a shipper and a carrier for transportation of goods is called a
- A. Bill of Lading

30. An item priced at a cost to draw customers into a store is called a
- A. Loss Leader
31. An actual tally of each unit of stock is known as
- A. Physical Count
32. What is the name of the statement on which the company's profit and losses can be presented?
- A. Financial Statement
33. A sign used to display the store's name is called a
- A. Marquee
34. The difference between the price of an item and its cost is the
- A. Mark-Up
35. Deciding what will be done and how it will be accomplished is called
- A. Planning
36. Interest expressed as a percentage of the principal is called
- A. Rate of Interest
37. A discount offered by a manufacturer for purchasing an item during a given time period is known as a
- A. Rebate
38. People who know your work habits and personal traits so well they will recommend you for a job are called
- A. References
39. Merchandise brought back for a cash refund or credit is called a
- A. Return
40. The use of marketing devices, such as displays, premiums or contests, to stimulate purchases is known as
- A. Sales Promotion

41. Insufficiency of supply of goods, services, or resources is called
- A. Scarcity
42. Activities that satisfy needs and wants and have monetary value are called
- A. Services
43. Basic items that are used regularly and kept on hand in fairly large amounts are called what kind of items?
- A. Staples
44. The total exterior of a business is called what?
- A. Storefront
45. A person responsible for carrying out the decisions of middle management is the
- A. Supervisor
46. The process of selling over the telephone is known as
- A. Telemarketing
47. An initial effort to close a sale is referred to as the _____ close.
- A. Trial Close
48. The coordination of all physical elements in a place of business so that it projects the right image to its customers is called
- A. Visual Merchandising
49. An individual who is responsible for the procurement of merchandise for resale is
- A. Buyer
50. The name of the division of DECA for former members who wish to remain active in the organization is
- A. Alumni Division