

DECA QUIZ BOWL

STATE ASSOCIATION QUESTIONS

1. Q: The upper limit to the amount that can be charged for a specific good or service is a?
A: Price Ceiling
2. Q: A good or service that is necessary for the well being of a person or an organization is a?
A: Need
3. Q: People in an organization that make decisions and interpret policies are called?
A: Management
4. Q: An amount of money charged for the use of borrowed money or credit?
A: Interest
5. Q: What term means all of the following: planning, designing, selling, promoting, and servicing of products?
A: Marketing
6. Q: What type of business is owned by the stockholders?
A: Corporation
7. Q: When students participate in skill development activities while working as an employee, they are receiving what type of training?
A: On-The-Job or Co-op Training
8. Q: What do you call the costs or fees including interest that are involved in a credit transaction?
A: Finance Charges
9. Q: In reference to computers what do the letters CPU stand for?
A: Central Processing Unit
10. Q: Which economic system allows the means for production and distribution to be privately owned?
A: Capitalism/Free Enterprise
11. Q: What do you call a statement that is attached to a product giving information about its contents?
A: Label
12. Q: Pilferage is another name for?
A: Employee theft

13. Q: An actual count of the merchandise in stock is called?
A: Physical inventory
14. Q: A salesperson who meets the customers face to face and persuades them to buy, is involved in what type of selling?
A: Personal Selling
15. Q: The person to whom a check is written is called the?
A: Payee
16. Q: When two or more people operate a business and share the profits and losses, they own what type of business?
A: Partnership
17. Q: Hours worked over the regular 40 hour work week is called?
A: Overtime
18. Q: Name the diagram that shows the positions, responsibilities, and reporting lines of personnel in a business?
A: Organization Chart
19. Q: What is the term that means, "let the buyer beware."
A: Cavet Empetor
20. Q: Name the person who buys the merchandise that a retail store carries in stock for the customers.
A: Buyer
21. Q: What do you call a monthly report issued by a bank showing deposits made, checks written, and other information?
A: Bank Statement
22. Q: Name the organization that is supported by businesses and has the purpose of improving local business practices?
A: Better Business Bureau
23. Q: When an individual or business has debts that are greater than their assets and cannot be paid, they are in a state of?
A: Bankruptcy
24. Q: A report that tells the financial status of a business?
A: Balance Sheet

25. Q: A system of recording that shows a retailer the goods he has on hand, the items he has sold and their value?
A: Inventory Control
26. Q: The arrangement of the advertisement copy and art on the printed page?
A: Layout
27. Q: An advertisement that shows and describes several related items is called what?
A: Group Advertisement
28. Q: A store that is owned and managed by a manufacturer primarily to sell the products that it produces?
A: Manufacturer Owned Chain.
29. Q: A retail system under which a supplier gives a retailer the right to use the company's name in a specified location to sell certain goods and services?
A: Franchising
30. Q: An exchange of information between two or more people is called what?
A: Communication
31. Q: Research attempting to measure the effectiveness of an advertisement after it has appeared in various media?
A: Post testing
32. Q: Research attempting to measure the effectiveness of an advertisement before it is printed or broadcasted is called?
A: Pretesting
33. Q: Legal or official permission, required by many communities, to operate or run a business?
A: Business License
34. Q: A used item that a customer gives to the retailer as a partial payment of the price of a new item?
A: Trade-in
35. Q: The advantages of a product that are not immediately obvious to the customer?
A: Hidden benefits
36. Q: The geographic area from which a store draws its customers?
A: Trading area
37. Q: A sale that the retailer uses to remove leftover items from the selling floor?

- A: Clearance sale
38. Q: A system by which assortments of similar merchandise are offered at the same prices, for example, \$100, \$150, \$200 suits?
- A: Price lines
39. Q: An item that is actually sold, on purpose, for less than its cost to the store, is being used as a?
- A: Loss leader
40. Q: A projection in dollars of sales goals for a department, a merchandise line, or an entire store is called what?
- A: Merchandise plan or sales budget
41. Q: What has a store done when it has more goods in stock and on order than the demand requires for a given period?
- A: Over bought
42. Q: Goods that are the basic stock in a store and should always be kept on hand are called?
- A: Staple merchandise
43. Q: Products that carry the label of the retailer who sells them rather than the manufacturer's brand name are called what?
- A: Private brands
44. Q: A written record completed by the salesperson that shows a customer's request for merchandise that is not found in stock is called?
- A: Want slip/rain check
45. Q: You have limited liability when you invest in this type of business?
- A: Corporation
46. Q: The opposite of exports is?
- A: Imports
47. Q: When goods and services are purchased from the U.S. by foreign buyers it is called?
- A: Exports
48. Q: Name the person who buys or does business with a particular store?
- A: Customer
49. Q: When would you call a person who assumes the responsibility and the risk for starting and operating a business?
- A: Entrepreneur

50. Q: What word expresses the continuous striving of businesses to gain larger shares of their respective markets?
A: Competition
51. Q: When the customer has only X amount of dollars to spend, this is referred to as?
A: Buying power
52. Q: Money that is spent to produce a product results in what type of cost?
A: Production (cost)
53. Q: A rivalry between two or more businesses to obtain customers is called?
A: Competition
54. Q: What is the process of moving, handling and storing items in route from the producer to the consumer?
A: Distribution
55. Q: When taking control of a product it becomes what type of utility?
A: Possession utility
56. Q: Making goods and services available at the location where they are needed is what type of utility?
A: Place utility
57. Q: What utility involves altering or changing the form or shape of a product in order to make it more useful?
A: Form utility
58. Q: What do we call activities that do not relate to the exchange of products of monetary value?
A: Non-economic activities
59. Q: Name the resource that is provided by nature.
A: Natural
60. Q: What are the first three words in making a motion?
A: I move that . . .
61. Q: What is it called when you add or delete words pertaining to a motion?
A: Amendments
62. Q: When the chairperson refers members to certain assignments to carry out, what is this group called?
A: Committee

63. Q: Which parliamentary term is used to postpone a motion?
A: Table
64. Q: What does it mean to lay a motion on the table?
A: To send it to committee
65. Q: What is a quorum?
A: Number of members needed to conduct business?
66. Q: How do you close a meeting?
A: Motion to adjourn
67. Q: Name four of the five divisions of DECA.
A: High school, alumni , collegiate, Delta Epsilon Chi, Professional
68. Q: What is a chapter?
A: A local DECA unit
69. Q: What is the Merit Awards Program?
A: An individualized learning and recognition program
70. Q: What do the four points of the DECA Diamond stand for?
A: Vocational understanding, social intelligence, civic consciousness, leadership development
71. Q: The national magazine published by DECA is called?
A: New Dimensions
72. Q: Do any foreign countries belong to DECA?
A: Yes
73. Q: Where is the National DECA center located?
A: Reston, Virginia
74. Q: What does the gift in the middle of the DECA diamond stand for?
A: A job well done
75. Q: One who manages is called what?
A: Manager
76. Q: A union security agreement which does not require employees to join the union or pay dues is called an?
A: Open shop

77. Q: Persons relying on each other in order to accomplish something is called?
A: Interdependency
78. Q: A house is defined as what type of good?
A: Durable
79. Q: The transfer of money for a service rendered is an example of?
A: Exchange
80. Q: Agreements between two or more people stating that one party is to do something provided by another party is called?
A: Contractual agreements
81. Q: A union strategy in which employees stay on the job but refuse to work?
A: Sit-down strike
82. Q: When a producer sells to an intermediary, the intermediary is a?
A: Wholesaler
83. Q: The quality and quantity of the goods/services that people own and use is a measurement of?
A: Standard of living
84. Q: What is the part of the marketing process where the company determines what goods or services will be produced and sold?
A: Planning
85. Q: A product or service that satisfies a customer's wants and need has?
A: Utility
86. Q: Those risks that may result in a loss, no change, or a gain are known as?
A: Non-insurable risks
87. Q: Marketing is the connecting link or bridge between the producers and?
A: Consumers
88. Q: What are the four roles of marketing?
A: Plan, price, promote, and distribute (place)
89. Q: Since marketers must compete among themselves to attract customers for their products, their first objective is to satisfy the consumers. . . . ?
A: Wants and needs

90. Q: Who benefits through the exchanges that occur as a result of marketing?
A: Consumer (producers)
91. Q: A court order forbidding someone from carrying out an act?
A: Injunction
92. Q: What term means the sponsorship of advertisements by two or more businesses?
A: Cooperative advertising
93. Q: Name two incidental motions.
A: Point of order, appeal, suspend, spec. orders, withdraw, division
94. Q: How many states in the United States are affiliated with National DECA?
A: Fifty
95. Q: Who is the National Executive Director of DECA?
A: Dr. Edward Davis
96. Q: What type of customer disagrees, questions, or looks for error in almost everything and everybody?
A: Argumentative customer
97. Q: A rivalry between two or more businesses is called?
A: Competition
98. Q: What do you call the basic principles by which you live, the personal rules which guide your words and actions?
A: Ethics
99. Q: What term means the practice of cheating, misleading, or misrepresenting?
A: Deceit
100. Q: What type of behavior involves the use of words (oral and written)?
A: Verbal behavior
101. Q: What term means singular, one of a kind?
A: Unique
102. Q: What do you call knowledge or familiarity with someone or something?
A: Understanding

103. Q: What term means comprehending one's personal needs, interests, values and motives and recognizing their effect on one's behavior?
A: Self-understanding
104. Q: What do you call the process of assuming roles and acting through a given situation?
A: Role playing
105. Q: When something is new, fresh, innovative, unusual, or unique, it is called?
A: Original
106. Q: What term means the act of contemplating, reflecting, or thinking over?
A: Meditation
107. Q: What do you call the act of testing or trying out a proposed idea or procedure?
A: Experimentation
108. Q: What term means the ability to generate unique ideas, approaches and solutions?
A: Creativity
109. Q: What concept consists of the company having a wide consumer orientation with the objective of achieving long-run profits?
A: Marketing (concept)
110. Q: What term means how you feel about your self-concept?
A: Self-esteem
111. Q: Items that will be used by consumers are called?
A: Consumer goods and services
112. Q: An item that will be consumed by industrial users is called?
A: Industrial goods and services
113. Q: What word means change, modify, or make a difference?
A: Alter
114. Q: What word means skill and ability?
A: Aptitude
115. Q: What term means a feeling that a person has about someone or something?
A: Attitude

116. Q: What term means to have an outlook or feeling that is neither positive or negative, but is disinterested, ambivalent, unconcerned?
A: Indifference
117. Q: What type of disposition do you have when you are pessimistic and have bad feelings about people and things?
A: Negative attitude
118. Q: What do you call it when you are thinking unfavorable thoughts.
A: Negative thinking
119. Q: Spell the term Laissez Faire.
A: L-A-I-S-S-E-Z F-A-I-R-E
120. Q: What term describes leaders who prefer to exercise little or no control over their subordinates, they tend to provide only general guidance?
A: Inferior attitude
121. Q: What type of attitude is characterized by people who believe that they are less worthy than the people around them; they lack self-respect, but tend to think highly of others?
A: Inferior attitude
122. Q: An opening in a building for letting in light or air and is also used for displaying purposes is called?
A: Window

123. Q: What type of leader exercises only a moderate degree of control over employees; they tend to involve employees in decision-making and problem-solving?
A: Democratic leaders
124. Q: What type of attitude is exhibited by people who have very low opinions of, and lack of confidence in themselves and others?
A: Defeatist attitude
125. Q: What type of leader exercises a high degree of control over their subordinates? They tend to see themselves as the sole source of authority.
A: Authoritarian leaders
126. Q: What condition exists when two or more things need or rely upon one another for the same reason?
A: Interdependent
127. Q: Those things which we can live without, but which add pleasure and comfort to living?
A: Wants
128. Q: Tina Skinner is single and wants to buy a home. The bank denied her request for a mortgage loan because of her marital status. What law applies to this situation?
A: Equal Credit Opportunity Act
129. Q: What do you call words or actions associated with fulfilling one's obligations in a dependable, reliable manner?
A: Responsible behavior
130. Q: A person whom an action, either criminal or civil, is brought against?
A: Defendant
131. Q: When you are answerable and accountable for something within one's power and control; dependable; reliable; what are you?
A: Responsible
132. Q: What do you call individual's verbal and nonverbal actions?
A: Behavior
133. Q: What do you call a written record of the duties and responsibilities associated with a particular job?
A: Job description
134. Q: What type of feedback involves praise? Tends to reinforce behaviors that led to the praise.
A: Positive feedback

135. Q: What term means restraint of your feelings, words, and actions?
A: Self-control
136. Q: What term means to analyze something for the purpose of identifying its shortcomings, fault-finding?
A: Criticize
137. Q: What do you call evaluative information designed to help someone improve?
A: Constructive criticism
138. Q: What type of relationship is characterized by rules, well defined positions, and clear lines of authority? Work relationships are an excellent example.
A: Structured relationship
139. Q: What do you call the study of the way that people conduct relationships with one another?
A: Human relations
140. Q: What process consists of two or more carriers on a single ticket for a passenger?
A: Multiple ticketing
141. Q: What do you call an assurance that an accommodation or reservation will be available?
A: Guarantee
142. Q: What procedure allows customers to go directly to an area without delay?
A: Express check-in
143. Q: What term encompasses food, lodging, transportation, and sight-seeing?
A: Travel components
144. Q: A form of advertising; printed material that provides information about geographic locations and motel, transportation, and sight-seeing attractions:
A: Tourism literature
145. Q: A middleman that provides travel assistance between a travel business and a consumer is called what?
A: Tour operator
146. Q: Direct mail packets containing a variety of travel materials are called what?
A: Promotional folders
147. Q: A moving stairway consisting of threads linked in an endless belt used in many department stores is called a what?
A: Escalator

148. Q: Large visual sheets depicting sale items/services found in travel agencies, transportation terminals, convention bureaus, etc.?
A: Posters
149. Q: What do you call the most popular form of tourism literature?
A: Brochures
150. Q: What personal characteristic relates to specific occupations, sexes, educational levels, and social classes?
A: Lifestyles
151. Q: What do you call the second mental buying stage?
A: Interest
152. Q: What do you call the third mental buying stage that relates directly to potential customers needs and wants?
A: Desire
153. Q: What term means a characteristic which relates to nature and the weather in recreation services?
A: Seasonality
154. Q: What do you call the trait of being able to relate on an individual level? To be able to see oneself in a similar situation?
A: Personal identification
155. Q: Standards used in judging quality and/or effectiveness are called what?
A: Evaluation criteria
156. Q: What term means the process of examining and judging?
A: Evaluation
157. Q: What do you call the different forms display activities will take, such as: window, exhibit booths, posters, and racks of brochures?
A: Display methods
158. Q: The guidelines of arranging an appealing design: form, balance, optical, weight, and rhythm are called what?
A: Design principles
159. Q: What do you call the distinguishing factors that define a target market such as age, profession, lifestyle, income, and education?
A: Demographics

160. Q: When a customer makes an unplanned purchase based on a decision made in the store?
A: Impulse buying
161. Q: What is a closing technique in which the sales person reviews the features and benefits at the conclusion of the presentation?
A: Summary closing
162. Q: What is the most simple and natural of all closing techniques, merely asking the customer to buy?
A: Direct
163. Q: What is the point in a sales presentation at which the customer makes a favorable buying decision?
A: Close
164. Q: What is being pushy or too eager to make a sale?
A: Oversell
165. Q: What is offering the customer something extra for buying immediately?
A: Bonus close
166. Q: What is advice often given to new salespeople, meaning "always be closing, " implying that anytime is a good time to try to close the sale?
A: ABC's of selling
167. Q: Merchandise which can be used with the customer's original purchase is called?
A: Related merchandise
168. Q: The act of reinforcing people so that they feel confident is called
A: Reassurance
169. Q: Form of income calculated as a percentage of sales is called?
A: Commission
170. Q: What do you call an item which is desired, but may not be a necessity?
A: Want
171. Q: What is a guarantee on a product or service called?
A: Warranty

172. Q: What is putting yourself in another person's place called?
A: Empathy
173. Q: What is the reason or benefit that causes people to make a purchase to satisfy wants and needs?
A: Buying motive
174. Q: What is the point at which the customer decides that he/she must purchase a product or service?
A: Need (decision)
175. Q: What is a small or "mint" decision that a customer makes which leads to the final decision to buy a product or service?
A: Buying (decision)
176. Q: What term means to put off intentionally and habitually?
A: Procrastination
177. Q: What term means indisposition to labor?
A: Indolence
178. Q: What type of client questions everything and may want facts and proof before being convinced something is true?
A: Suspicious customer
179. Q: What term means a business has the support, approval, and confidence of its customer?
A: Goodwill
180. Q: What type of customer is overly confident, feels they know more and are better than the average person?
A: Domineering/superior customer
181. Q: What type of customer intentionally attempts to avoid paying part or the entire price for a product or service?
A: Dishonest customer
182. Q: What type of customer is unpleasant and hard to help because they are argumentative, complaining, irritable, moody, insulting, impatient, and/or leave-me-alone attitude?
A: Disagreeable customer
183. Q: What type of client has problems that interfere with their ability to communicate satisfactorily or to function in a normal or pleasant manner.
A: Difficult customer

184. Q: What type of client believes that everything is going wrong for them and everybody is either taking advantage of them or not really trying to help?
A: Complaining customer
185. Q: Items that are used to produce other goods or services are called what?
A: Capital goods
186. Q: Clothes, desks, books, and food are examples of what kind of items?
A: Tangible
187. Q: Housecleaning, shoe shining, singing, cooking, are all examples of what?
A: Services
188. Q: Non-monetary payments that workers receive in addition to wages or salaries?
A: (Fringe) Benefits.
189. Q: What term is used to describe businesses that sell goods or services directly to consumers?
A: Retailers
190. Q: Give an example of one of the raw materials in a wooden desk.
A: Wood
191. Q: Attempting to sell products to consumers by providing information about the product is?
A: Promotion.
192. Q: Another term for goods and services is?
A: Products.
193. Q: Objects that are manufactured for resale are called?
A: Goods.
194. Q: What is it called when a good is changed in shape and the result is a more useful good for the consumer?
A: Form utility.
195. Q: The ability to receive goods or services based on a promise to pay later is called what?
A: Credit.
196. Q: The process or activity by which income is divided among resource owners and products is known as?
A: Distribution

197. Q: Tangible items which need to be consumed within a short time?
A: Non-durable goods
198. Q: A level of union organization that consists of a number of local unions?
A: National (unions)
199. Q: The periods of expansion and contraction in economic activities of a company are known as the?
A: Business cycle
200. Q: The regulatory agency of the monetary system of the United States which supervises banks and provides banking services for the U.S. Treasury is:
A: Federal Reserve System
201. Q: The process or activity of producing goods and services is known as?
A: Production
202. Q: The total demand for an economy's goods and services is known as the?
A: Aggregate demand
203. Q: The phase of the business cycle characterized by decreased demand for goods and services increased unemployment and decreased sales and profits for businesses is?
A: Contraction
204. Q: Goods that are intended to last a relatively long period of time?
A: Durable Goods
205. Q: All materials which are used in the production of goods and services are classified as?
A: Capital Goods
206. Q: The process or activity of using goods and services involves the concept of?
A: Consumption
207. Q: What is the number of tasks involved in a job and the frequency with which they occur?
A: Scope
208. Q: Risks that may result in a loss, gain, or no change are?
A: Speculative Risks
209. Q: An agreement between two or more people stating that one party will do something in return for something provided by another party is called?
A: Contractual Agreement

210. Q: Insurance policy to protect a business from loss due to employee theft is called?
A: Fidelity Bond
211. Q: The failure to fulfill the terms of a contract is called?
A: Breach of Contract
212. Q: Risks caused by personal weakness?
A: Human
213. Q: A form of business with one owner?
A: Sole Proprietorship
214. Q: When the seller is not responsible for any shipping charges?
A: FOB Plant (Factory)
215. Q: The pricing strategy used by Curtis Mathes and Nieman Marcus?
A: Prestige Pricing
216. Q: State laws which permit manufacturers to set minimum prices for the resale of their goods were known as?
A: Fair Trade Laws
217. Q: What stage of the product life cycle is characterized by information directed toward middlemen, extensive research and development, and lack of profits?
A: Introduction
218. Q: Which step precedes evaluation in the consumer adoption process?
A: Awareness
219. Q: When the demand for some industrial good is related to the demand for other industrial goods, it is called?
A: Joint demand
220. Q: A leading cause of marketing plans failing is?
A: Inadequate consumer research
221. Q: The four types of utility are?
A: Form, time, place, ownership (possession)
222. Q: What four strategies can marketing decision-making be classified into?
A: Product, pricing, distribution, promotion

223. Q: A middleman that assists in the sale and/or promotion of goods and services but does not take title to them is an?
A: Agent
224. Q: Products produced for personal use are called?
A: Consumer goods
225. Q: In some countries, natural resources are not tapped because of a lack of?
A: Technology
226. Q: A penalty charge against the shipper when a shipment arrived late is called?
A: Demurrage
227. Q: A small display area resembling a shallow box that is open on one side is called a?
A: Shadow box
228. Q: What do the letters F.O.B. stand for?
A: Free on Board
229. Q: A fee charged by the bank for handling your check?
A: Service fee
230. Q: Service usually offered in clothing stores to make clothes fit properly?
A: Alterations
231. Q: The shredded or curled pieces of wood used as cushioning material in packing?
A: Excelsior
232. Q: What type of discount is sometimes given to customers who pay promptly?
A: Cash
233. Q: Those things that are necessary for survival, such as food, clothing, and shelter?
A: Needs
234. Q: A letter about yourself written for the purpose of getting a personal interview?
A: Letter of Application
235. Q: Federal and state laws assure that credit practices are administered equitably and?
A: Ethically
236. Q: The total dollar amount the applicant will pay to use credit is called a?
A: Finance charge

237. Q: A person's past and future ability to pay a debt is called?
A: Credit worthiness
238. Q: The Federal Reserve System's most important job is to influence?
A: Flow of credit and money
239. Q: According to the Equal Opportunity Act, creditors must notify applicants about credit approval or denial within how many days?
A: 30 days
240. Q: A federal government agency that enforces credit and other laws in order to keep business competition fair is called?
A: Federal Trade Commission
241. Q: The using of goods and services is called?
A: Consumption
242. Q: What act prohibits discrimination in any aspect of a credit transaction?
A: Equal Credit Opportunity Act
243. Q: Manufactured resources used to produce goods and services are?
A: Capital goods
244. Q: An economic term used to describe the trade or transfer of goods or services is?
A: Exchange
245. Q: When something becomes outdated because of advances in technology it is said to be?
A: Obsolete
246. Q: Abilities needed for a specific job are called?
A: Aptitudes
247. Q: The most common form of training is called?
A: On-the-job training
248. Q: Anyone who uses goods and services is a:
A: Consumer
249. Q: The process of trading one good or service for another is called?
A: Exchange

250. Q: When buying, the choosing among alternatives is called?
A: Decision making
251. Q: Information about a product that is printed and attached to a product by the manufacturer defines the term _____:
A: Label
252. Q: What type of producer changes the shapes or forms of materials so that they can be useful to consumers?
A: Manufacturer
253. Q: What product mix strategy involves creating a certain image or impression of a product in the minds of consumers?
A: Positioning
254. Q: After a business reaches the break-even point, future sales represent?
A: Profit or profits
255. Q: The number of unit sales required to cover the fixed and variable costs of a business is what?
A: Break-even point
256. Q: What is the text of a print advertisement
A: Copy
257. Q: A firm's pricing objectives should be compatible with its _____ objectives.
A: Marketing or business
258. Q: Deliberately putting an artificially high price on an item or service to suggest high quality and status is known as _____ pricing.
A: Prestige
259. Q: The practice of selling goods or services at a limited number of predetermined price points, or levels, is known as _____.
A: Price lining
260. Q: What marketing function involves the determination of an exchange price at which the buyer and seller perceive optimum value for a good or service?
A: Pricing
261. Q: The dues for membership in an organization, the fare for a bus, and the fee for legal advice are examples of selling _____.
A: Prices

262. Q: Expenses such as payroll and rent that must be paid in order to run a business are known as expenses.
- A: Operating
263. Q: Businesses that buy consumer goods and sell them to the ultimate consumers are known as .
- A: Retailers
264. Q: The first day on the job, a new employee is given information about job duties, evaluation procedures, and company benefits; a tour of the facility, and introductions to co-workers. This activity is called a(n) _____.
- A: Job orientation
265. Q: What is the direct route of distribution for industrial goods?
- A: Producer to industrial user
266. Q: What element of marketing refers to what goods, services, or ideas a business will offer?
- A: Product
267. Q: A plan of action for achieving marketing goals is known as _____.
- A: Marketing strategy
268. Q: What type of business performs intangible activities that satisfy the wants of consumers and industrial users?
- A: Service
269. Q: Financial plans that forecast expected income and expenses of a specified period of time are called _____.
- A: Budgets
270. Q: Chain Store Age, Progressive Grocer, and Advertising Age are examples of magazines that are classified as _____.
- A: Trade journals
271. Q: The gathering together of many manufacturers from the same industry to display and promote their products is called a(n) _____.
- A: Trade show
272. Q: What personal trait is being demonstrated when an employee addresses customers, co-workers, and employers with respect and consideration?
- A: Courtesy
273. Q: Communication from management to subordinates is referred to as _____ communication.
- A: Downward

274. Q: As a payroll clerk, you have access to information about other employees' salaries. If questioned by employees, you should explain that the information is _____.
- A: Confidential
275. Q: Gestures are classified as _____ communication.
- A: Nonverbal
276. Q: The main form of written communication between companies is _____.
- A: Business letters
277. Q: Speaking distinctly defines the term _____.
- A: Enunciation
278. Q: By enabling consumers to obtain goods and services at the right time and in the right place, marketers add _____ to goods and services.
- A: Utility
279. Q: During what phase of the receiving process is all data about a shipment recorded in a receiving log?
- A: Recording
280. Q: All the stock a business has on hand is known as _____.
- A: Inventory
281. Q: The time that passes between a business's placing an order for stock and receiving it is called time.
- A: Lead
282. Q: Each item or group of related items in a unit control system is usually referred to as a(n) _____.
- A: Stockkeeping Unit (SKU)
283. Q: The information written on the inventory sheet during a physical stock count is taken from _____.
- A: Price tickets or price tags
284. Q: An actual count of merchandise to determine the exact quantity on hand is referred to as a(n) _____.
- A: Physical inventory
285. Q: The difference between what a company's inventory records show is in stock and what actually is in stock is known as inventory _____.
- A: Shrinkage
286. Q: What inventory control method is thought to provide more accurate information?
- A: Physical

287. Q: _____ inventory records show the stock count at all times.
A: Perpetual
288. Q: What type of inventory control system ensures that adequate amounts and assortments of products are available when needed?
A: Unit
289. Q: The format of a memorandum does not require a (n) _____.
A: Handwritten signature
290. Q: An advantage of a telephone call over a letter is that it allows for immediate _____.
A: Feedback
291. Q: A rule of good listening is to listen with _____.
A: Empathy
292. Q: What method of physical inventory control involves counting portions of stock at regular intervals, rather than counting all of the stock at once?
A: Tickler control
293. Q: Merchandise that is stored and used as a backup supply is called _____.
A: Reserve stock
294. Q: A list of items established by store or department policy and always kept in inventory is called a _____.
A: Model Stock List
295. Q: When a choice is made about the best use of resources, the alternative that is given up is called _____.
A: Opportunity cost
296. Q: A physical object that is useful, scarce, and transferrable is known as a(n) _____.
A: Good
297. Q: What type of utility exists when wheat is made into cereal?
A: Form
298. Q: In what type of economic system do people produce only what they must have in order to exist, and all economic decisions are based on habit?
A: Traditional economy
299. Q: Since price determines what consumers buy, which jobs they will take, the success or failure of businesses, and the types of products that will be produced, the American private enterprise system is often referred to as a(n) _____ economy.

- A: Price-directed
300. Q: The formula of income minus expenses equals _____.
- A: Profit
301. Q: What type of business risk is a change in the market that forces businesses to lower prices, change products, or fail?
- A: Economic risk
302. Q: What are the two major types of competition in which businesses engage?
- A: Price and nonprice
303. Q: Making the best use of resources in the production of goods and services is known as _____.
- A: Specialization
304. Q: To obtain higher wages, more fringe benefits, and improved working conditions, workers can form _____.
- A: Labor unions
305. Q: The health of an economy is measured by its _____.
- A: Gross national product
306. Q: During what phase of a business cycle do consumers and businesses have a hopeful outlook about business, anticipate improved conditions, and begin to spend more money?
- A: Expansion
307. Q: Providing money, services, and/or goods in return for a promise to pay at a future date is called _____.
- A: Credit
308. Q: Expenses which are incurred on a regular basis after a business has opened are called _____.
- A: Operating expenses
309. Q: For what type of credit account system is the maximum amount of money that can be owed on the credit limit, set at the time the credit account is opened?
- A: Revolving
310. Q: What federal law specifies what information a business is required to give a customer in each of the different kinds of credit systems?
- A: Truth-in-Lending Act

311. Q: The three c's of consumer credit are capacity, capital, and _____.
- A: Character
312. Q: A credit applicant's money and property would be considered his or her _____.
- A: Capital
313. Q: Credit extended by one business or company to another is referred to as what type of credit?
- A: Commercial
314. Q: Inaccurate information provided by employees in response to a customer's inquiry can affect the customer's _____ of the business.
- A: Image or impression
315. Q: When setting goals, you should set goals that are ambitious but _____.
- A: Realistic or attainable
316. Q: What ability involves intellectual, identification with the thoughts, feelings, values, attitudes, and/or actions of another person?
- A: Empathy
317. Q: A salesperson explains to a customer that sales receipts are needed in order to return merchandise. This statement is an example of a business _____.
- A: Policy
318. Q: A customer says, "I bought this CD yesterday, and when I tried to play it, it wouldn't work. You don't have another one, so I want my money back." The customer has voiced an honestly felt dissatisfaction known as a sincere _____.
- A: Complaint
319. Q: The ways people form and conduct relationships best defines the term _____.
- A: Human relations
320. Q: A person's feelings or values about someone or something define the term _____.
- A: Attitudes
321. Q: What type of traits involve attitudes, feelings, values, and temperament?
- A: Emotional
322. Q: By detecting your problem behaviors and being capable of changing them on your own, you can demonstrate _____.
- A: Self-control
323. Q: The evaluative information about yourself, your words and actions, or the results of your behavior defines the term _____.

- A: Feedback
324. Q: When working with others, you can show your interest and enthusiasm by maintaining ____.
- A: Eye contact
325. Q: In order to be honest, you must tell the _____.
- A: Truth
326. Q: Since most marketing employees carry out their duties with minimum direct supervision and must be capable of making sound decisions on their own, they must demonstrate the trait of .
- A: Initiative
327. Q: A marketing-information management system can compare a business's financial information from one time period with the data from another time period to show the company's ____.
- A: Profitability
328. Q: Studying past sales records to determine what items to carry is one method a business can use to conduct what process?
- A: Demand analysis
329. Q: A prediction of what a firm's sales will be during a specific future time period using a certain marketing plan is called a(n) _____.
- A: Sales forecast
330. Q: What is the most commonly used time frame for a sales forecast?
- A: One year
331. Q: Gross sales minus returns and allowances defines the term _____.
- A: Net sales
332. Q: Using the least number of coins or bills, determine how much change should be returned to a customer who tenders \$5.00 for a sale that totals \$3.86? (No half dollars can be used.)
- A: Four pennies, one dime, one dollar
333. Q: What business activity provides information needed to determine how well a business is doing financially?
- A: Accounting
334. Q: Producing goods in large quantities refers to _____ production.
- A: Mass
335. Q: In planning successful, sales-oriented, business letters, the writer should try to get the reader to take _____.
- A: Action

336. Q: The exchange of ideas and information defines the term _____.
- A: Communication
337. Q: The distribution activity that involves keeping track of how much stock is on hand, how much as been sold, and how much should be ordered is known as _____.
- A: Inventory control
338. Q: Placing goods in safe locations until they are needed or ready to be sold is known as _____.
- A: Warehousing
339. Q: The review copy submitted by a newspaper to a client that shows exactly how a print advertisement will appear is called a(n) _____.
- A: Advertising proof
340. Q: Any unpaid form of promotion for a business or its products is called _____.
- A: Publicity
341. Q: Activities associated with the day-to-day administration of a business are an aspect of business _____.
- A: Operations
342. Q: A business supplies free refreshments of a local marathon. This activity would be considered an example of _____.
- A: Community or public relations
343. Q: Written information sent to the media to generate publicity or increase public awareness is called a(n) _____.
- A: News release
344. Q: The first paragraph of a news release is called a(n) _____.
- A: Lead or lead paragraph
345. Q: The first step in the promotional planning process is to _____.
- A: Define the promotional objectives
346. Q: When a product is in the decline stage of its life cycle, its promotional budget will _____.
- A: Decrease
347. Q: Promoting items that already are in demand will cause sales to _____.
- A: Increase
348. Q: Determining whether the proper medium was used for delivering a sales message and whether the ad is directed at the right market can be learned through advertising _____.

- A: Research
349. Q: The efforts of the advertising display departments in a business should always be _____.
- A: Coordinated
350. Q: The process of buying goods and raw materials for internal consumption or for conversion into a final product is known as _____.
- A: Industrial purchasing
351. Q: A form on which the purchasing agent records complete information about the merchandise wanted is called a _____.
- A: Purchase order
352. Q: Businesses establish guidelines for employees who do the purchasing. These guidelines are called _____.
- A: Purchasing policies
353. Q: In determining what goods to purchase for resale, a buyer can obtain helpful information about customers from which employees?
- A: Salespeople
354. Q: A deduction from the price of goods is known as a(n) _____.
- A: Discount
355. Q: A story in the local newspaper about a sales person's promotion is an example of _____.
- A: Publicity
356. Q: A purchase order is a legal contract between a buyer and a _____.
- A: Seller, vendor or supplier
357. Q: The result obtained by multiplying the quantity of merchandise ordered by the price per unit is called a(n) _____.
- A: Extension
358. Q: A purchasing agent of a manufacturer schedules delivery of raw materials as they are needed in the production process. This is known as _____ purchasing.
- A: Just-in-time
359. Q: The calculator key which erases only the number displayed is called _____.
- A: CE or Clear Entry
360. Q: If a business invests in the stock market, what kind of risk is it taking?
- A: Speculative
361. Q: The chance of fire or theft are examples of what type of business risk?

- A: Pure
362. Q: An illegal entry into a building to commit a theft is called _____.
- A: Burglary
363. Q: Any situation that has the potential to cause bodily harm to employees is considered a(n) _.
- A: Safety hazard
364. Q: An unexpected happening that may result in injury, loss, or damage is known as a(n) ____.
- A: Accident
365. Q: Who would be the best internal source of information about a new product line?
- A: The buyer
366. Q: What type of label gives facts about the physical composition of products?
- A: Descriptive
367. Q: What type of label provides facts about operating procedures, care and maintenance, and use of products?
- A: Informative
368. Q: A statement by an identified user of a product, proclaiming the benefits received from the use of the product is a(n) _____.
- A: Testimonial
369. Q: What type of question requires more than a simple "yes" or "no" response?
- A: Open-ended
370. Q: Who is the best source for the most accurate information about the technical aspects of a product?
- A: The manufacturer
371. Q: How can a salesperson best overcome a customer's objection to price?
- A: By stressing quality
372. Q: A salesperson who sends a thank-you note to a customer is performing what aspect of the sales process?
- A: Follow-up

373. Q: As a business's sales increase, employment in the company is most likely to _____.
- A: Increase
374. Q: A salesperson who can demonstrate the features and benefits of a product is demonstrating product _____.
- A: Knowledge
375. Q: A good product demonstration should create interest by involving the _____.
- A: Customer
376. Q: A term that specifies under what conditions payments may be returned to the customer is called a(n) _____.
- A: Refund policy
377. Q: A condition of an agreement or contract which customers and businesses must meet is called a(n) _____.
- A: Term
378. Q: Discount stores have influenced the association of quality with _____.
- A: Price
379. Q: The extent to which a salesperson follows up a sale should depend on the importance of the _____.
- A: Sale
380. Q: What type of customer personality is characterized as being cautious with money, disliking experiments, looking for the simple life, and wanting value for money?
- A: Practical or frugal
381. Q: What type of customer personality would be most likely to say, "How does this CD player compare with that one over there?"
- A: Fact finder
382. Q: A customer asks herself/himself, "Why should I buy." What type of buying decision is the customer trying to make?
- A: Need decision
383. Q: When a customer decides to buy a pair of jeans at Macy's rather than at Sears, the customer has made a(n) _____ buying decision.
- A: Place
384. Q: Loyal customers often provide salespeople with leads for locating new clients by providing _____.
- A: Referrals

385. Q: When taking an incoming telephone order, you can ensure that the information is correct if you .
A: Repeat (or read) the order back to the customer
386. Q: In order to transmit information accurately when taking a telephone order, you should speak .
A: Clearly and slowly
387. Q: When opening sales, salespeople can let customers know that they like what they do and that and that they believe in what they sell by showing _____.
A: Enthusiasm
388. Q: What type of sales approach is the salesperson using by saying "How was your trip, Mr. Gomez?"
A: Greeting or welcome approach
389. Q: Salespeople can easily update their knowledge of merchandise, styles, and trends by reading journals.
A: Trade
390. Q: A letter that is exchanged by employees within the same company that uses the format of sender, receiver, date and subject is known as a(n) _____.
A: Memorandum
391. Q: What skill is most commonly used in oral communication?
A: Listening
392. Q: A main reason to communicate requests, directions, and information in writing is that messages sent in writing are less likely to be _____.
A: Misunderstood
393. Q: With what kind of inventory system should a perpetual inventory system be checked annually?
A: Physical
394. Q: What type of economic resource is a robot, the Alaskan pipeline, and a building?
A: Capital
395. Q: What type of utility exists when ski resorts provide ski rentals?
A: Place
396. Q: Determine whether the demand is elastic or inelastic for the following situation: the price of diamonds increased 7 percent. As a result, sales dropped immediately.
A: Elastic

397. Q: The organized way in which a country handles its earning and spending decisions is its ____.
- A: Economic system
398. Q: Goods provided by government that we all use and cannot be withheld from people who don't help to pay for them are known as _____.
- A: Public goods
399. Q: The total number of products produced in a week divided by the number of workers who did the work equals the business's _____.
- A: Productivity
400. Q: A labor union strategy used by workers in which they stop work in order to force management to meet their demands is known as a(n) _____.
- A: Strike
401. Q: Credit collections, investments, and loans are activities that are aspects of which marketing function?
- A: Financing/finance
402. Q: What federal law prohibits the denial of credit based on the applicant's sex, race, age, marital status, or national origin?
- A: Equal Credit Opportunity Act
403. Q: Most of the personal information about a credit card applicant is obtained from what document?
- A: Credit Application
404. Q: When people can trust you and count on you to do what you say you will do, your behavior is considered _____.
- A: Responsible
405. Q: What type of disagreeable customer expects immediate service regardless of the presence of other customers?
- A: Impatient
406. Q: The physical image that a person presents to others defines the term _____.
- A: Personal appearance
407. Q: When a person says, "I can get that job done," the person is exhibiting a(n) _____ attitude.
- A: Positive
408. Q: What personal trait is demonstrated by marketing employees when they design special sales promotions and displays?
- A: Creativity

409. Q: What overall category of sales forecasting methods is being used when the forecast is based on expert opinion and personal experience?
- A: Qualitative
410. Q: What general category of internal marketing information includes such data as production reports, budgets, and income statements?
- A: Operating information
411. Q: The gathering of data needed to handle a specific marketing problem or situation is _____.
- A: Marketing research
412. Q: Studying the activities of a retailer's competitors is called _____.
- A: Comparison shopping
413. Q: What principles provide you with your sense of right and wrong and service to keep you on the right track?
- A: Ethics
414. Q: Carrying out tasks that must be done, even if they have not been assigned to you, is an example of how you can demonstrate _____.
- A: Initiative
415. Q: Giving directions to other businesses when your company does not carry a requested product encourages _____.
- A: Goodwill
416. Q: A sign posted in a bank informs customers that two pieces of identification are needed in order to cash checks. The sign is an example of business _____.
- A: Policy
417. Q: Another name for the capital of a business is its _____.
- A: Assets
418. Q: What makes it possible for businesses in a free enterprise economy to grow, expand, and hire new employees?
- A: Profits
419. Q: What situation exists when there is only one supplier of a certain product, and there are no substitutes readily available?
- A: Monopoly

420. Q: What is the major way that customers cause inventory shrinkage?
A: By shoplifting
421. Q: A producer's stock of completed products ready to be marketed is known as _____.
A: Finished products
422. Q: The level of inventory at which an order for stock should be placed is known as the _____.
A: Reorder point
423. Q: An effective technique for personalizing a telephone sales presentation is to greet the customer by _____.
A: Name
424. Q: Putting forth effort in order to understand what is being said is known as _____ listening.
A: Active
425. Q: All the efforts to safeguard consumers from any kind of injury they might suffer in the process of purchasing and/or using consumer products is known as _____.
A: Consumer protection
426. Q: What federal regulatory agency has broader influence on marketing activities than any other government regulatory agency?
A: Federal Trade Commission (FTC)
427. Q: An independent organization that tests electrical products for quality and safety is .
A: The Underwriter's Laboratory
428. Q: If a product has been graded, the buyer does not need to perform what activity?
A: Inspection
429. Q: A promise by the seller that covers the entire product is known as a(n) _____.
A: Full
430. Q: Names, terms, symbols, or designs that identify products and distinguish them from competitors' products are known as _____.
A: Brands
431. Q: In terms of branding, the Pillsbury Dough Boy is an example of a(n) _____.
A: Trade Character or Brand Mark
432. Q: "Just Say No to Drugs" is an example of a strong promotional message for _____.

- A: Ideas
433. Q: On a per contact basis, what form of promotion is the most expensive?
- A: Personal selling
434. Q: When the selection of a promotional mix is influenced by the path the product takes from the producers to the consumer, the mix is influenced by its _____.
- A: Distribution system
435. Q: Local retailers probably spend the greatest amount of their advertising budgets on what media?
- A: Newspaper
436. Q: What type of direct-mail advertising is being used when an advertiser sends sweepstakes entry forms to individuals?
- A: Persuasive
437. Q: The most expensive radio advertising is presented during _____.
- A: Drive time
438. Q: When calculations of media costs are based on target audiences rather than total audiences reached by the media, the audience figures are said to be _____.
- A: Weighted
439. Q: What is the best media scheduling strategy for advertising Valentines Day cards?
- A: Flighting
440. Q: The impression an advertisement will make on the average consumer in the target audience refers to _____.
- A: Impact
441. Q: What element of a print ad is the text that is set in large type and usually positioned at the top of the advertisement?
- A: Headline
442. Q: What element of a print ad is the text that presents the principal sales message?
- A: Copy
443. Q: The consumers' perception of a product as compared to competitive products is known as product _____.
- A: Positioning
444. Q: By backing a print ad's claims with survey results, testimonials, and endorsements, you can promote the ad's _____.
- A: Credibility

445. Q: Inflatable air bags that open upon collision are examples of _____ features.
A: Hidden
446. Q: A customer says, "These shoes feel great, but I don't like the tassels." The customer has stated a(n) _____.
A: Objection
447. Q: A customer says, "I've always bought foreign-made cars. Why change now?" What type of objection has the customer made?
A: Product
448. Q: The first and last rule of listening in order to determine a customer's buying motives is to stop _____.
A: Talking
449. Q: During what part of the sales presentation does a sales person tell customers about a product's outstanding features?
A: Sales talk
450. Q: What speaks louder than words in sales demonstrations?
A: Actions
451. Q: What step in new-product development involves considering each idea for a new product and discarding ideas that seem unworkable?
A: Product screening
452. Q: How closely a company's product lines relate in terms of the product's end use, methods of distribution and promotion, target markets, and price range is referred to as product _____.
A: Consistency
453. Q: Small amounts of a product given to potential customers on the spot or sent by mail are called _____.
A: Samples
454. Q: A retailer who adopts a promotional policy that emphasizes merchandise assortment, customer service, or fashion leadership would operate what kind of store?
A: Nonpromotional
455. Q: Informing consumers of noncontroversial issues which are in the public's best interest is known as _____ promotion.
A: Public service
456. Q: Using the least number of coins or bills, determine how much change should be returned to a customer who tenders \$20 for a sale that totaled \$16.48. (No half dollars can be used.)
A: Two pennies, two quarters, three one dollar bills

457. Q: What business activity consists of the elements of planning, leading, organizing, and controlling?
A: Management
458. Q: What element of management involves deciding what will be done and how it will be accomplished?
A: Planning
459. Q: The process of converting resources into goods is known as _____.
A: Production
460. Q: Who are the owners of corporations?
A: Stockholders
461. Q: What product mix strategy involves adding a lower priced product or product line to a product mix?
A: Trading down
462. Q: Which marketing function is important because it affects how much gross profit a business will make on a good or service?
A: Pricing
463. Q: What element of marketing focuses on considerations in getting products in the right location at the right time?
A: Place
464. Q: When sellers design products that appeal to most buyers and direct their activities to the whole market, they are using _____.
A: Mass marketing
465. Q: Channel members which operate between a producer and consumer are known as _____.
A: Middlemen or intermediaries
466. Q: What are the two classifications of operating expenses?
A: Fixed and variable
467. Q: Setting selling prices below even-dollar amounts in order to suggest a bargain is known as .
A: Odd pricing
468. Q: To calculate the break-even point for an item, you would need to know the unit's selling price, the variable cost per item, and what other information?
A: Total fixed costs

469. Q: What area of product planning is used to protect the product, create a product image, and identify the product brand?
A: Packaging or package
470. Q: Considering good speaking skills, what type of skills are needed by the order taker when taking telephone orders?
A: Listening
471. Q: If you need to check some information when taking a telephone order, do not leave the customer on hold longer than _____.
A: 60 seconds
472. Q: What type of sales approach is the salesperson using by saying, "May I show you our new arrivals?"
A: Service approach
473. Q: What effect does the use of effective substitute selling have on a company's sales?
A: Increases sales
474. Q: Benefits that are available from only one product are known as _____ benefits.
A: Unique or exclusive
475. Q: Advantages that need little explanation by the salesperson are known as _____ benefits.
A: Obvious or apparent
476. Q: Salespeople should tailor their sales presentations to appeal to each customer's buying.
A: Motives
477. Q: Customers should have the opportunity to handle and even "try out" a product during the sales
A: Demonstration
478. Q: Salespeople can show customers that products are special during sales demonstrations by handling the product with _____.
A: Respect or care
479. Q: A well-kept store benefits the store and the _____.
A: Customer(s)
480. Q: By beginning and ending work according to scheduled times, employees can help businesses to control _____.
A: Expenses
481. Q: The process of counting or checking goods as they are received is known as _____.
A: Receiving

482. Q: Company sales records, budget figures, and records of product returns are types of ____ data.
A: Secondary
483. Q: When selecting appropriate products for a discount store, the primary consideration for the buyer should be _____.
A: Price
484. Q: Activities associated with the day-to-day administration of a business are an aspect of business
A: Operations
485. Q: A salesperson says to a customer: "Let's get a couple of cans of tennis balls to go with your new racket." This is an example of suggesting _____.
A: Merchandise
486. Q: Marking the date the merchandise is received by a store provides a record of the length of time the goods have been in stock. This is known as _____ markings.
A: Season
487. Q: What federal law prohibits discrimination against a credit applicant on the basis of factors such as sex or marital status?
A: Equal Credit Opportunity Act
488. Q: Businesses can analyze demand for products by examining the list of things that customers have requested that are not in stock. This list is made by compiling _____.
A: Want slips
489. Q: To tell people that you want more information about a topic, and that you are really thinking about the information being given, you should ask _____.
A: Questions
490. Q: The way you feel about your view of yourself at any given time defines the term _____.
A: Self-esteem
491. Q: A business requesting credit would need to submit an application and a(n) _____.
A: Financial statement or report
492. Q: Most modern department stores take a physical inventory at least once every _____.
A: Year
493. Q: When a business buys larger amounts of stock than it is able to sell, a stock _____ has occurred.
A: Overage

494. Q: A business that offers a great many items in a product line is said to have a(n) _____ product mix.
A: Deep
495. Q: The process of obtaining money and using it effectively to achieve an organization's goals is known as _____.
A: Financing
496. Q: By providing safe, secure working environments, businesses show their social responsibility to _____
A: Employees
497. Q: What middleman for industrial goods functions much the same as wholesales do for consumer goods?
A: Industrial distributor
498. Q: Financing is the marketing function which analyzes potential sources of _____ and its allocations.
A: Revenue
499. Q: What personal characteristic relates to specific occupations, sexes, educational levels and social classes?
A: Lifestyles
500. Q: Products move from the producer to consumers through what type of system?
A: Distribution system
501. Q: Training in which schools and businesses cooperate to provide on the job training for learners.
A: Internship or (cooperative education)
502. Q: A leadership style in which the leader determines all policies, maintains close control, and lets employees know only what they need to know in order to do the job.
A: Autocratic (leadership)
503. Q: When little organization is present and allows subordinates to determine their own work behavior and productivity level.
A: Laissez-Faire
504. Q: To grow, provide or manufacture is to:
A: Produce
505. Q: A company in which non-union members are still required to pay dues.
A: Agency shop

506. Q: Job preparation or induction training in which new employees are acquainted with their surroundings is called?
- A: Orientation
507. Q: Spell "HAWTHORNE EFFECT." The name given a research study conducted at Western Electric which proved that small changes in employee working conditions increase morale and productivity.
- A: H-A-W-T-H-O-R-N-E E-F-F-E-C-T
508. Q: What leadership style is built around mutual respect between the leader and subordinates which allows workers to have a say in the operation of the organization?
- A: Democratic (leadership)
509. Q: A method of delivering instruction to a group of people at one time, being delivered by one or more individuals:
- A: Lecture/discussion
510. Q: Which federal regulation intends to prevent monopolies from forming and fixing prices?
- A: Sherman Antitrust Act
511. Q: Give the characteristic for a person who acts in a direct manner, having a business-like manner.
- A: Decisive (personality/customer)
512. Q: The form of authority of a person who is officially assigned responsibility because he/she holds a title on an organizational chart.
- A: Positional (authority)
513. Q: Customers who are described as excessively disagreeable, domineering or superior in manner, suspicious, slow, methodical or simply dishonest are called:
- A: Difficult (customers)
514. Q: A business that produces or sells a combination of products or/and services is using what mix?
- A: Product (service mix)
515. Q: What is the leadership style in which the leader assumes little or no leadership responsibility?
- A: Laissez Faire
516. Q: What federal law prohibits a company from making the purchase of one of its goods or services dependent on purchases of other goods or services?
- A: The Clayton Act

517. Q: What term means "Money payments for labor?"
A: Wages
518. Q: Shares of ownership in a corporation.
A: Stock
519. Q: Name the types of businesses or individuals which perform the activities needed to get a product/service from those who produce it to those who consume it.
A: Intermediaries (middlemen)
520. Q: Name the form of operating expenses that includes expenses not covered under overhead or cost of merchandise, such as taxes, donations, bad debts, advertising, etc.
A: Miscellaneous operating expenses
521. Q: A form attached to the invoice before the merchandise moves through checking and marking.
A: Apron
522. Q: Name the document that outlines a corporation's name, purpose, location, amount of stock to be issued, and other information about the conditions under which the business will operate.
A: Articles of Incorporation
523. Q: The difference between an item's final sale price and its cost.
A: Maintained markup
524. Q: A motor carrier that provides transportation services to any business in its operating area for a fee.
A: Common carrier
525. Q: The type of buying in which the goods are paid for only after they have been purchased by the final consumer.
A: Consignment buying
526. Q: Name the management function which involves setting employee standards, evaluating performance and solving problems.
A: Controlling
527. Q: A method of checking merchandise by checking it directly against the actual invoice or purchase order.
A: Direct check method
528. Q: The maximum amount a salesperson may allow a customer to charge without special authorization.
A: Floor limit

529. Q: Selling efforts that take place at the salesperson's place of business, such as a retail store.
A: Inside sales
530. Q: Words that have meaning only in a particular career field.
A: Jargon
531. Q: The true value of a company's assets including its stock is called?
A: Book value
532. Q: The economic circumstances of the market in which a firm does business is called?
A: Market conditions
533. Q: An item a business offers free to the purchaser of a particular product is?
A: Premium
534. Q: The combination of a firm's fixed and variable costs are a firm's?
A: Total costs
535. Q: A rotating system of counting portions of stock at regular intervals is known as what kind of control?
A: Tickler Control
536. Q: Spell DIFFERENTIATION--the act of distinguishing between or separating two or more things?
A: D-I-F-F-E-R-E-N-T-I-A-T-I-O-N
537. Q: A category of brands in which different brands are used for products owned by one company?
A: Individual brand
538. Q: An attitude that places a lot of importance on the things people own?
A: Materialism
539. Q: The amount the customer gives the cashier to pay for a purchase is called?
A: Amount tendered
540. Q: A method of making change in which the cash register automatically computes the amount of change due a customer and releases the change due into a cup attached to the register?
A: Coin-dispensing method
541. Q: The condition that exists when less money is in the register than calculations indicate should be there at the end of a period of time?
A: Shortage

542. Q: Products which are currently being sold are called?
A: Existing product
543. Q: A type of product that has not been offered before, has been modified in some way, or is being presented or distributed in a different manner?
A: New product
544. Q: The quantity of a good or service that buyers are willing to buy at a given price at a particular time?
A: Demand
545. Q: Specific sales goals to be met are called?
A: Quotas
546. Q: A symbol which represents a brand is called?
A: Brand mark
547. Q: Brands that carry the name of the person who created the original design?
A: Designer brands
548. Q: Brands that carry the name of the store that sells them?
A: Store brands
549. Q: Garments styled in a silhouette resembling the letter A, narrow at the shoulder and wide at the hem?
A: A-line
550. Q: The term applied to garments that are designed, fitted, and handmade for a particular customer, according to his or her specifications?
A: Custom-made
551. Q: Developments and improvement in the processes of production?
A: Manufacturing technology
552. Q: The process of making changes in a job task so that the job can be done more easily or quickly?
A: Job simplification
553. Q: The use of machines to perform certain tasks?
A: Mechanization
554. Q: Who is the person who provides direction and organization for the purpose of achieving goals?
A: Leader

555. Q: Name the organization whose membership are franchised new car and truck dealers.
A: National Automobile Dealers Association
556. Q: Spell "Psychological Pricing." A pricing method that appeals to customer's emotions.
A: P-S-Y-C-H-O-L-O-G-I-C-A-L P-R-I-C-I--N-G
557. Q: A planning tool used by the person conducting an orientation.
A: Orientation check list
558. Q: Give-a-way that a business can "reward" its team players?
A: Monetary, or feelings of importance
559. Q: Spell "Qualitative." Pertaining to an item's worth or goodness.
A: Q-U-A-L-I-T-A-T-I-V-E
560. Q: Goods or services purchased from other countries are called what?
A: Imports
561. Q: What type of skills do you develop through past experience in your work, school and personal life?
A: Transferable (skills)
562. Q: What federal act prohibits price discrimination?
A: Robinson-Patman Act
563. Q: Spell the term "ECONOMY." The system in which people make and spend their incomes.
A: E-C-O-N-O-M-Y
564. Q: Name the type of authority that describes a person as one who assumes responsibility of becoming a leader.
A: Personal (authority)
565. Q: The beginning of a sale when the customer and salesperson first communicate.
A: Approach
566. Q: A fact or characteristic of the product.
A: Feature

567. Q: What is the process of selling a product again?
A: Resale
568. Q: The division of a market on the basis of consumers' response to a product?
A: Behavioral segmentation
569. Q: Job preparation in which new employees are acquainted with their surroundings, receive general information about the company and its policies and are given specific information about their jobs.
A: Orientation
570. Q: The use of cooperative efforts among employees and management to accomplish company goals and objectives.
A: Team-Building
571. Q: Money remaining after operating expenses are subtracted from gross profit.
A: Net profit
572. Q: Colors located next to each other on the color wheel that contrast only slightly, such as blue and green.
A: Adjacent colors
573. Q: Cash on delivery; a sale that occurs when a customer pays for merchandise at the time of delivery.
A: COD
574. Q: People who handle customer complaints and serve as consumer advocates within a firm.
A: Consumer Affairs Specialist
575. Q: What is a cooperative financial association formed by labor unions or groups of employees for the benefit of its members.
A: Credit union
576. Q: A fraction or mixed number whose denominator is a multiple of 10.
A: Decimal number
577. Q: A method of checking merchandise by counting on a form similar to an invoice, but with descriptions, quantities, sizes and styles omitted.
A: Dummy invoice check method
578. Q: Billing in which the manufacturer grants additional days before the terms take effect. It is sometimes offered to encourage a buyer to purchase new merchandise.
A: Extra dating

579. Q: A way of keeping track of inventory according to the value of stock is called?
A: Dollar control
580. Q: An illegal activity in which a business charges customers different prices for similar amounts and types of merchandise is?
A: Price discrimination
581. Q: The group of state laws intended to prevent retailers from selling products below their actual cost is called?
A: Unfair sales laws
582. Q: Business activities that are not fair to consumers or to other businesses are considered to be?
A: Unfair trade practices
583. Q: Name a system of classifying stock according to its contribution to a company's profits?
A: ABC method
584. Q: What term refers to an inventory control method which orders goods just in time for them to be used or sold?
A: Just -in-time
585. Q: A system of keeping track of inventory according to the actual number of units of stock is known as?
A: Unit inventory control
586. Q: The producer's inventory of completed products that are ready to be marketed is called?
A: Finished-products inventory
587. Q: What inventory method counts inventory at certain times throughout the year?
A: Periodic system (periodic unit control)
588. Q: A name, term, symbol, or design that identifies a product and distinguishes it from competitors' products.
A: Brand
589. Q: The part of a brand which can be spoken, such as a word, a phrase, a letter, a number, or any combination of these?
A: Brand name
590. Q: A brand strategy that involves reevaluating the brand's characteristics, quality, and benefits and making necessary changes in order to change the ways consumers see the brand?
A: Brand repositioning

591. Q: A category of brands in which one brand is used for a group of related products in a product line?
A: Family brand
592. Q: Federal law that provides trademark protection and specifies proper procedures for registering trademark:
A: Lanham Act
593. Q: The part of a cash register in which money is stored?
A: Cash drawer
594. Q: The part of the cash register, either front, side, or back, that can show the amount of each item purchased, total sale and amount of change due?
A: Indication window
595. Q: Who are thieves who try to confuse cashiers into giving them more change than is due?
A: Short-change artists
596. Q: The course that a product follows in the market including the stages of introduction, growth, maturity and decline?
A: Product life cycle
597. Q: A warranty that is written or expressed verbally?
A: Express warranty
598. Q: A federal law which provides guidelines to businesses that offer warranties and guarantees with their products and protects consumers who buy those products?
A: Magnuson-Moss Warranty Act
599. Q: Brands owned by the business and used on its private brands?
A: Brand names
600. Q: Retailers who sell fashions at greatly reduced prices because the fashions are on their way out?
A: Discount houses
601. Q: Small shops that specialize in fashionable, ready-to-wear apparel and accessories, and usually carry a very small, but exclusive, inventory are called?
A: Boutiques
602. Q: What is the outline of an outfit called?
A: Silhouette

603. Q: What is a unique version of a style?
A: Design
604. Q: What type of clothing is manufactured in large quantities; not custom-made?
A: Ready-to-wear
605. Q: A person or group of people who make choices that others copy?
A: Trend-setter
606. Q: Accomplishing a task with a minimum expenditure of time and effort is?
A: Efficiency
607. Q: The amount of work a worker can perform in a given period of time, e.g., customers served per hour?
A: Worker productivity
608. Q: Something which is desired, but may not be required is a?
A: Want
609. Q: The message channels used by a seller to promote a good, service, or idea, such as television, newspaper or radio.
A: Media
610. Q: Name the federal government agency that enforces credit laws.
A: Federal Trade Commission
611. Q: The taking of positive steps to influence and guide employees to exert the maximum effort needed to achieve organizational goals cooperatively and willingly.
A: Leadership
612. Q: The organization of retailers of farm machinery and lawn and garden equipment is called?
A: National Farm and Power Equipment Dealers Association
613. Q: The situation that exists when demand is greater than supply.
A: Excess (demand)
614. Q: The process of adapting to the environment in advance of the occurrence of events.
A: Proactive
615. Q: In calculating the GNP, what is determined by subtracting imports from exports?
A: Net exports of goods and services

616. Q: What type of payment is made by the government for which no goods or services are received in exchange, such as welfare benefits, or disaster aid.
- A: Transfer payments
617. Q: What type of quotas are designed to control the ways that salespeople use their time and effort?
- A: Activity (quota)
618. Q: A person who completes a job using the least amount of resources is considered to be:
- A: Efficient
619. Q: A type of personality where customers have problems that interfere with their ability to communicate satisfactorily or to function in a normal or pleasant manner.
- A: Difficult (personality/customer)
620. Q: A type of customer that might be argumentative, complaining, irritable, moody, insulting or have a leave-me-alone attitude.
- A: Disagreeable (customers)
621. Q: What federal law makes it illegal to use unfair or deceptive packaging or labeling for certain consumer products?
- A: The Fair Packaging and Labeling Act
622. Q: Intermediaries who help to move goods between producers and retailers by buying them from producers and selling them to retailers.
- A: Wholesalers/middlemen
623. Q: Job factors such as physical surroundings, equipment and supplies recreational facilities, medical care facilities, parking facilities and work schedules are called:
- A: Working conditions
624. Q: Debts, usually money, owed.
- A: Liabilities
625. Q: When the manufacturer indicates a date other than the invoice date from which the terms take effect is sometimes offered to businesses that buy before the buying season.
- A: Advance dating
626. Q: A document that identifies the name and address of a business, its purpose, the names of the initial directors and the amount of stock that will be issued to each director.
- A: Articles of Incorporation
627. Q: A dictatorial leadership style in which the leader determines all policies, maintains close control.
- A: Autocratic (leadership)

628. Q: The pattern of behavior followed in a person's life, including how time and money are spent.
A: Lifestyle
629. Q: A combination of decisions about product, place, price and promotion used to reach a target market and make a profit.
A: Marketing mix
630. Q: What term refers to exclusive control over a product or the means of production?
A: Monopoly
631. Q: What are products used by consumers for personal, family, or household purposes called?
A: Consumer goods
632. Q: What are studies about the characteristics of where potential customers live called?
A: Geographics
633. Q: Distribution in which intermediaries are involved in the sale of goods or services.
A: Indirect distribution
634. Q: The contract between a business and company to cover a certain business risk.
A: Insurance policy
635. Q: What is information about a job opening?
A: Job lead
636. Q: The difference between what the company's inventory records shows in stock and what actually is in stock is called?
A: Physical inventory
637. Q: What term means "an illegal activity in which a business charges customers different prices for similar amounts and types of merchandise?
A: Price fixing
638. Q: A pricing technique in which consumers are given the price per unit for products is?
A: Inventory shrinkage
639. Q: An actual count of the items of stock is called?
A: Unit pricing
640. Q: An actual tally of each unit of stock is?
A: Physical count

641. Q: What is the name of the statement on which the company's profits and losses can be presented?
A: Financial statement
642. Q: Tracking the amount, the kind, and the value of inventory that a business has on hand is called?
A: Inventory control
643. Q: What refers to the way consumers see a certain brand as compared to competitive brands?
A: Brand position
644. Q: What actions does a business take with a brand in order to accomplish its goals?
A: Brand strategies
645. Q: An unbranded product that is plainly packaged, has lower or standard quality, is sold at a lower price than a branded product and receives little or no promotion?
A: Generic item (product)
646. Q: The type of brand for which the manufacturer assumes all the responsibility of branding.
A: Manufacturer's brand
647. Q: Manufacturer's brand is also called?
A: National brand
648. Q: The name that is used to identify a company or an organization?
A: Trademark
649. Q: A method of making change in which the cash register, when given the total amount of sale and the amount tendered, will electronically compute the amount of change due a customer?
A: Change-computation register method
650. Q: A method of making change in which the cashier counts forward from the amount of the sale to the amount tendered?
A: Count-forward method
651. Q: A method of making change in which a customer gives the cashier an odd-cent amount in order to avoid receiving a lot of coins from the transaction?
A: Odd-cent method
652. Q: An organization's portion of the total industry sales in a specific market; usually expressed as a percentage?
A: Market share

654. Q: A label or brand that belongs to the seller; these products are sold under the name chosen by the seller rather than under the name of the producer?
A: Private label (brand)
655. Q: A warranty which covers the entire product?
A: Full warranty
656. Q: The rivalry between two or more businesses to attract scarce customer dollars?
A: Competition
657. Q: An economic system in which the means of production and distribution are owned and controlled by individuals and businesses?
A: Market economy
658. Q: The grower, provider, or manufacturer of goods and services is called?
A: Producer
659. Q: Names used by manufacturers, distributors, or retailers to distinguish their merchandise from other goods?
A: Brands
660. Q: A marketing function which is responsible for the physical movement or the transfer of ownership of a good or service from the producer to the consumer?
A: Distribution
661. Q: Any business which sells products?
A: Marketplace
662. Q: Extremely expensive, handmade garments created by fashion designers to serve the needs of the very wealthy?
A: Designer originals
663. Q: People who wear the very latest and most talked-about fashion items?
A: Fashion leaders
664. Q: The process by which fashion flows from one class or group to another?
A: Adoption process
665. Q: The development or adoption of faster and more efficient ways to get things from one location to another?
A: Distribution technology
666. Q: The direction in which clothing styles are moving?
A: Fashion trend

667. Q: Spell "Usury Laws." The maximum interest rates to be changed in a state.
A: U-S-U-R-Y L-A-W-S
668. Q: People who use goods and services to satisfy their personal wants.
A: Consumers
669. Q: What do you call authority that is either assumed or thrust upon an individual because of personality traits, physical features or characteristics?
A: Personal authority
670. Q: Name the organization composed of independent business people and professional people which works to give small businesses a voice in government.
A: National Federation of Independent Business
671. Q: Marketing element referring to the various types of communications that marketers use to inform, persuade or remind customers of their products.
A: Promotion
672. Q: Spell "TACTICS." Special actions that will be used to carry out strategies.
A: T-A-C-T-I-C-S
673. Q: A general name given to a group of products to sell without a trade name.
A: Generic
674. Q: An economic system in which the interaction of consumers and producers determines how much will be available in the market place.
A: Free Enterprise System (Capitalism or Market System/Economy)
675. Q: DECA functions hand-in-hand with the instruction you receive in your marketing course at school. The term which describes this relationship is?
A: Co-Curricular
676. Q: What do you call abilities that are needed for a specific job?
A: Aptitudes
677. Q: Spell "INTERNSHIP." Training in which schools and businesses cooperate to provide on-the-job practice for learners.
A: I-N-T-E-R-N-S-H-I-P
678. Q: These quotas are based on sales or some aspect of sales volume; often expressed in terms of dollars, physical units or points.
A: Sales (Volume/Quota)

679. Q: The act of identifying any person or organization with the potential to buy a product and compile that information in an organized manner for future use.
A: Prospecting
680. Q: An economic system under which most businesses and factories are owned by individuals rather than the government. This system is distinguished by private ownership and profit.
A: Free Enterprise System (Capitalism)
681. Q: The point in a sales presentation at which the customer makes a favorable buying decision.
A: (Sales) Close
682. Q: The process or activity of producing goods and services.
A: Production
683. Q: The division of a market on the basis of characteristics people have in common that affect their purchasing power.
A: Demographic segmentation
684. Q: A leadership style built around mutual respect between the leader and subordinates which allows workers to have a say in the operation of the organization.
A: Democratic leadership
685. Q: Requirement that business owners be responsible for paying all business debts.
A: Unlimited liability
686. Q: A restricted chance of loss; a condition in which business owners risk only the amount of their investment.
A: Limited warranty
687. Q: The trait describing someone who stands up for his/her beliefs and ideas.
A: Assertive
688. Q: All the buyers and potential buyers of a product or service, including their buying habits and behaviors.
A: Market
689. Q: Decision making used when a person buys goods and services that he or she has purchased before, but not on a regular basis.
A: Limited decision making
690. Q: Closely supervised on-the-job management training usually lasting six months to two years.
A: Management training programs
691. Q: The type of transaction in which the customer pays for his/her purchases by cash or by check.
A: Cash sale

692. Q: The written selling message in a printed advertisement.
A: Copy
693. Q: Statistics about the personal characteristics of a population, such as age, gender, income, ethnic background, education and occupation.
A: Demographics
694. Q: A number used to describe a part of some standard amount.
A: Fraction
695. Q: Merchandise that satisfies our needs and wants and has monetary value.
A: Goods
696. Q: The photograph or drawing used in a printed advertisement.
A: Illustration
697. Q: Goods purchased for the production of other goods or for resale to industrial users.
A: Industrial goods
698. Q: An information tag, wrapper, seal or imprinted message attached to a product or its package.
A: Label
699. Q: What do you call the formal, printed record of a sale that includes all necessary information as to the buyer and seller?
A: Invoice
700. Q: What is the specific area of a business set aside to receive incoming shipments of goods called?
A: Receiving area
701. Q: The stages through which goods and services move from the time they are introduced until they are taken off the market is called?
A: Product life cycle
702. Q: The type of business costs that change according to changes in sales volume are referred to as?
A: Variable costs
703. Q: A list of minimum amounts of staple goods that should be on hand and recorded is a?
A: Basic stock list
704. Q: Automatic reorder cards that some producers pack with their goods are called?
A: Merchandise control cards

705. Q: A branding strategy in which marketers create a certain image or impression of a brand as compared to those of competitor's brands?
A: Brand positioning
706. Q: What refers to the ongoing decision-making process about the use of brands?
A: Branding
707. Q: What term refers to an organization's portion of the total industry sales in a specific market?
A: Market share
708. Q: A group of related product items?
A: Product line
709. Q: The arrangement and appearance of printed materials is known as:
A: Typography
710. Q: What is the ledge above the cash drawer on which the cashier can place the amount tendered by the customer until the change-making transaction is completed?
A: Change plate
711. Q: The condition that exists when more money is in the register, at the end of a time period, than the calculations indicate?
A: Overage
712. Q: Spell IDEAGENERATION; the process of thinking up or creating new plans, schemes, thoughts?
A: I-D-E-A-G-E-N-E-R-A-T-I-O-N
713. Q: A good or service and the customer benefits that it offers is called?
A: Product
714. Q: The particular assortment of products that a business offers in order to meet the needs of its market(s) and its company goals?
A: Product mix
715. Q: Name the process of developing the product/service mix in response to market opportunities?
A: Product/service planning
716. Q: A command economic system in which the government is in control of the economic system and there is no private ownership of the means of production and distribution?
A: Communism

717. Q: The organized way in which a country handles its economic decisions and solves its economic problems?
A: Economic system
718. Q: The amount of goods and services produced for every unit of resources used in their production; in other words, output divided by input?
A: Productivity
719. Q: The combination of goods that a business offers for sale?
A: Assortment
720. Q: Funds provided to retailers by the producers of goods to help pay for the retailer's advertising expenses?
A: Cooperative advertising
721. Q: What is a store's identity based on the kinds of fashion brands it sells?
A: Fashion-brand image
722. Q: An individual or a business that adopts the newest fashions and influences others to adopt them as well?
A: Fashion leader
723. Q: The amount added to the cost of goods in order to determine the selling price; often expressed as a percentage?
A: Markup
724. Q: A brand mark that has been registered with the federal government to prevent anyone else from using it?
A: Trademark
725. Q: Where is the National DECA Center located?
A: Reston, Virginia
726. Q: The national magazine published by DECA is called?
A: DECA Dimensions
727. Q: Any paid form of a nonpersonal presentation of ideas, goods or services.
A: Advertising
728. Q: Any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual which benefits from it.
A: Publicity

729. Q: The manipulation of product, place, promotion and price in order to reach company objectives.
A: Marketing
730. Q: The general grouping of goods or service in which a product is found?
A: Product category
731. Q: An instructional method of orientation in which a new employee watches as an experienced worker performs a task, then the new employee repeats the task until it is perfected.
A: Demonstration/practice
732. Q: What are unwritten rules of conduct?
A: Ethical standards
733. Q: What is it called when you obtain the customer's positive agreement to buy?
A: Closing the sale
734. Q: The money business raises through borrowing is called?
A: Debt capital
735. Q: A partnership in which each partner shares in the profits and losses of the business.
A: General partnership
736. Q: Name a method of inventory control which updates inventory information on a continuous basis as transactions occur?
A: Perpetual inventory control
737. Q: Items that are found in nature and used to produce goods and services.
A: Natural resources
738. Q: The availability of jobs in a particular field.
A: Career outlook
739. Q: What do the four points of the DECA Diamond stand for?
A: Vocational, social, civic, leadership
740. Q: What is the process of developing objectives, activities and lines in order to meet goals?
A: Planning
741. Q: What do we call a theory of leadership style which calls upon the leader to analyze the situation and take appropriate action?
A: Situational (theory)

742. Q: A theory of leadership style which holds that individuals are born with all the traits and characteristics that are necessary to lead.
- A: Trait (theory)
743. Q: The technique in which a salesperson attempts to increase a customer's purchase by suggesting additional items after the original decision to buy has been made.
- A: Suggestion selling
744. Q: A brand that carries the name of a well-known personality?
- A: Signature brand
745. Q: Examining such factors as demand, costs, competition, capital investment required, and potential profit of a product or service to determine how it will fit into the company's product mix is a?
- A: Business/feasibility analysis
746. Q: To teach or to develop a specific skill is also known as?
- A: Training
747. Q: A type of partnership agreement in which all partners are liable for a business's losses.
- A: General partnership (ordinary)
748. Q: The first day on the job, a new employee is given information about job duties, evaluation procedures, and company benefits; a tour of the facility, and introductions to co-workers. This activity is called a(n) _____.
- A: Job orientation
749. Q: Financial plans that forecast expected income and expenses for a specified period of time are called _____.
- A: Budgets
750. Q: An actual count of merchandise to determine the exact quantity on hand is referred to as a(n) _____.
- A: Physical inventory
751. Q: The ways people form and conduct relationships best defines the term _____.
- A: Human relations
752. Q: Any situation that has the potential to cause bodily harm to employees is considered a(n) _____.
- A: Safety hazard
753. Q: A good product demonstration should create interest by involving the _____.
- A: Customer

754. Q: What is the major way that customers cause inventory shrinkage?
A: Shoplifting
755. Q: What element of a print ad is the text that is a set in large type and usually positioned at the top of the advertisement?
A: Headline
756. Q: A customer says, "These shoes feel great, but I don't like the tassels." The customer has stated a(n) _____.
A: Objection
757. Q: When businesses extend credit, they try to minimize bad-debt losses and _____ sales.
A: Increase
758. Q: Any resource that is found in nature and used to produce goods and services is considered a(n) _____.
A: Natural resource
759. Q: When a customer asks the store to take the merchandise from stock and store it as the customer pays for that item on _____ time, this is known as a _____ sale.
A: Layaway or will-call
760. Q: The general rules set down by management to guide the personal selling effort are known as selling _____.
A: Policies
761. Q: When a firm's total cost is equal to its total revenue, the firm is said to be _____.
A: Breaking even
762. Q: Things which interfere with understanding the message being communicated are known as _____.
A: Blocks
763. Q: Discount stores have influenced the association of quality with _____.
A: Price
764. Q: For a business to continue to exist, goods and services must be _____.
A: Sold
765. Q: The monetary reward a business owner receives for investing in a business is called _____.
A: Profit
766. Q: An investigation of what customers think, feel, or know is known as _____.
A: Probing

767. Q: The methods used in tracking inventory are known as _____.
- A: Inventory control systems
768. Q: A comprehensive list of the elements that should be incorporated in a promotional program include publicity, sales promotion, personal selling, and _____.
- A: Advertising
769. Q: Periods of expansion and contraction in economic activities are known as _____.
- A: Business cycles
770. Q: Risk transfer is handled through guarantees and warranties and purchase of _____.
- A: Insurance
771. Q: A corporation that has headquarters in one country and does business in other countries is known as a _____ corporation.
- A: Multinational
772. Q: Gaps in a salesperson's daily list of scheduled appointments can be filled by making _____.
- A: Cold calls
773. Q: Deliberately putting an artificially high price on an item or service to suggest high quality and status is known as _____ pricing.
- A: Prestige
774. Q: The gathering together of many manufacturers from the same industry to display and promote their products is called a(n) _____.
- A: Trade show
775. Q: Merchandise that is stored and used as a backup supply is called _____.
- A: Reserve stock
776. Q: Making the best use of resources in the production of goods and services is known as _____.
- A: Specialization
777. Q: Since most marketing employees carry out their duties with minimum direct supervision and must be capable of making sound decisions on their own, they must demonstrate the trait of _____.
- A: Initiative
778. Q: When a customer brings back a pair of jeans for a refund or credit on his/her account, this is known as a _____.
- A: Return

779. Q: Written information sent to the media to generate publicity or increase public awareness is called a(n) _____.
- A: News release
780. Q: As a business's sales increase, employment in the company is most likely to _____.
- A: Increase
781. Q: Salespeople can easily update their knowledge of merchandise, styles, and trends by reading journals.
- A: Trade
782. Q: A letter that is exchanged by employees within the same company that uses the format of sender, receiver, date, and subject is known as a(n) _____.
- A: Memorandum
783. Q: The gathering of data needed to handle a specific marketing problem or situation is _____.
- A: Marketing research
784. Q: What situation exists when there is only one supplier of a certain product, and there are no substitutes readily available?
- A: Monopoly
785. Q: In terms of branding, the Pillsbury Dough boy is an example of a(n) _____.
- A: Trade character or brand mark
786. Q: The consumers' perception of a product as compared to competitive products is known as product _____.
- A: Positioning
787. Q: By backing a print ad's claims with survey results, testimonials, and endorsements, you can promote the ad's _____.
- A: Credibility
788. Q: What do you call the process of assuming roles and acting through a given situation?
- A: Role playing
789. Q: When something is new, fresh, innovative, unusual, or unique, it is called?
- A: Original
790. Q: What term means how you feel about your self-concept?
- A: Self-esteem

791. Q: Items that will be used by consumers are called?
A: Consumer goods and services
792. Q: A moving stairway consisting of threads linked in an endless belt used in many department stores is called a what?
A: Escalator
793. Q: The most expensive radio advertising is presented during _____.
A: Drive time
794. Q: When calculations of media costs are based on target audiences rather than total audiences reached by the media, the audience figures are said to be _____.
A: Weighted
795. Q: Benefits that are available from only one product are known as _____ benefits.
A: Unique or exclusive
796. Q: What is the term that means "let the buyer beware?"
A: Cavet Empetor
797. Q: What are the two classifications of operating expenses?
A: Fixed and variable
798. Q: Information about a product that is printed and attached to a product by the manufacturer defines the term _____.
A: Label
799. Q: All the stock a business has on hand is known as _____.
A: Inventory
800. Q: To obtain higher wages, more fringe benefits, and improved working conditions, workers can form _____.
A: Labor unions
801. Q: When setting goals, you should set goals that are ambitious but _____.
A: Realistic or attainable
802. Q: Placing goods in safe locations until they are needed or ready to be sold is known as _____.
A: Warehousing
803. Q: A form on which the purchasing agent records complete information about the merchandise wanted is called a _____.
A: Purchase order

804. Q: An illegal entry into a building to commit a theft is called _____.
- A: Burglary
805. Q: An unexpected happening that may result in injury, loss, or damage is known as a(n) _____.
- A: Accident
806. Q: Discount stores have influenced the association of quality with _____.
- A: Price
807. Q: When people can trust you and count on you to do what you say you will do, your behavior is considered _____.
- A: Responsible
808. Q: Giving directions to other businesses when your company does not carry a requested product encourages _____.
- A: Goodwill
809. Q: Another name for the capital of business is its _____.
- A: Assets
810. Q: The level of inventory at which an order for stock should be placed is known as the _____.
- A: Reorder point
811. Q: The impression an advertisement will make on the average consumer in the target audience refers to _____.
- A: Impact
812. Q: The first and last rule of listening in order to determine a customer's buying motives is to stop _____.
- A: Talking
813. Q: During what part of the sales presentation does a salesperson tell customers about a product's outstanding features?
- A: Sales talk
814. Q: What speaks louder than words in sales demonstrations?
- A: Actions
815. Q: The study of how a nation makes decisions for using its resources to produce and distribute goods and services is called its _____.
- A: Economy

816. Q: Grouping consumers according to where they are located is known as _____ segmentation.
A: Geographic
817. Q: A person who will actually be using a good or service is known as a(n) _____.
A: Ultimate consumer
818. Q: The impression an advertisement will make on the average consumer in the target audience refers to _____.
A: Impact
819. Q: Demand interacts with supply to determine _____.
A: Price
820. Q: What is the most efficient way for businesses to transfer the risk of burglary?
A: By buying insurance
821. Q: A bill sent by the seller to the purchaser describing the merchandise purchased, the price, and shipping/billing terms is called the _____.
A: Invoice
822. Q: What a business earns from the sale of goods and services is known as _____.
A: Revenue
823. Q: A deduction from the seller's price offered to buyers at various points in the distribution channel is known as merchandising-related _____.
A: Discounts
824. Q: Effective management skills include giving clear _____.
A: Directions
825. Q: A retail buyer might learn about new products, specific promotions, and transportation/handling charges from manufacturers' _____.
A: Representatives
826. Q: In order to do its job, promotion must be relevant to its intended _____.
A: Audience or market
827. Q: Housekeeping and office-equipment control are activities classified as _____.
A: Operations

828. Q: The four basic ways businesses handle risks are transfer, risk retention, risk avoidance, and risk _____.
- A: Prevention and control
829. Q: What marketing function involves the use of credit collections?
- A: Financing
830. Q: The number one reason that people lose their jobs is because _____.
- A: They can't get along with others (poor human relations skills)
831. Q: If you feel disinterested or unconcerned toward something, you are being _____.
- A: Indifferent
832. Q: An advantage to retailers of maintaining a well-kept store is creating a more favorable first .
- A: Impression
833. Q: People who take risks to earn money and make profits by taking the risk of owning and operating a business are called _____.
- A: Entrepreneurs
834. Q: Promotional media are channels of _____.
- A: Communication
835. Q: The number of unit sales required to cover the fixed and variable costs of a business is what?
- A: Break-even point
836. Q: The practice of selling goods or services at a limited number of predetermined price points, or levels, is known as _____.
- A: Price lining
837. Q: Each item or group of related items in a unit control system is usually referred to as a(n) __.
- A: Stockkeeping Unit (SKU)
838. Q: What are two major types of competition in which businesses engage?
- A: Price and nonprice
839. Q: If a business invests in the stock market, what kind of risk is it taking?
- A: Speculative
840. Q: A condition of an agreement or contract with customers and businesses must meet is called a(n) _____.
- A: Term

841. Q: The organized way in which a country handles its earning and spending decisions is its
A: Economic System
842. Q: The total number of products produced in a week divided by the number of workers who did the work equals the business's _____.
A: Productivity
843. Q: When a customer makes an unplanned purchase based on a decision made in the store?
A: Impulse buying
844. Q: What term means a business has the support, approval, and confidence of its customers?
A: Goodwill
845. Q: Those things that are necessary for survival, such as food, clothing, and shelter.
A: Needs
846. Q: What do you call a statement that is attached to a product giving information about its contents?
A: Label
847. Q: Salespeople can obtain product information to use in selling by attending sales meetings conducted by the _____.
A: Sales Manager
848. Q: Expenses such as payroll and rent that must be paid in order to run a business are known as _____ expenses.
A: Operating
849. Q: A salesperson explains to a customer that sales receipts are needed in order to return merchandise. This statement is an example of a business _____.
A: Policy
850. Q: Any unpaid form of promotion for a business or its products is called _____.
A: Publicity
851. Q: When a product is in the decline stage of its life cycle, its promotional budget will _____.
A: Decrease
852. Q: Businesses establish guidelines for employees who do the purchasing. These guidelines are called _____.
A: Purchasing policies

853. Q: A statement by an identified user of a product, proclaiming the benefits received from the use of the product is a(n) _____.
- A: Testimonial
854. Q: What type of question requires more than a simple "yes" or "no" response?
- A: Open-ended
855. Q: Loyal customers often provide salespeople with leads for locating new clients by providing .
- A: Referrals
856. Q: A labor union strategy used by workers in which they stop work in order to force management to meet their demands is known as a(n) _____.
- A: Strike
857. Q: What element of a print ad is the text that presents the principal sales message?
- A: Copy
858. Q: Small amounts of a product given to potential customers on the spot or sent by mail are called -.
- A: Samples
859. Q: Informing consumers of noncontroversial issues which are in the public's best interest is known as _____ promotion.
- A: Public Service
860. Q: Who are the owners of corporations?
- A: Stockholders
861. Q: Advantages that need little explanation by the salesperson are known as _____ benefits.
- A: Obvious or apparent
862. Q: Salespeople should tailor their sales presentations to appeal to each customer's buying ____.
- A: Motives
863. Q: The process of counting or checking goods as they are received is known as _____.
- A: Receiving
864. Q: Salespeople can show customers that products are special during sales demonstrations by handling the product with _____.
- A: Respect or care

865. Q: Businesses can analyze demand for products by examining the list of things that customers have requested that are not in stock. This list is made by compiling _____.
- A: Want slips
866. Q: Most modern department stores take a physical inventory at least once every _____.
- A: Year
867. Q: A salesperson who has learned about the line of merchandise that he/she sells by using it can give customers product information based on _____.
- A: Direct experience
868. Q: The physical image that a person presents to others is known as personal _____.
- A: Appearance
869. Q: To inform the retail buyer that merchandise needs to be reordered, an employee should complete a purchase _____.
- A: Requisition
870. Q: The buying and selling of goods between countries is known as _____.
- A: International trade
871. Q: Businesses that sell goods to ultimate consumers are known as _____.
- A: Retailers
872. Q: A system of keeping track of inventory according to the actual number of items in stock is known as _____.
- A: Unit inventory control
873. Q: When people take merchandise from a store without paying, this is called _____.
- A: Shoplifting
874. Q: A customer has indicated a desire to be fashionable. The sales person should emphasize features and benefits related to _____.
- A: Style or appearance
875. Q: The arrangement by which businesses or individuals can purchase a good or service now and pay for it later is known as _____.
- A: Credit
876. Q: Any paid form of nonpersonal presentation of ideas, goods, or services is known as _____.
- A: Advertising

877. Q: Facts needed in judging a credit request can be gathered by having the customer complete a special form known as a(n) _____.
- A: Credit application
878. Q: An exchange of information between two or more people is called what?
- A: Communication
879. Q: Legal or official permission, required by many communities, to operate or run a business?
- A: Business license
880. Q: The geographic area from which a store draws its customers?
- A: Trading area
881. Q: A sale that the retailer uses to remove leftover items from the selling floor?
- A: Clearance sale
882. Q: What has a store done when it has more goods in stock and on order than the demand requires for a given period?
- A: Overbought
883. Q: Goods that are the basic stock in a store and should always be kept on hand are called?
- A: Staple merchandise
884. Q: Making goods and services available at the location where they are needed is what type of utility?
- A: Place utility
885. Q: What are the first three words in making a motion?
- A: I move that
886. Q: The national magazine published by DECA is called?
- A: DECA Dimensions
887. Q: What do you call the basic principles by which you live, the personal rules which guide your words and actions?
- A: Ethics
888. Q: Inflatable air bags that open up collision are examples of _____ features.
- A: Hidden
889. Q: People buy benefits - not product _____.
- A: Features

890. Q: The process of converting resources into goods is known as _____.
- A: Production
891. Q: A business that offers a great many items in a product line is said to have a(n) _____ product mix.
- A: Deep
892. Q: By providing safe, secure working environments, businesses show their social responsibility to _____.
- A: Employees
893. Q: The person to whom a check is written is called the?
- A: Payee
894. Q: When two or more people operate a business and share the profits and losses, they own what type of business?
- A: Partnership
895. Q: A report that tells the financial status of a business?
- A: Balance sheet
896. Q: Products that carry the label of the retailer who sells them rather than the manufacturers brand name are called what?
- A: Private brands
897. Q: A written promise to pay back money that is loaned is called?
- A: Promissory note
898. Q: An amount of money charged for the use of borrowed money or credit?
- A: Interest
899. Q: Name the diagram that shows the positions, responsibilities and reporting lines of personnel in a business?
- A: Organizational chart
900. Q: A report that tells the financial status of a business?
- A: Balance sheet
901. Q: What is a quorum?
- A: Number of members needed to conduct business
902. Q: A house is defined as what type of good?
- A: Durable

903. Q: What type of leader exercises a high degree of control over their subordinates? They tend to see themselves as the sole source of authority.
- A: Authorization leaders
904. Q: Items that are used to produce other goods or services are called what?
- A: Capital goods
905. Q: Tangible items which need to be consumed within a short time?
- A: Non-durable goods
906. Q: A middleman that assists in the sale and/or promotion of goods and services but does not take title to them is an?
- A: Agent
907. Q: In some countries, natural resources are not tapped because of a lack of?
- A: Technology
908. Q: When customers make purchases on the basis of reason, judgment, or logic, they are using _____ buying motives.
- A: Rational
909. Q: Marking the date the merchandise is received by a store provides a good record of how long the goods have been in stock. This is known as _____ markings.
- A: Season
910. Q: Adding together the cost of merchandise, operating expenses, and desired net profit determines the _____.
- A: Selling price
911. Q: A promise that is not written or stated orally is known as a(n) _____ warranty.
- A: Implied
912. Q: Gestures are classified as _____ communications.
- A: Nonverbal
913. Q: There are two major benefits of marketing. These are lowering prices and _____.
- A: Developing new and improved products
914. Q: A retailer purchases sweaters from an individual who handknits the items. The individual does NOT receive payment until the sweaters are sold by the retailer. This is an example of ____.
- A: Consignment buying
915. Q: Sales commissions are considered _____ costs.
- A: Variable

916. Q: A personal preference that prevents a person from being fair and impartial and which blocks listening is known as _____.
- A: Bias
917. Q: In what type of economic system do individuals and businesses decide how to use resources to meet the needs and wants of people?
- A: Private, free, or market
918. Q: Items such as gum and candy which are placed near checkout counters and are usually not planned purchases by consumers are known as _____ items.
- A: Impulse
919. Q: Odd amount prices such as \$7.95 cause many customers to think they are getting a _____.
- A: Bargain
920. Q: A store furnishes refreshments for the annual city-wide summerfest. This is an example of _____.
- A: Public Relations
921. Q: The simplest, most common form of partnership is the _____ partnership.
- A: General or ordinary
922. Q: When a customer appears to be in a hurry, the salesperson should use the _____ approach.
- A: Service
923. Q: A method of distributing goods and services through a licensing arrangement between the parent company and the one who buys the right to sell the products according to a contract agreement is known as _____.
- A: Franchising
924. Q: In setting prices the first step is to determine pricing _____.
- A: Objectives
925. Q: Risks which occur due to natural causes such as hurricanes, fires, and earthquakes are called risks.
- A: Natural
926. Q: When trading-up, the salesperson should _____ the price increase.
- A: Justify
927. Q: A stock plan that shows the minimum amounts of staple goods that should be on hand and the amounts that should be reordered is known as a(n) _____.
- A: Basic stock list

928. Q: The difference between what the company's inventory records show is in stock and what actually is in stock is known as inventory _____.
- A: Shrinkage
929. Q: A salesperson who meets the customers face to face and persuades them to buy is involved in what type of selling?
- A: Personal selling
930. Q: A system of recording that shows a retailer the goods he has on hand, the items he has sold, and their value?
- A: Inventory control
931. Q: You have limited liability when you invest in this type of business?
- A: Corporation
932. Q: Money that is spent to produce a product results in what type of cost?
- A: Production (cost)
933. Q: What utility involves altering or changing the form or shape of a product in order to make it more useful?
- A: Form utility
934. Q: Where is the National DECA Center located?
- A: Reston, Virginia
935. Q: When a producer sells to an intermediary, the intermediary is a?
- A: Wholesaler
936. Q: What term means the sponsorship of advertisements by two or more businesses?
- A: Cooperative advertising
937. Q: Who is the National Executive Director of DECA?
- A: Dr. Ed Davis
938. Q: What type of leader exercises only a moderate degree of control over employees; they tend to involve employees in decision-making and problem-solving?
- A: Democratic leaders
939. Q: What do you call a written record of the duties and responsibilities associated with a particular job?
- A: Job description

940. Q: Form of income calculated as a percentage of sales is called?
A: Commission
941. Q: What is the reason or benefit that causes people to make a purchase to satisfy wants and needs?
A: Buying motive
942. Q: What term means to put off intentionally and habitually?
A: Procrastination
943. Q: Clothes, desks, books, and food are examples of what kind of items?
A: Tangible
944. Q: What do the letters FOB stand for?
A: Free on Board
945. Q: When buying, the choosing among alternatives is called?
A: Decision making
946. Q: The arrangement of the advertisement copy and the art on the printed page?
A: Layout
947. Q: What term means the process of examining and judging?
A: Evaluation
948. Q: Name the organization that is supported by businesses and has the purpose of improving local business practices?
A: Better Business Bureau
949. Q: Research attempting to measure the effectiveness of an advertisement before it is printed or broadcasted is called?
A: Pretesting
950. Q: Which parliamentary term is used to postpone a motion?
A: Table
951. Q: What do the four points of the DECA Diamond stand for?
A: Vocational understanding, social intelligence, civic consciousness, leadership development
952. Q: A union security agreement which does not require employees to join the union or pay dues is called an?
A: Open shop

953. Q: What do you call the distinguishing factors that define a target market such as age, profession, lifestyle, income, and education?
A: Demographics
954. Q: The total demand for an economy's goods and services is known as the?
A: Aggregate demand
955. Q: An agreement between two or more people stating that one party will do something provided by another party is called?
A: Contractual agreement
956. Q: Insurance policy to protect a business from loss due to employee theft is called?
A: Fidelity bond
957. Q: As a small business owner, John, wants to purchase a new product line on credit. The vendor's credit manager will examine four commercial credit factors before selling to John. They are character, capacity, capital, and _____.
A: Conditions
958. Q: The ability to generate unique ideas, approaches, and solutions is called _____.
A: Creativity
959. Q: Stop talking is the first and last rule of _____.
A: Listening
960. Q: A sales presentation consists of two parts: the sales talk and the _____.
A: Product demonstration
961. Q: The largest expenditure of a promotional budget is the cost of _____.
A: Media
962. Q: The main form of written communications between companies is _____.
A: Business letters
963. Q: Generic products cost less because _____.
A: They are not heavily advertised or promoted
964. Q: Making the best use of resources in the production of goods and services is known as _____.
A: Specialization
965. Q: The way in which a promotional message is communicated should be suited to the _____.
A: Product

966. Q: A business's ultimate goal is to sell products in order to stay in business. Therefore, when a salesperson recommends substitute products, the products should satisfy the customer's real
- A: Needs
967. Q: An aspect of a company's marketing plan that incorporates personal selling, sales promotion, and advertising is the company's _____ program.
- A: Promotional
968. Q: A personal characteristic expressed by a consistent pattern of behavior is called a(n) _____.
- A: Trait
969. Q: Business information that is provided to the public by the media or other sources at no cost to the business is called _____.
- A: Publicity
970. Q: The difference between the price of a product and the cost of that product is called _____.
- A: Markup
971. Q: A rivalry between two or more businesses to attract customers is _____.
- A: Competition
972. Q: The avenues by which a message is delivered in the communication process are called _____.
- A: Channels
973. Q: The duty of business to contribute to the well-being of society is known as _____.
- A: Social responsibility
974. Q: The final, total value of all goods and services produced in an economy in a year's time is called _____.
- A: Gross National Product (GNP)
975. Q: A consumer's perceptions of a product as compared to competitive products is known as
- A: Positioning
976. Q: A plan of action for achieving marketing goals is known as _____.
- A: Marketing strategy
977. Q: Magazines are categorized as _____ media.
- A: Print
978. Q: The process of developing the product or service mix in response to market opportunities defines the marketing function of _____.
- A: Product/service planning

979. Q: A measurement of the amount of goods and services that people have in a nation is known as the _____.
- A: Standard of living
980. Q: The capacity to manager your own thoughts, feelings, and actions is known as _____.
- A: Self-control
981. Q: All the efforts to safeguard consumers from any kind of injury they might suffer in the process of purchasing and/or using consumer products is known as _____.
- A: Consumer protection
982. Q: What do you call the costs or fees including interest that are involved in a credit transaction?
- A: Finance charges
983. Q: When an individual or business has debts that are greater than their assets and cannot be paid, they are in the state of _____.
- A: Bankruptcy
984. Q: An item that is actually sold, on purpose, for less than its cost to the store, is being used as a?
- A: Loss leader
985. Q: When goods and services are purchased from the U.S. by foreign buyers it is called?
- A: Exports
986. Q: What is the process of moving, handling and storing items in route from the producer to the consumer?
- A: Distribution
987. Q: When taking control of a product it becomes what type of utility?
- A: Possession utility
988. Q: How do you close a meeting?
- A: Motion to adjourn
989. Q: What term means the ability to generate unique ideas, approaches and solutions?
- A: Creativity
990. Q: What do you call an individual's verbal and nonverbal actions?
- A: Behavior
991. Q: What is putting yourself in another person's place called?
- A: Empathy
992. Q: Housecleaning, shoe shining, singing, cooking, are all examples of what?

- A: Services
993. Q: The process or activity of using goods and services involves the concept of?
- A: Consumption
994. Q: A form of business with one owner?
- A: Sole Proprietorship
995. Q: The four types of utility are?
- A: Form, time, place, ownership (possession)
996. Q: Anyone who uses goods and services is a:
- A: Consumer
997. Q: People in an organization that make decisions and interpret policies are called?
- A: Management
998. Q: A credit applicant's money and property would be considered his or her _____.
- A: Capital
999. Q: The act of stealing merchandise in a store by a person posing as a customer is called _____.
- A: Shoplifting
1000. Q: In communications, what term refers to the party transmitting a message?
- A: Sender
1001. Q: The offering of goods or services for sale is basically called _____.
- A: Selling
1002. Q: A _____ leader is a retailing device whereby a particular product is priced at a loss in order to lead customers into a store.
- A: Loss
1003. Q: Catchy little tunes played as part of a television or radio commercial are called _____.
- A: Jingles
1004. Q: _____ mail is promotional and advertising material of all kinds which arrives unsolicited in the daily mail.
- A: Junk
1005. Q: Goods sold with no advertising or promotion are called _____ brands.
- A: Generic

1006. Q: _____ calling is that which is calling on a customer without a prior appointment.
A: Cold
1007. Q: _____ distribution is a manufacturer's distribution of products to certain specific retailers only.
A: Selective
1008. Q: A _____ is a type of protection for intellectual property or brand new ideas.
A: Patent
1009. Q: A _____ is an organized set of files that provides a common pool of information for several users.
A: Database
1010. Q: Making buying decisions at the spur of the moment is called _____ buying.
A: Impulse
1011. Q: A prolonged insurance policy offered against product breakdown is called an extended _____.
A: Guarantee or Warranty
1012. Q: A means of nonverbal communication expressed through movement of the body is called body _____.
A: Language
1013. Q: If a product has the ability to be broken down naturally, it is _____.
A: Biodegradable
1014. Q: _____ mail is the sending of advertising and promotional material directly to consumers.
A: Direct
1015. Q: AMA stands for what well-known business organization?
A: American Marketing Association or American Management Association
1016. Q: The generation of consumers born between 1946 and 1964 are known as _____.
A: Baby Boomers
1017. Q: _____ is a contractual agreement in which the use of a piece of equipment over a period of time is sold by one party to another.
A: Leasing

1018. Q: A price _____ is a situation in which a firm tries to gain market share by placing prices below those of their competitors.
A: War
1019. Q: A memorable saying about a product that helps keep it at the forefront of a consumers mind is a _____.
A: Slogan
1020. Q: The time of day when there are the most viewers watching television or listening to the radio is called _____.
A: Prime Time
1021. Q: A _____ is anything that can be offered to a market that might satisfy a need or want.
A: Product
1022. Q: A price reduction given to a customer who buys in large quantities is called a _____ discount.
A: Quantity
1023. Q: The subsidizing of an event by a company for advertising purposes is called _____.
A: Sponsorship
1024. Q: _____ stores are those which trade primarily on the appeal of the availability and location that they offer to customers.
A: Convenience
1025. Q: What is a device for delivering questions to respondents and recording their answers?
A: Questionnaire or Survey
1026. Q: Someone employed to sell products or services is called a _____.
A: Salesperson or sales rep
1027. Q: A _____ is a certificate that gives the consumer a price reduction on a specific product?
A: Coupon
1028. Q: The point of _____ is the place where the whole marketing effort culminates.
A: Sale
1029. Q: The last stop on the distribution channel before being purchased by the ultimate consumer is with the _____.
A: Retailer
1030. Q: _____ loyalty is that which is sustained by consumers for a particular product.

- A: Brand
1031. Q: A product that is suddenly characterized by rapid sales growth and almost equally rapid sales decline is a _____.
- A: Fad
1032. Q: Gaining attention in consumer's eyes is done through PR, which stands for?
- A: Public Relations
1033. Q: A product given free to consumers in an attempt to persuade them to try something new is called a _____.
- A: Sample
1034. Q: Literally, boards on which to stick bills or advertisements, posters, are called _____.
- A: Billboards
1035. Q: Legal protection given to a product in order to prevent it from being copied is called a _____.
- A: Copyright
1036. Q: _____ is the way people choose to live, based on their attitude toward life.
- A: Lifestyle
1037. Q: A _____ audience is one to whom a particular advertising is directed.
- A: Target
1038. Q: A _____ is a short advertisement that does not reveal the name of the product being advertised, but merely states that there is more advertising to come.
- A: Teaser
1039. Q: The consumer who actually uses a product is called the _____ user.
- A: End
1040. Q: _____ is the use of media to inform consumers about something and/or to persuade them to do something.
- A: Advertising
1041. Q: A name, term, symbol, or design intended to signify the goods or services of one seller to differentiate them from another seller is known as a _____.
- A: Brand
1042. Q: _____ assets are a company's land, properties, plants, equipment, and vehicles.
- A: Fixed
1043. Q: An unincorporated business owned by two or more persons is called a _____.

- A: Partnership
1044. Q: The process of getting products to consumers is known as _____.
- A: Distribution
1045. Q: An agreement between two or more parties which is generally set forth in writing and is enforceable by law is a _____?
- A: Contract
1046. Q: A _____ is made up of people who live together and who constitute the fundamental unit in which much market research takes place.
- A: Household
1047. Q: A _____ is a series of lines of varying thickness printed on the side of a product or its label.
- A: Bar Code
1048. Q: Tangible capital or consumer goods having a relatively long, useful life are called _____ goods?
- A: Durable
1049. Q: _____ is the act of ensuring that products and services meet or exceed a minimum level of expectation.
- A: Quality Control
1050. Q: Odd-_____ pricing is used in retailing whereby a product's price is not rounded up but left ending in a five or a nine.
- A: Even
1051. Q: The application of marketing to organizations that are not-for-profit sector is called _____ marketing.
- A: Non-Profit
1052. Q: A survey of the sales of a product at a different retail outlets by price, size, and the like is called an _____.
- A: Audit
1053. Q: A _____ brand is also known as "private label" or a "distributor brand."
- A: Dealer or Store or House
1054. Q: A _____ study is undertaken on a small scale in order to test the feasibility of something larger.
- A: Pilot or Preliminary

1055. Q: A _____ is a reduction from list or marked price similar to an allowance granted by a seller to a buyer?
A: Discount
1056. Q: The acronym S.W.O.T stands for Strengths, Weaknesses, Opportunities and _____.
A: Threats
1057. Q: _____ distribution is that which gives a retailer the right to be the sole vendor of a manufacturer's products in a given geographical area.
A: Exclusive
1058. Q: A _____ is the impersonal, visual presentation of goods or ideas?
A: Display
1059. Q: A _____ is the introduction of a new product on to the market.
A: Launch
1060. Q: Body _____ is the main text in a piece of marketing material.
A: Copy
1061. Q: A manufacturer's agent who specializes in the distribution of grocery items is known as a _ _____ broker?
A: Food
1062. Q: In food retailing, the last date on which perishable merchandise may be sold?
A: Expiration date or sell-by date
1063. Q: A person or company which hires others to work for wages, salary, or commission is a(n) _ _____.
A: Employer
1064. Q: A _____ brand is one which is owned by the company that produced the product.
A: Manufacturer
1065. Q: When a company opens several locations of the same store, this is known as a _____ store system.
A: Chain
1066. Q: The amount spent on producing or manufacturing a commodity is the _____.
A: Cost
1067. Q: Buying handled by a central office and merchandise distributed by the head office to different stores in a location are properties of _____ buying.
A: Central

1068. Q: A _____ market is one where vendors offer cheap secondhand goods for sale to the public?
A: Flea
1069. Q: A _____ is a sales promotion device in which the participant competes for prizes by simply entering his name?
A: Sweepstakes
1070. Q: _____ credit is granted to individuals for the purchase of consumer goods and services.
A: Consumer
1071. Q: In marketing, a special effort to increase the sales of a product is called a _____.
A: Promotion
1072. Q: _____ are the collection of beliefs and feelings that together influence a consumer's buying behavior.
A: Attitudes
1073. Q: Any large shipment of one item is referred to as _____ goods.
A: Bulk
1074. Q: Gross margin less all the costs of running the business is _____?
A: Net profit
1075. Q: _____ are expenses which vary with the level of sales?
A: Variable
1076. Q: Speaking with little advance notice or preparation is called _____?
A: Impromptu
1077. Q: Product _____ is the look of the product itself.
A: Design
1078. Q: A _____ is a wrapper or container in which a product is stored and sold.
A: Package
1079. Q: The market in its entirety is called the _____ market.
A: Mass
1080. Q: Decisions made by advertisers about which media to use for an advertising campaign is a _____ plan.
A: Media

1081. Q: _____ means "let the buyer beware."
A: Caveat Emptor
1082. Q: The acronym CAD used in design stands for _____.
A: Computer Aided Design
1083. Q: A price determined by supply and demand in the market place is called a _____.
A: Market
1084. Q: _____ is the process of filling orders received through direct mail selling.
A: Fulfillment
1085. Q: A _____ merchant intermediary engaged in selling goods or services to the ultimate consumer.
A: Retailer
1086. Q: Activities including displays, special promotions, and shelf arrangements used to increase the sales of goods through retail outlets belong to a term called j_____.
A: Merchandising
1087. Q: In food retailing, _____ refers to fresh fruits and vegetables and the department of the store in which they are sold.
A: Produce
1088. Q: Any item brought into a country is considered a(n) _____?
A: Import
1089. Q: The act of stealing merchandise in a store by a person posing as a customer?
A: Shoplifting
1090. Q: In communications, the party transmitting a message?
A: Sender
1091. Q: An estimate of how much a company hopes to sell to a market is a sales _____.
A: Forecast
1092. Q: The offering of goods or services for sale is basically called _____?
A: Selling
1093. Q: _____ is the process of taking a limited number of a large population so that by studying that part something may be learned about the whole.
A: Sampling

1094. Q: The person who actually buys a product or service is called the _____?
A: Purchaser or customer or consumer or buyer
1095. Q: A customer _____ is a description of a business's customers in terms of their age, income, education, social habits, and so on.
A: Profile
1096. Q: _____ is the gradual "write down" of a fixed asset; that is, the conversion of it to an expense over a period of years.
A: Depreciation
1097. Q: Another name for net worth is _____.
A: Equity
1098. Q: A _____ is a wholesaler of industrial products.
A: Distributor
1099. Q: _____ is the relationship between sales and expenditures.
A: Productivity
1100. Q: A _____ is a market structure involving only one seller of a product or service.
A: Monopoly
1101. Q: _____ is the spoiling or making unclean of natural resources?
A: Pollution
1102. Q: The frequency with which products are purchased is called the buying _____.
A: Cycle
1103. Q: A _____ market is a group of consumers that has no choice.
A: Captive
1104. Q: _____ is the average number of people who receive each issue of a newspaper or magazine.
A: Circulation or Readership
1105. Q: The reprocessing of used materials for their reuse is _____?
A: Recycling
1106. Q: Who is the Executive Director of DECA?
A: Ed Davis
1107. Q: _____ are the characteristics of a product that are important to consumers.

- A: Attributes
1108. Q: _____ is the ability of individuals to remember a particular advertisement.
- A: Awareness or Recall
1109. Q: A _____ is a contractual agreement in which a wholesale or retail dealer agrees to meet the operating requirements of a manufacturer.
- A: Franchise
1110. Q: A _____ profile is a description of the age, social class, and other characteristics of consumers of a given product or brand.
- A: Consumer or Customer
1111. Q: What is the street address of National DECA?
- A: 1908 Association Drive
1112. Q: _____ goods are those where style and design are all important.
- A: Fashion
1113. Q: Market research carried out in the field is called _____ research.
- A: Field
1114. Q: Increasing a product line by adding variations of an existing brand is called a line _____.
- A: Extension or Expansion
1115. Q: A(n) _____ is a shopping center consisting entirely of off-price retailers.
- A: Outlet Mall or Discount Mall
1116. Q: A street in New York City that is famous for being the location of the New York Stock Exchange.
- A: Wall Street
1117. Q: Facts about the composition of a population are called _____.
- A: Demographics
1118. Q: The _____ refers to all those persons external to an organization who in some way affect the operations of the organization.
- A: Public or Customers
1119. Q: The acronym AIDA used in communications stands for Attention; Interest; Desire; and _____.
- A: Action
1120. Q: The acronym Kiss stands for _____.

- A: Keep it Simple Stupid or Keep it Simple Sir or Keep it Short and Simple
1121. Q: _____ goods are those purchased mainly for use in the production of other goods?
- A: Industrial
1122. Q: Selling the right to use some process in return for a fee or for the payment of royalties is called _____?
- A: Licensing
1123. Q: A _____ is a sample of consumers who record their purchase over time for the purpose of marketing research?
- A: Panel
1124. Q: The acronym SBU stands for _____?
- A: Strategic Business Unit or Standard Business Unit
1125. Q: _____ is the process by which a new product is adopted by more and more consumers over time.
- A: Diffusion
1126. Q: _____ is a systematic write-off process, similar to depreciation, that is applied to intangible assets and capital leases.
- A: Amortization
1127. Q: _____ are instruments of a long-term debt which are sold to investors and which pay a specified rate of interest; the principal is repaid at an agreed upon time.
- A: Bonds
1128. Q: This individual serves as the chief accounting officer of a company.
- A: Controller or VP, Finance or Chief Financial Officer or VP, Operations
1129. Q: Current assets divided by current liabilities; a measure of a company's liquidity.
- A: Current Ratio
1130. Q: Market _____ is the process of identifying groups of customers with quite detailed characteristics in common.
- A: Segmentation
1131. Q: Net sales minus cost of goods sold equals _____.
- A: Gross Profit
1132. Q: A _____ is a record of financial transactions kept by account.
- A: Ledger or Register

1133. Q: A product's _____ is what draws up pictures or feelings, or the association to a particular brand.
- A: Image
1134. Q: The act of transferring transaction data recorded in the journal to the ledger is referred to as _____.
- A: Posting
1135. Q: _____ materials are any parts or materials purchased from others to be made or put into a company's products.
- A: Raw
1136. Q: A sales _____ is a MINIMUM target that a company expects a sales person to reach in a given period of time.
- A: Quota
1137. Q: A sales _____ is the proportion of different products sold from within a range produced by one manufacturer.
- A: Mix
1138. Q: The vehicles which carry advertising are called _____.
- A: Media
1139. Q: _____ pricing uses a technique whereby a product's selling price is set by adding a certain percentage to its cost price.
- A: Mark-up
1140. Q: A question that requires more than a response to structured categories such as "yes" or "no," or "don't know" is an _____ question.
- A: Open Ended
1141. Q: Consumer research concerned specifically with politics is called an _____ poll.
- A: Opinion
1142. Q: A wholesaler of industrial products is a _____.
- A: Distributor
1143. Q: The use of a well-known independent person to endorse a product is called a _____.
- A: Testimonial
1144. Q: Television _____ is a measure of the popularity of television programs based on various methods of research.
- A: Rating

1145. Q: _____ is a euphemism for the stock in a retail outlet that disappears without being recorded in the cash register.
- A: Shrinkage
1146. Q: A form of pricing used by retailers to enable shoppers to make price comparisons among products is known as _____ pricing.
- A: Unit
1147. Q: _____ selling is the placing of complementary products close to each other in a store.
- A: Cross or Multiple
1148. Q: The department in an advertising agency involved in coming up with the ideas for advertisements and the artistic fulfillment of them.
- A: Creative
1149. Q: The shortest channel of distribution is _____ marketing.
- A: Direct
1150. Q: In advertising, _____ is the flow of advertising messages over a period of time.
- A: Continuity
1151. Q: The part of a marketing plan which defines the goals of the plan regarding sales volume, market share, and profit is known as marketing _____.
- A: Objectives
1152. Q: Those customer needs which are concerned with making the best use of limited resources are _____ needs.
- A: Economic
1153. Q: A _____ brand is one which has a brand name which is universally recognized.
- A: Global or Worldwide
1154. Q: _____ is selling goods in a foreign market at prices lower than those listed in their domestic market.
- A: Dumping
1155. Q: _____ is an economic term that refers to the sum of a change in one variable to the change in another.
- A: Elasticity
1156. Q: A _____ product is one which is an accessory to or which in some way supplements another product as, for example, software supplements a computer.
- A: Complementary

1157. Q: The process by which an individual receives, selects, and interprets information is called _____.
- A: Perception or Understanding
1158. Q: In marketing, what is the term which commonly refers to the purchase of goods at the wholesale level for resale at the retail level?
- A: Buying
1159. Q: What does the acronym MBO stand for?
- A: Management by Objective
1160. Q: Words or symbols which constitute an intelligible communication are called a _____.
- A: Message
1161. Q: The aggregate of products offered for sale by a firm is its product _____.
- A: Mix
1162. Q: The sorting of goods into quality classification is known as _____.
- A: Grading
1163. Q: An approach to marketing where both buyers and sellers are active in decision making is _____ marketing.
- A: Interactive or Cooperative
1164. Q: Demand for products that can be substituted for each other is called _____ demand.
- A: Alternate
1165. Q: the anxiety a customer experiences after making a purchase decision is called _____
- A: Cognitive Dissonance or Buyer's Remorse
1166. Q: A _____ price is one which, because it has not changed in a long time, has become traditional.
- A: Customary or Fixed
1167. Q: _____ demand is a condition in the marketplace in which purchasers want and are willing to pay for all the products which are being produced.
- A: Full
1168. Q: The segment of a firm's customers who buy which are outside of the firm's core market is referred to as their _____ market.
- A: Fringe or Secondary
1169. Q: A _____ house is a non-store retailing organization whose business is generated through merchandise catalogs.

- A: Mail Order or Direct Mail or Catalog
1170. Q: In industrial purchasing, generally an individual who controls the flow of information within an organization is called a _____.
- A: Gatekeeper
1171. Q: _____ utility is regarded as the economic utility derived from the actual physical product.
- A: Form
1172. Q: The amount of money expended to produce one additional unit of a product or service is the _____ cost.
- A: Marginal
1173. Q: The practice of predicting future demand in the marketplace over a period of time is called _____.
- A: Forecasting
1174. Q: The marketing _____ is the executive responsible for the firm's product planning and marketing strategy development.
- A: Manager
1175. Q: The degree to which consumers may be cognizant of their needs and willing to discuss them with others is known as need _____.
- A: Awareness
1176. Q: Those business costs other than direct labor and direct materials are called _____?
- A: Overhead
1177. Q: The cost incurred when one alternative must be chosen over another.
- A: Opportunity Cost
1178. Q: Another name for a drugstore is a _____?
- A: Pharmacy
1179. Q: A term which is commonly restricted to employee theft is _____.
- A: Pilferage
1180. Q: _____ is any of a variety of methods used to determine the price at which goods will be sold.
- A: Pricing
1181. Q: Government mandated ceilings on the prices a firm may charge for its products are called price _____.
- A: Controls

1182. Q: A _____ manager is one who is a lower level sales manager generally at the district or regional level.
- A: Field Sales or Field or Regional or Regional Sales
1183. Q: The birth rate expressed as the number of children per woman is called _____ rate.
- A: Fertility or Birth
1184. Q: The price of one country's currency expressed in terms of another country's currency or gold is its _____ rate.
- A: Exchange
1185. Q: An _____ is the most stringent form of trade restriction or quota under which specific products are barred from entering a country.
- A: Embargo
1186. Q: A step-by-step description of the tactics devised to achieve a particular strategy is an _____.
- A: Action Plan
1187. Q: The perception of a company formed in the mind of the customer is its _____.
- A: Corporate Image or Image
1188. Q: A firm which conducts a significant proportion of its business in two or more countries and which almost always has a direct investment in the countries in which it operates is a _____ corporation.
- A: Multinational or Global
1189. Q: The use of quiet and restrained methods of marketing a product is called a _____ sell.
- A: Soft
1190. Q: _____ is the process of establishing the goals of an organization and projecting the most effective means of accomplishing them.
- A: Planning
1191. Q: A tax levied against imported products is known as a _____.
- A: Tariff or Import Tax
1192. Q: The utility added to a product when it is available at the precise time the customer wants it is _____ utility.
- A: Time
1193. Q: A trade _____ is a condition in international trade in which the value of a country's exports is in excess of the value of its imports.
- A: Surplus

1194. Q: The period of time a carrier has possession of a shipment.
A: Transit Time
1195. Q: A _____ is an individual or a business who sells goods to other businesses.
A: Vendor or Contractor or Manufacturer
1196. Q: Generally, merchandise offered at retail which the customer buys on a regular basis.
A: Staples or Basics
1197. Q: _____ is defined as some aspect of the environment which provokes feelings or incites activity on the part of an individual.
A: Stimulus
1198. Q: Quality _____ is the maintenance of quality at or above a certain required minimum level.
A: Control
1199. Q: The acronym DAR stands for Day After _____.
A: Recall
1200. Q: A _____ is a legal term covering words, symbols, or marks that have been legally registered by a company.
A: Trademark
1201. Q: The addition of a voice to a filmed advertisement is called a _____.
A: Voice Over
1202. Q: An intermediary linking manufacturers and retailers is called a _____.
A: Wholesaler
1203. Q: In Fashion Merchandising a(n) _____ is the particular point of emphasis used by the designer to give the style a point of view.
A: Accent or Embellishment
1204. Q: A _____ is the acting out of a real marketing situation for the purposes of testing a product.
A: Simulation
1205. Q: Price _____ is the maximum price level beyond which customers will no longer make purchases.
A: Ceiling
1206. Q: One's _____ is the mental picture an individual has of himself and the way he imagines others perceives him.

- A: Self-image
1207. Q: A form of retail selling in which merchandise is displayed so that the customer can make a selection without the aid of a salesperson is known as _____.
- A: Self-service
1208. Q: The opposite of a segmented market, what term refers to the market in its entirety?
- A: Mass
1209. Q: That part of a total market controlled by one firm is known as their market _____.
- A: Share
1210. Q: _____ markup is the difference between the cost price of merchandise and the first retail price, when expressed in dollars.
- A: Initial
1211. Q: An _____ market is one which is a group of customers defined by race, country of origin, language, etc.
- A: Ethnic
1212. Q: _____ liability is the projected costs to be incurred for uncertain, variable obligations such as repairs under warranty.
- A: Estimated
1213. Q: A _____ is an individual or firm which sells merchandise without altering it.
- A: Dealer or Retailer
1214. Q: In marketing research, a _____ is a complete canvas of every member of a population being studied, as opposed to sampling.
- A: Census
1215. Q: The inner state or drive which activates people toward satisfying a need or goal is a _____.
- A: Motive
1216. Q: The practice of offering more than one unit at a given price is known as _____ pricing.
- A: Multiple
1217. Q: _____ is the step in the personal selling process involving the discovery of potential customers.
- A: Prospecting
1218. Q: _____ is the percentage of a target market which has at least one opportunity to see an advertisement during a particular campaign.

- A: Coverage
1219. Q: The difference between net sales and the total cost of goods sold is what?
- A: Gross Profit
1220. Q: Gross profit less all advertising costs equals _____?
- A: Market Contribution
1221. Q: The percentage of a target market that has bought a particular product at least once is known as _____?
- A: Penetration
1222. Q: The list of topics a presentation covers is referred to an _____.
- A: Agenda
1223. Q: Communication which addresses hearing and vision is called _____.
- A: Audiovisual
1224. Q: What is a term used to describe the actual giving or conducting of a presentation
- A: Delivery
1225. Q: A concise of a presentation, given at the start of a report, is an _____.
- A: Executive Summary
1226. Q: What term refers to speaking which is prepared but not fully written out or memorized?
- A: Extemporaneous
1227. Q: A special reward offered to a salesperson for exceeding a predetermined goal is called a _ _____.
- A: Sales Incentive or Incentive
1228. Q: Someone in business who acts as an intermediary between two parties for the purpose of facilitating trade is called an _____.
- A: Agent
1229. Q: In advertising, _____ is the illustration appearing in an advertisement.
- A: Art
1230. Q: A _____ presentation is one in which a standardized sales talk is memorized and delivered verbatim.
- A: Canned
1231. Q: One who speaks for or represents the interests of the consuming public is called a consumer _____.

- A: Advocate
1232. Q: The level of desire for goods coupled with the ability to purchase these same goods is called consumer _____.
- A: Demand
1233. Q: _____ are social rules or standards which form a basis for day-to-day behavior.
- A: Norms
1234. Q: _____ stock is that which is a supply of merchandise kept in inventory to avoid going into an out-of-stock condition.
- A: Reserve
1235. Q: The call back of products because of defects, imperfections, or other shortcomings is called _____.
- A: Recall or Product Recall
1236. Q: A population sample selected in such a way that each member of the population has an equal chance of being chosen is a _____ sample.
- A: Random
1237. Q: A _____ market is one which is bigger than a supermarket and sells a wider range of products than the fast-moving consumer goods people expect to find in a supermarket.
- A: Hyper
1238. Q: A _____ is a financial institution which buys at discount the accounts receivables of other businesses.
- A: Factor
1239. Q: The reaction on the part of a receiver after receiving a message is called a _____.
- A: Response
1240. Q: Goods brought or sent back to the vendor by the customer are called _____ goods.
- A: Returned
1241. Q: _____ is the bargaining or wrangling between the buyer and seller over price.
- A: Haggling or Negotiating
1242. Q: The transfer of consumer trust and loyalty from one of a manufacturer's products to another is called the _____ effect.
- A: Halo

1243. Q: _____ definition is the first stage in marketing research during which a clear statement of the problem is elaborated.
- A: Problem or Identification of Problem or Statement of Problem
1244. Q: A line _____ is referred to as a new product added to an existing line of products.
- A: Extension or Expansion
1245. Q: A _____ is a written instrument issued by a bank to a buyer of goods which is evidence of the buyer's good credit standing.
- A: Letter of Credit
1246. Q: Direct face-to-face communication between a buyer and a seller is _____ selling.
- A: Personal
1247. Q: The acronym POS at a checkout counter stands for _____.
- A: Point of Sale
1248. Q: A _____ card is a list of advertising prices charged by a television channel, radio station, a newspaper, or a magazine.
- A: Rate
1249. Q: A large, modern store, technically 25,000-49,000 square feet, located next to a free parking lot large enough to hold at least 250 cars is known as a _____.
- A: Superstore
1250. Q: marketing research that uses sampling techniques in order to arrive at quantitative results is known as _____ Research.
- A: Quantitative
1251. Q: A _____ department is that in an advertising agency which controls the flow of work between one department and another.
- A: Traffic
1252. Q: _____ is the process of developing and introducing a new product or new product design to the market.
- A: Innovation
1253. Q: _____ credit is an agreement between buyer and seller whereby the buyer pays for goods or services in installments over time.
- A: Installment
1254. Q: The _____ approach is a technique used by a salesperson in the first few minutes of contact with a prospect offering information and seeking for the customer to ask something in return.

- A: Question
1255. Q: The sale of goods or services to customers in foreign countries is called what?
- A: Exporting
1256. Q: A transportation firm engaged in shipping merchandise is referred to as a _____ carrier.
- A: Common or Freight
1257. Q: A _____ is the offering of selected discontinued goods by the vendor the retailer at reduced prices.
- A: Close-out
1258. Q: _____ is the stage in the sales presentation which is designed to gain and hold the prospect's attention.
- A: Approach
1259. Q: The _____ is the total number of individuals reached by an advertisement or other promotion.
- A: Audience
1260. Q: _____ prospecting is a method used by salespersons to gather new leads by obtaining additional names from current prospects.
- A: Chain
1261. Q: The acronym CIF used in shipping where the seller of goods pays for the cost of transporting the goods to their shipping dock stands for Cost, Insurance, and _____.
- A: Freight
1262. Q: The fee charged by carriers for hauling freight is known as the _____.
- A: Cartage or Transportation Fee
1263. Q: The power or right to give orders or commands, take actions, make decisions, and to expect obedience is _____.
- A: Authority
1264. Q: The total cost of doing business divided by the quantity of goods wither produced or sold is the _____ cost.
- A: Average
1265. Q: In international marketing, this transaction is regarded as a type of countertrade.
- A: Bartering.
1266. Q: The state or condition of being unable to pay one's debt is known as _____.

- A: Bankruptcy
1267. Q: A geographically detached unit of a firm which is still an integral part of the business is a _____.
- A: Branch
1268. Q: A tax or tariff levied on a country's exports generally employed by nations which are heavy exporters of raw materials is called what?
- A: Export Duty
1269. Q: A reduction in price granted the buyer of goods by the manufacturer or producer for the purpose or encouraging sales is called a _____.
- A: Rebate or Discount
1270. Q: A graphic representation of the decline in sales which follows the withdrawal of advertising support for a product is called an _____ effect.
- A: S-Curve
1271. Q: _____ needs are those of an individual's needs which are concerned with basic protection and physical well-being.
- A: Safety
1272. Q: A term generally applied to a firm's field sales organization.
- A: Sales Force or Sales Division
1273. Q: A sales _____ is that stage in the selling process during which the salesperson presents the product, service or idea, explains its benefits, and attempts to convince the prospect to buy.
- A: Presentation
1274. Q: _____ demand is consumer demand which is directly related to the season of the year or to special holidays.
- A: Seasonal
1275. Q: The _____ is the initial contact of a salesperson with a prospective customer.
- A: Approach
1276. Q: Written sales proposals from vendors are _____.
- A: Bids
1277. Q: Acronym EOQ stands for what?
- A: Economic Order Quantity
1278. Q: A _____ is a strong stimulus which impels action.
- A: Drive

1279. Q: _____ is changes in behavior, immediate or expected, that occur as a result of experience.
- A: Learning
1280. Q: All information used by marketing researchers that has not been gathered directly by them is called _____ data.
- A: Secondary
1281. Q: A _____ organization is a firm whose primary objective is something other than the return of a profit to its owners.
- A: Non-Profit
1282. Q: A market structure involving very few sellers and, because of high start-up costs, significant entry barriers to new competitors.
- A: Oligopoly
1283. Q: Any individual to whom a marketer aims to sell a product is called a _____.
- A: Prospect
1284. Q: A _____ is a device that shows the elements of a television commercial?
- A: Storyboard
1285. Q: A products _____ is the amount of time that a product can remain in a salable condition on the shelf of a store.
- A: Shelf Life
1286. Q: The _____ step in the personal selling process is that which the salesperson determines whether a prospect is actually a potential customer.
- A: Qualifying
1287. Q: _____ are items given free or at low costs with the purchase of a specified good or service.
- A: Premium or Purchase with Purchase
1288. Q: _____ is the assessment of an advertisement before it is actually used.
- A: Pretesting
1289. Q: A retail sales technique of convincing a customer to buy a higher priced item than he or she originally intended to buy is known as _____.
- A: Selling Up
1290. Q: _____ is the situation in which an economy has both high unemployment and a rising price level.
- A: Stagflation

1291. Q: Those regular expense items necessary in the daily operation of the firm but not a part of the final product are known as _____.
- A: Supplies
1292. Q: A person's _____ is the relative position in a group.
- A: Status
1293. Q: Those freight carriers who operate only for a particular firm and cannot solicit business from others are called _____ carriers.
- A: Private
1294. Q: Any part of an organization to which revenue and controllable costs can be assigned is a _____.
- A: Profit Center
1295. Q: An _____ is a scientific investigation in which a researcher controls or manipulates a test group and compares those results with the results of a group that did not receive the controls or manipulations.
- A: Experiment
1296. Q: _____ in marketing communications, is interference in a transmitted message.
- A: Noise
1297. Q: A _____ brand is used of several related products, such as the Johnson & Johnson line of baby products.
- A: Family
1298. Q: _____ is marketing communications, the receiver's response to a message.
- A: Feedback
1299. Q: _____ leaders are individuals in a group who serve as information sources for other group members.
- A: Opinion
1300. Q: _____ are sales promotional tools in which a specially marked slip of paper entitles the bearer to a discount on the purchase of a particular product.
- A: Coupons
1301. Q: _____ are objects existing in the environment that determine the nature of the response to a drive.
- A: Cues
1302. Q: A _____ product is one that takes sales from another offering in a product line.
- A: Cannibalizing

1303. Q: _____ items are long-lived business assets that must be depreciated over time.
A: Capital
1304. Q: _____ is the linking together the accounts of different companies under the same ownership.
A: Consolidation
1305. Q: _____ is the technical term for what happens in an acquisition if the purchaser overpays for the purchased company in stock.
A: Dilution
1306. Q: The study of people in groups is called group _____.
A: Dynamics
1307. Q: _____ is the introduction to the market anything new to the market serviced by the company.
A: Innovation
1308. Q: The acronym IRR used in accounting stands for _____.
A: Internal Rate of Return
1309. Q: Kanban is a Japanese term meaning reminder for a production and inventory system widely known as _____.
A: Just in Time
1310. Q: The _____ curve represents graphically what everyone knows from simple observation.
A: Learning
1311. Q: _____ law says that if anything can go wrong, it will.
A: Murphy's
1312. Q: _____ value is what purchasers believe they are obtaining for their money.
A: Perceived
1313. Q: The _____ is the form of appraisal used in management by objectives. It is where superior and subordinate get together to review performance.
A: Performance Review
1314. Q: In transportation, putting one load on top of another is called _____.
A: Piggybacking
1315. Q: The relationship by simple division of tone number to another is called its _____.
_____.

- A: Ratio
1316. Q: Profit that is not paid out to stockholders in dividends is called _____ earnings.
- A: Retained
1317. Q: A _____ machine is a gadget that can do more than obey a single command or gesture.
- A: Smart
1318. Q: _____ is referred to as the same "invested capital" of a company.
- A: Stockholder's Equity
1319. Q: Theory _____ was built around the idea that nobody works unless they have to or are made to.
- A: X
1320. Q: The time a supplier allows before he expects to be paid is known as _____.
- A: Trade Credit
1321. Q: A _____ is a corporation with all or a majority of its stock owned by another corporation, called the parent.
- A: Subsidiary
1322. Q: A company's own common stock which it has brought back from shareholders.
- A: Treasury Stock
1323. Q: Expenditures that increase or decrease in proportion to sales are _____.
- A: Variable
1324. Q: The presentation of an advertising message in such a way that the consumer is unaware that he or she has received the message is called _____ advertising.
- A: Subliminal
1325. Q: The practice of making one product distinguishable form others is called product _____.
- A: Differentiation
1326. Q: _____ is a system for segmenting consumer markets that are based on social class, lifestyle, and personality.
- A: Psychographics
1327. Q: Goods that can be physically touched are called _____.
- A: TANGIBLE GOODS

1328. Q: If you decide to start a business that requires you to purchase equipment, the money used to purchase equipment is called _____.
- A: CAPITAL
1329. Q: The situation wherein one company or firm controls the market for a given product, and other companies are in some way inhibited from competing in the market, is called a _____.
- A: MONOPOLY
1330. Q: DECA receives many benefits from its association with businesses, schools, and other organizations. The support group made up of these supporters is known as DECA's _____.
- A: NATIONAL ADVISORY BOARD
1331. Q: In our increasingly global economy with international trade agreements and worldwide competition, countries are constantly measuring the economic strength and production capability of other countries. The term for the measure of the value of a nation's goods and services produced in a given period of time is _____.
- A: GROSS NATIONAL PRODUCT
1332. Q: Trade markets are being opened around the world, helped by such formal arrangements as NAFTA, the North American Free Trade Agreement. However, countries still place restrictions on trade in order to protect business operating within their country. Limits on the quantity or value of a product that may be imported is called a _____.
- A: QUOTA
1333. Q: Businesses are started for many reasons, such as those whose purpose is to help the environment, and DECA which is a non-profit organization for marketing students. However, the overwhelming reason that people start businesses is to make a _____.
- A: PROFIT
1334. Q: The place where a product is sold to buyers is called the _____.
- A: MARKETPLACE/MARKET
1335. Q: Before a new business is started, or before a business adds a new line of goods or services to its product mix, research should be done regarding the target market of consumers. The process of identifying a target market and developing products that appeal to that market is called _____.
- A: MARKET SEGMENTATION
1336. Q: The economic term that means adding value to a particular resource or product is _____.
- A: UTILITY
1337. Q: According to parliamentary procedures, a designated member must preside over official organized meetings. Who assumes responsibility for presiding over meetings in the absence of the president?

- A: VICE PRESIDENT
1338. Q: A person or business who sells goods to the ultimate consumer is called a _____.
- A: RETAILER
1339. Q: Channels of distribution are set up in order to efficiently move products from producers to consumers. The people who are involved in the channels of distribution are called _____.
- A: INTERMEDIARIES or MIDDLEMEN
1340. Q: A major problem in underdeveloped areas or countries is a reliable transportation system to help get goods to the consumers. In marketing, the system set up to get goods from the producer to the consumer is known as the _____.
- A: CHANNEL OF DISTRIBUTION
1341. Q: While firms such as retail businesses have a location set up where sales are made within the store, many businesses rely on sales efforts that take place away from the firm. These sales are called _____.
- A: OUTSIDE OR EXTERNAL SALES
1342. Q: Salespeople often seek out individuals who may be interested in buying a particular good or service because it relates to their hobby or other personal or business interests. A potential customer for a particular good or service is called a _____.
- A: PROSPECT
1343. Q: All industries have certain jargon that is used by people within their industry, but may not be understood by the average person. When you put technical information into words that the average customer can understand, you are putting the information in _____.
- A: LAYMAN'S TERMS
1344. Q: The process of helping customers make satisfying buying decisions by communicating how products meet their needs is called _____.
- A: PERSONAL SELLING/SALES
1345. Q: One role of salespeople is to help customers reach an appropriate decision about a purchase. Concerns, hesitations, and doubts a customer has for not making a purchase are called _____.
- A: OBJECTIONS
1346. Q: Many businesses that deal in the sale of goods or services train their employees to encourage customers to purchase additional items that complement the customers' initial purchase. This sales technique is called _____.
- A: SUGGESTIVE SELLING
1347. Q: Business must set up systems to help track sales in order to follow proper accounting procedures. The process of recording a sale and presenting customer with proof of the purchase is called a sales _____.

- A: TRANSACTION
1348. Q: National DECA is governed by its members according to its constitution. What group of members are responsible for setting organizational policy?
- A: BOARD OF DIRECTORS
1349. Q: Consumers tend to perceive news media as being reliable sources of information, such as when a news station produces a special report that identifies vehicles that are the safest to drive. These reports are often encouraged or even sponsored by an industry or a particular company. The process of creating demand for a business or product by putting news in the media is called _____.
- A: PUBLICITY/PUBLIC SERVICE ANNOUNCEMENT
1350. Q: Businesses use many techniques to reach its target consumers. A pizza business may advertise in the newspaper to reach adults, while at the same time sponsor a little league baseball team to reach kids. The combination of different types of promotion a business uses to persuade customers to buy is referred to as its _____.
- A: PROMOTIONAL MIX
1351. Q: More and more it seems that everywhere we look we see the effect of corporate advertising in public arenas. The use of public transportation facilities to bring advertising messages to potential customers is called _____.
- A: TRANSIT ADVERTISING
1352. Q: Many businesses use key chains, bumper stickers and other such items to advertise their company. Inexpensive novelty items with an advertiser's name or logo imprinted on them are called _____.
- A: SPECIALTY MEDIA/SPECIALIZED ADVERTISING
1353. Q: With corporate downsizing and cost reductions appearing in the news every day, businesses are hiring out for many of their specialized service needs. Specialized companies that exist solely to help a client sell its products are called _____.
- A: ADVERTISING AGENCIES
1354. Q: The coordination of physical elements in a place of business so that it projects the correct image to its customers is called _____.
- A: VISUAL MERCHANDISING
1355. Q: Visibility is a key promotional tool, primarily for businesses that rely on walk by or drive by traffic for its customer base. The sign used to prominently display the name of a store is called a _____.
- A: MARQUEE
1356. Q: Businesses often rely on panels of consumers who make suggestions about new products and services. These panels are called _____.
- A: CUSTOMER ADVISORY BOARDS or FOCUS GROUPS

1357. Q: While committee organization is the responsibility of the president according to parliamentary procedures, what is the title of the individual responsible for directly leading committee activities?
- A: CHAIRPERSON
1358. Q: The term for the amount of money borrowed or invested is _____.
- A: PRINCIPAL
1359. Q: Money paid for the use of borrowed money is called _____.
- A: INTEREST
1360. Q: A constitution was adopted for the Distributive Education Clubs of America, designated as DECA. In what year did this happen?
- A: 1948
1361. Q: The official name of the publication used by DECA to govern parliamentary procedures is what?
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- A: SURVEY METHOD
1364. Q: Products used by people of personal, family or household purposes are called _____.
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1369. Q: A great amount of effect can be lost in visual merchandising if a person is not familiar with design principles. Name one of the design principles which are used as guidelines to arranging an appealing design.
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BALANCE
OPTICAL
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1371. Q: Some employers believe that employees work harder for the company if at least part of their paycheck is tied to sales performance. A form of income calculated as a percentage of sales is called?
- A: COMMISSION
1372. Q: What do you call an item which is desired, but may not be a necessity?
- A: WANT
1373. Q: The total demand for an economy's goods and services is known as the _____.
- A: AGGREGATE DEMAND
1374. Q: These colors are found on the opposite side of the color wheel as primary colors. They are the colors of blue/orange, yellow/purple. What are these groupings referred to?
- A: COMPLEMENTARY COLORS
1375. Q: An imaginary line can be drawn through a visual display using _____ balance.
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1376. Q: Your business _____ tells how you think your business should be run and shows an understanding of your firm's role in the marketplace.
- A: PHILOSOPHY
1377. Q: A prolonged recession, when customer spending is low, is called a _____?
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1378. Q: Statistics about personal characteristics of a population such as age, gender, income, and education are called _____.
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1379. Q: What group of members is the legal entity responsible for the student program of DECA?

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(DECA, INC. is also acceptable)
1380. Q: A big part of DECA's Competitive Events Program involves the portrayal of a character in a given situation. This is called _____.
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- A: NEED
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1386. Q: When a given product does not meet the expectations of the ultimate consumer and a refund for the purchase price based on the company's policy is issued to the purchaser, the product has been returned under the product's _____.
- A: GUARANTEE
1387. Q: In order to reduce production costs, large quantities are often produced at the same time. This type of production is known as _____ production.
- A: MASS
1388. Q: Persons relying on each other in order to accomplish something is called?
- A: INTERDEPENDENCY
1389. Q: If you agree to participate in an advertisement praising your satisfaction with a particular business, by featuring you in their ad the firm is using which advertising technique?
- A: TESTIMONIAL
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1398. Q: Employees often unite to form a collective group. These groups may eventually form an official union. Their strength in numbers gives them a high level of influence, allowing them a high degree of what type of power?
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1401. Q: The individual at a DECA meeting responsible for making sure correct procedures are followed is the _____.
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1461. Q: Especially when dealing with technical merchandise, salespeople are instructed to Show customers how to operate the merchandise in order to illustrate the ease of use of the product and overcome customer objections. This technique of illustrating product features is known as the _____ method.
- A: DEMONSTRATION
1462. Q: According to parliamentary procedures, the appropriate way for a member from the floor to initiate a specific item for discussion is to make a _____.
- A: MOTION
1463. Q: The length of time for which a franchise agreement is valid is called the _____.
- A: INCREASE
1464. Q: Under the law of supply and demand, if at an amusement park the supply of Hamburgers is completely used up, what would happen to the demand for hotdogs?
- A: INCREASE
1465. Q: This term defines the rivalry among businesses to attract and service customers in hopes of making a profit.
- A: COMPETITION
1466. Q: Customers' unpaid bills that can not be collected are known as ____ .
- A: BAD DEBTS
1467. Q: What category of laws restricts the type of business that may operate on a particular piece of property or in a particular area?
- A: ZONING LAWS
1468. Q: Some well-organized groups band together to set up a formal financial institution to support the members of the group. A cooperative association formed by labor Unions or group of employees for the benefit of its members is known as a
- A: CREDIT UNION
1469. Q: One of the major concerns for employees today with regard to compensation is not Necessarily their wages earned. The benefits, privileges, or monetary payments beyond a salary or wages, which go with a job, are collectively known as _____.
- A: FRINGE BENEFIT

1470. Q: Visual merchandisers must understand how their merchandise displayed interacts With its surroundings. The correct relationship between object and space is known as _____.
- A: PROPORTION
1471. Q: Employees should constantly strive to improve themselves and succeed at their job. Hard working employees may be rewarded with advancement into a new job, which is known as a _____.
- A: PROMOTION
1472. Q: Business tracks inventory as merchandise is received and as it is sold. The type of inventory, which shows the amount of inventory, which should be on hand according to store records, is known as the _____ inventory.
- A: BOOK
1473. Q: In order to start and operate a business, money may need to be invested in items such as land, buildings, fixtures and equipment, which are supposed to last a long time. Money invested in these types of items is known as _____ capital.
- A: FIXED
1474. Q: Business operators must be prepared for unexpected short-term needs for cash. Money that is kept readily available is referred to a _____.
- A: PETTY CASH or CASH FUND or CASH RESERVE
1475. Q: Companies more and more are operating some portion of their business in other countries. A Corporation, which has headquarters in one country and does business in other countries, is known as a _____ corporation.
- A: MULTI-NATIONAL
1476. Q: Some businesses deliberately place an artificially high price on an item or a service to suggest high quality. This technique is known as _____ pricing.
- A: PRESTIGE
1477. Q: Warranties are often included as part of the purchase of a product. Even if no warranty is included, either written or orally, consumers are still protected under the law and are able to expect a product to perform as it is supposed to. This unwritten and unstated protection is known as an _____ warranty.
- A: IMPLIED
1478. Q: What division of DECA is made up primarily of chapter advisors:
- A: PROFESSIONAL DIVISION

1479. Q: In the course of a business meeting a member may want action on an issue delay. A motion to _____ would accomplish this.
- A: POSTPONE INDEFINITELY
1480. Q: According to the law of supply and demand, sometimes a small change in price results in a large change in demand. What type of economic demand is this?
- A: ELASTIC
1481. Q: Full employment, productivity, and stable _____ make up the goals of a healthy economy?
- A: PRICES
1482. Q: Often during a business meeting a member may want to make a change to a motion that is on the floor. When you _____ a motion, you modify a motion of the floor?
- A: AMEND
1483. Q: A lack of available resources or a lack of sufficient production capability may lead a country to purchase goods and services from other nations. One country reliant on another is known to be in a condition of economic _____.
- A: INTERDEPENDENCE or DEPENDENCY
1484. Q: The DECA organization is one of the few organizations of its kind that fully owns its headquarters building. What is the complete address of the National DECA Center?
- A: 1908 ASSOCIATION DRIVE RESTON, VA 20191 (-1594 is optional)
1485. Q: What term describes the tracking of inventory in order to allow one to know how much stock is on hand and how much should be ordered?
- A: INVENTORY CONTROL
1486. Q: The amount of promotional dollars varies depending on what stage of the product life cycle a particular product is in. In what stage of the product life cycle does the promotional budget for a product decrease?
- A: DECLINE
1487. Q: What kind of tax is placed on imports used to produce revenue?
- A: TARIFF
1488. Q: Salespeople often rely heavily on current clients to put them in touch with other potential clients in order to generate additional business. New clients provided to salespeople by current customers are known as _____,
- A: REFERRALS or LEADS

1489. Q: When the selection of a promotional mix is influenced by the path the product takes From the producer to the consumer, the mix is influenced by its _____.
- A: DISTRIBUTION or CHANNEL OF DISTRIBUTION
1490. Q: DECA has four major points of focus that signify the working part of the organization, commonly referred to as the DECA Diamond. Which of the four parts refers to activities that help students better understand the business world, and is accomplished through guest speakers, internships, cooperative employment and competitive events.
- A: VOCATIONAL UNDERSTANDING
1491. Q: Taking physical inventory is a major undertaking for most businesses, and can cause them to close the business for multiple days. In order to continue operations while completing a physical inventory count, a business may only count a portion of its stock at any one time. What inventory control method is being used when partial stock counts are taken?
- A: TICKLER CONTROL
1492. Q: What will be the effect on the demand for in-line skates if the price of replacement Wheels goes up?
- A: INCREASE
1493. Q: When a wholesale business distributes merchandise to a retail business, the Wholesale business may grant credit and accept payment later. What type of credit Is extended by one company to another?
- A: COMMERCIAL or TRADE
1494. Q: During an official business meeting, a member may desire a brief interruption of the Meeting. What type of motion is required to do this?
- A: PRIVILEGED
1495. Q: Marketing education programs exist throughout the country to help prepare students to become marketing teachers and DECA advisors. What division of DECA is designed for these future teachers and advisors?
- A: COLLEGIATE
1496. Q: What generic term describes all of the activities involved in getting products from the producer to the ultimate consumer?
- A: MARKETING
1497. Q: Not all people are consumers for all products. A _____ market is a specific group within a market which products are developed and marketed to.
- A: TARGET

1498. Q: _____ Are patterns of behaviors people follow in daily life?
A: LIFESTYLES
1499. Q: When a company is willing to make a charitable donation for the collection of certain goods by local citizens, the company should attempt to use _____ to inform the public of its efforts.
A: PUBLICITY
1500. Q: Businesses compete for consumer dollars. Those who sell non-essential products and services, such as expensive jewelry and ocean cruises, rely on people having money left over after paying for such basic items as food, clothing and shelter. _____ Income is the money a person has left after paying for basic living necessities.
A: DISPOSABLE
1501. Q: Most DECA chapters raise funds in order to attend conferences and participate in other DECA activities. Which chapter officer is responsible for keeping track of all income and expenses?
A: TREASURER
1502. Q: It is important for a business to understand who its customers are in order to target its merchandise, advertising, promotions and other aspects of business operations. When grouping customers from upper to lower levels according to several factors, a _____ is formed.
A: SOCIAL CLASS or HIERARCHY
1503. Q: Manufacturers usually need help in getting their products to a place where customers can buy them. Several intermediaries may be involved in this process. What term describes an intermediary who obtains goods from manufacturers and resells them to industrial users?
A: WHOLESALE DISTRIBUTOR
1504. Q: DECA'S Board of Directors is made up of members of DECA, Inc. Who is the current President of DECA'S Board of Directors?
A: SUZANNE STRAUSS
1505. Q: What term refers to the number of products and the assortment of sizes, colors, and models offered in the product lines?
A: DEPTH
1506. Q: When all business has been conducted at a meeting, the presiding officer may call the meeting to an end by accepting a motion to _____, followed by a second and a majority vote.
A: ADJOURN

1507. Q: Doing business that is based on giving customers what they want is known as the _____ concept.
- A: MARKETING
1508. Q: Salespeople in all industries vary in the amount of interest they pay to clients. Which type of attitude is being portrayed when a salesperson reflects a strong commitment to a client and his/her needs?
- A: SERVICE
1509. Q: Teamwork is being stressed more and more in today's business world. _____ Workers are two or more workers who need or rely upon one another for some reason.
- A: INTERDEPENDENT
1510. Q: The correct name for DECA'S final conference of the year is the _____.
- A: NATIONAL CAREER DEVELOPMENT CONFERENCE
1511. Q: A _____ is provided to a prospective advertiser and includes the circulation information, costs, closing dates, and mechanical requirements about a media vehicle.
- A: RATE CARD
1512. Q: Manufacturers who sell to industrial users are not always able to hire a staff to reach their target market. Some pay commissions to individuals who sell products from multiple companies whose products have similar target markets. A _____ acts as a sales manager for different manufacturers.
- A: BROKER or AGENT or REPRESENTATIVE
1513. Q: When a customer exhibits purchasing _____, he/she has a doubt about the buying decision.
- A: DISSONANCE or CONFUSION or OBJECTION
1514. Q: When a purchase is made for an item that requires delivery, the purchase agreement should include a statement of when ownership of the merchandise changes hands. The FOB shipping point for a delivery dictates when the responsibility for goods is transferred to the _____.
- A: BUTER or RECEIVER
1515. Q: Potential customers often raise purchase objections that are more perceived than they are real, and may result from a misunderstanding of the products or services. It is the salesperson's responsibility to help the customer overcome purchasing objections. In an effort to learn about objections raised, a salesperson is using what technique when he/she asks for more information from the customer?
- A: QUESTION METHOD

1516. Q: The key to a store's success often relies on where certain products are placed within the store. For example, grocery stores put their milk in the back of the store so that customers have to walk past impulse items to get to the milk. A _____ is the way floor space is allocated to facilitate sales and serve customers.
- A: STORE LAYOUT
1517. Q: The stock market has proven to be one of the best investments over time. However, there is no guarantee of profits. A person or business investing in the stock market is taking what type of risk?
- A: SPECULATIVE
1518. Q: When calculations of media costs are based on target audiences rather than total audience reached by the media, the audience figures are said to be _____.
- A: WEIGHTED
1519. Q: Businesses such as utility companies and television companies may operate as a legal form of a monopoly. While they may not have competition, they are still prevented from charging unreasonable rates because they are _____ by the government.
- A: REGULATED
1520. Q: Businesses often buy in large quantities in order to get lower per unit rates. When a business has a larger quantity than they need in the short term, they are said to have a stock _____.
- A: SURPLUS or STOCK PILING
1521. Q: Computers are an integral part of every day operations in most modern businesses. What is the term used to describe the computer, terminal, disk drive units, chips and keyboard?
- A: HARDWARE
1522. Q: It is not unusual for businesses to receive unwanted merchandise from a vendor. When returning unwanted goods, the business should use a _____ form.
- A: CHARGE BACK
1523. Q: The first interstate conference for DECA was held in what city?
- A: Memphis, Tennessee
1524. Q: According to parliamentary procedures, which officer is responsible for preparing materials for media?
- A: REPORTER

1525. Q: The term for the amount of money borrowed or invested is _____.
- A: PRINCIPAL
1526. Q: Money paid for the use of borrowed money is called _____.
- A: INTEREST
1527. Q: Whether its institutions such as banks that lend money to customers or businesses such as retail stores that allow people to buy now and pay later, some type of costs are almost always associated with the credit. What do you call the costs or fees including interest that are involved in a credit transaction?
- A: FINANCE CHARGES
1528. Q: One promotional method used by manufacturers is to develop an attention getting package. What do you call a statement that is attached to a product-giving package? What do you call a statement that is attached to a product giving information about its contents, attracting customers, and identifying the product?
- A: LABEL
1529. Q: What is the term that means, "let the buyer beware?"
- A: CAVEAT EMPTOR
1530. Q: What is the name of the organization that has the purpose of improving local business practices and has the support of businesses?
- A: BETTER BUSINESS BUREAU
1531. Q: Businesses that have complimentary products may go together to advertise their products or services in order to attract additional attention and reduce costs. For example, an amusement park may advertise that it offers a particular brand of soft drink. A _____ advertisement is one which shows and describes several related items.
- A: GROUP or COOPERATIVE
1532. Q: With the millions of dollars spent by some companies for advertising, it is crucial for companies to determine the success for their advertising efforts to get the most benefit from their advertising dollars. After an advertisement has appeared in various media, what is the research called that attempts to measure the effectiveness of the advertisement?
- A: POST TESTING
1533. Q: One role of salespeople is to fully explain features and benefits for products. Advantages for a product that are not immediately obvious to the customer are called what?
- A: HIDDEN BENEFITSS

1534. Q: Stores have certain items in their product mix, such as cosmetics and hair products that have a very high mark-up and help the store's profitability. A store may advertise popular items, such as milk, at a low price to entice customers into the store, hoping that the customers also buy a high mark-up product. When a store purposely sells an item for less than what it costs, it is using the item as a _____.
- A: LOSS LEADER
1535. Q: Goods always kept on hand because they are basic stock and there is a constant demand for them are called?
- A: STAPLES or STAPLE MERCHANDISE
1536. Q: Which term is used to describe when a customer has only a certain amount of money to spend?
- A: BUYING POWER
1537. Q: The use of electronic devices has greatly increased the efficiency of workers in the retail industry. One such device is an electronic wand that is used for tracking inventory and re-ordering out-of-stock items. The code read by an electronic wand which appears as numbers across the top of the price tag is called what?
- A: UNIVERSAL VENDOR MARKETING CODE or UPC
1538. Q: Products gain value based on how they are prepared. A tree may not be worth much money when planted in the ground, but its value can increase if the tree is made into a baseball bat. It is the same product; it has only been altered in its look or shape in a way that it serves a specific purpose. What type of utility is being described in this situation?
- A: FORM UTILITY
1539. Q: What is the term to describe resources such as oil, water, coal, and trees?
- A: NATURAL
1540. Q: Meetings run smoothly when members follow proper procedures when conducting business. When making a motion, what three words are appropriate to say to begin the motion?
- A: I MOVE THAT
1541. Q: During a business meeting a topic may come up that some members believe requires more information before being voted on. What does it mean to lay a motion on the table?
- A: SEND IT TO COMMITTEE

1542. Q: It is crucial for a chapter that all members are involved, and that members attend meetings, so that business may be conducted. The minimum number of members of a group needed to conduct official business is called a _____.
- A: QUORUM
1543. Q: A union security agreement which does not require employees to join the union or pay dues is called an _____.
- A: OPEN SHOP
1544. Q: While some goods are made to last, others are designed to be replaced after a short period of use. What type of good is a house defined as?
- A: DURABLE
1545. Q: The quality and quantity of the goods or services that people own and use is a measurement of _____.
- A: STANDARD OF LIVING.
1546. Q: A main function of advertising and promotions is to get the attention of consumers. This is accomplished by loud noises, catchy phrases, bright colors, and celebrities, to name a few methods. A _____ is a cue, which motivates a person to act.
- A: STIMULUS
1547. Q: When a company decides to place merchandise in a limited number of outlets in a given geographic area, they are practicing what?
- A: SELECTIVE DISTRIBUTION
1548. Q: What is the term describing the quantities of merchandise a business handles during a stated period of time?
- A: UNIT CONTROL
1549. Q: While there are many types of risks facing businesses, they can be grouped into three basic categories. Human risk and natural risk comprise two of the three kinds of business risk. What is the third risk?
- A: ECONOMIC RISK
1550. Q: What term is used to describe the protection of a business from employee dishonesty?
- A: FIDELITY or BONDED
1551. Q: What best indicates the value of money placed on a good or service?
- A: PRICE

1552. Q: Which type of specialty research attempts to solve business problems related to long-range forecasting and future economic conditions?
- A: BUSINESS RESEARCH
1553. Q: Industrial goods are used by business in order for them to conduct business. What term describes products used by people for personal, family, or household purposes?
- A: CONSUMER GOODS
1554. Q: While financing is often available to hopeful business owners, lending institutions may require the borrower to show his/her commitment by investing personal funds into the venture. What is the name of the investment in a business by the owner?
- A: EQUITY CAPITAL or OWNER'S EQUITY
1555. Q: Errors are frequent in the transfer of merchandise from one business to another. This type of report may be used for returning merchandise to a supplier or for filing a claim against a shipper.
- A: DISCREPANCY REPORT
1556. Q: What type of loan is an agreement where the buyer agrees to take possession of an item and make a series of payments for it?
- A: INSTALLMENT or LAYAWAY
1557. Q: A business that wants to build on a site that involves some controversy; such as in an area with historical significance, a community group may seek to have construction halted until further discussion can take place. What is the term that refers to a court order forbidding someone from carrying out an act?
- A: INJUNCTION
1558. Q: Name two incidental motions.
- A: POINT OF ORDER
APPEAL
SUSPEND
SPEC ORDERS
WITHDRAW
DIVISION
1559. Q: This term defines the practices of cheating, misleading, or misrepresenting.
- A: DECEIT
1560. Q: What do you call knowledge or familiarity with someone or something?
- A: UNDERSTANDING

1561. Q: When something is new, fresh, innovative, unusual, or unique, it is called?
A: ORIGINAL
1562. Q: The marketing concept consists of a company having a wide consumer orientation with the objective of achieving what?
A: LONG TERM PROFITS
1563. Q: What word means skill and ability?
A: APTITUDE
1564. Q: Spell the word laissez-faire.
A: L A I S S E Z F A I R E
1565. Q: A constitution was adopted for The Distributive Education Clubs of America, designated a DECA. In what year did this happen?
A: 1948
1566. Q: The official name of the publication used by DECA to govern parliamentary procedure is what?
A: ROBERT'S RULES OF ORDER
1567. Q: A popular trend in retailing, especially in the apparel industry, involves a storeowner paying the supplier for a piece of merchandise after the item is sold. The practice of paying for goods only after the final consumer purchases them is called _____.
A: CONSIGNMENT BUYING
1568. Q: Products used by people for personal, family or household purposes are called _____.
A: CONSUMER GOODS
1569. Q: Retailers use visual merchandising techniques to entice customers to make unplanned purchases. The type of goods that lend themselves to unplanned purchase are called _____.
A: IMPULSE ITEMS
1570. Q: The research technique in which information is gathered from people directly through the use of questionnaires is called _____.
A: SURVEY METHOD

1571. Q: In order to make good business decisions; businesses rely on background information about their potential customers. The term that refers to studies about characteristics of where potential customers live is _____.
- A: GEOGRAPHICS
1572. Q: The higher the risk absorbed by an insurance company, the higher the premiums they will charge to the insured company. An insurance option where an insured business and the insurance company share a part of the risk of loss is known as _____.
- A: COINSURANCE
1573. Q: While a promotion involves an addition in responsibility, a _____ refers to a relocation to another job at the same level of responsibility, usually in a different department.
- A: TRANSFER
1574. Q: When interviewing for a job, you should take a _____ with you, which serves as your personal data sheet containing educational and occupational facts.
- A: RESUME
1575. Q: With the increasing influence of bulk purchases for food, clothing and other retail items, consumers store products within their home. With this it is difficult to measure the actual use of these bulk goods. The actual using of goods or services is called _____.
- A: CONSUMPTION
1576. Q: Most business transactions come with either a written or implied contract. The failure to fulfill the terms of a contract, for either party involved, is called _____.
- A: BREACH OF CONTRACT
1577. Q: The different places that carry advertisements such as radio, television, and newspapers are collectively known as _____.
- A: MEDIA
1578. Q: These goods are sought by consumers who desire a particular product or brand.
- A: SPECIALTY GOODS
1579. Q: In our modern society we are bombarded by reminders of businesses' influence on our public attention, with billboards, sponsorship, and many other avenues. A company's name, logo, and other trademarks that we see are part of their _____ symbol.
- A: CORPORATE or COMPANY

1580. Q: While warranties are legally binding “promises” from the manufacturer to the consumer, there are usually exceptions listed that release the manufacturer from its promise if certain situations occur, such as unusual use or damage done on purpose. A _____ is a statement containing exceptions and exclusions from a warranty.
- A: DISCLAIMER
1581. Q: In the past, consumers were not protected against car dealers who knowingly sold cars that were not in good workable condition, while at the same time the salespeople would not inform the customer of the problems with the cars. Statutes designed to protect buyers from poorly built cars are known as _____.
- A: LEMON LAWS
1582. Q: Few leaders of corporations actually own the business because of the large amount of money needed to run the company, and because people who do have a lot of money do not risk their own personal wealth. Who are the people that actually own a corporation?
- A: STOCKHOLDERS or SHAREHOLDERS
1583. Q: Many entrepreneurs have declared bankruptcy because of the negligence of others involved in the business. What type of ownership is in place when each partner is held liable for only debts up to the amount of their investment in the company?
- A: LIMITED PARTNERSHIP
1584. Q: The _____ identify the name and address of a business, purpose, names of initial directors, and amount of stock issued to each director.
- A: ARTICLES OF INCORPORATION
1585. Q: If the voting members of a meeting want to permit a specific action not normally possible under the rules, a motion may be made to _____.
- A: SUSPEND THE RULES
1586. Q: People often believe that businesses, such as airline companies, are worth a lot of money just because they have a lot of expensive equipment. The difference between assets of a business and its liabilities, or money owed, is its _____.
- A: NET WORTH
1587. Q: As opposed to popular one-stop shopping super stores, some stores offer a wide selection of only one kind of good. What type of store offers one kind of good?
- A: LIMITED LINE STORE

1588. Q: Some businesses prefer a simple approach to pricing to make shopping easier for customers, and also make it easier for employees. Which policy is being used when only a few prices are set and then applied to many different items?
- A: PRICE LINE POLICY
1589. Q: Goodwill in the community is helpful for businesses, especially in small towns where word-of-mouth is a popular communication media and people turn to the local paper for their news. All activities a business engages in to develop and retain the goodwill of customers and the general public are know as _____.
- A: PUBLIC RELATIONS
1590. Q: The free enterprise system provides people with the opportunity to succeed through establishing their own business with a limited number of inhibitors. People who attempt to earn and make a profit by taking risks of owning and operating a business are _____.
- A: ENTREPRENEURS
1591. Q: If you want to take out a loan you may have to provide the institution a list of assets to insure the loan. The total sum of value a borrower pledges to a lender to ensure payment of a loan is know as _____.
- A: COLLATERAL
1592. Q: Managers can track the total dollar amount of sales and items sold by referring to the _____?
- A: SALES RECORD
1593. Q: Any activity by a government business or private agency designed to protect consumer rights is called _____.
- A: CONSUMERISM
1594. Q: Anything of value people use, buy, or sell, such as a car or stereo, is referred to as _____.
- A: PERSONAL PROPERTY
1595. Q: More and more business is being conducted by communicating directly with consumers. What is the term for a well illustrated publication or sales brochure sent free to customers?
- A: MAIL ORDER CATALOG or DIRECT MAIL
1596. Q: What is the term for the stated value of stock at the time the stock is issued?
- A: PAR VALUE

1597. Q: Employers are constantly seeking ways to motivate employees to work hard and be concerned for the welfare of the company they work for. What is the term that defines a plan which makes it possible for employees to receive a portion of the store profits?
- A: PROFIT SHARING PLAN
1598. Q: When motions are made on the floor, no discussion is allowed until the motion is _ _____ .
- A: SECONDED
1599. Q: Who is DECA'S High School Division Director?
- A: PRISCILLA MCCALLA
1600. Q: Before granting consumer credit, businesses attempt to qualify applicants to help insure that the credit will be paid. The term used to describe customer's ability to pay, and which serves as a factor in granting credit, is _____ .
- A: CAPACITY
1601. Q: If a person owes money to a merchant for goods or services not paid for, the merchant may seek a court order for money to be taken directly out of the person's paycheck to pay off the debt. This procedure is referred to as _____ of wages.
- A: GARNISHMENT
1602. Q: Businesses may purchase goods before they actually arrive to be sold. Actually taking physical possession of goods in a store is called _____ .
- A: RECEIVING
1603. Q: Upscale stores attempt to keep a very limited amount of stock on the sales floor to avoid clutter. What is the term that refers to merchandise held or stored off of a selling floor, used to replace goods sold from forward stock?
- A: RESERVE STOCK
1604. Q: What is the DECA publication designed specifically for high school division members?
- A: DECA DIMENSIONS
1605. Q: When your physical inventory is smaller than your book inventory, the difference is referred to as a _____ .
- A: STOCK SHORTAGE or STOCK SHRINKAGE

1606. Q: At the beginning of each business day, businesses that deal with cash in exchange for goods or services must have money in their drawer in order to conduct business. The amount of cash put into a register for the purpose of making change is your _____ .
- A: CASH FUND or CHANDGE FUND
1607. Q: Expenses which constantly change include hourly employee wages, supplies, and travel expenses. These expenses are referred to a _____ .
- A: VARIABLE
1608. Q: Sums of money or fees that are imposed by local, state, or federal government units, and that are collected from consumers then paid out by businesses, are called ____ _____ .
- A: TAXES
1609. Q: A company may have a large number of assets, but may still go bankrupt because the assets can not be sold in a short period of time. Assets which CAN be turned into money quickly and easily are called _____ assets.
- A: CURRENT or LIQUID
1610. Q: A contractual agreement in which a parent company grants a small company or individual the right to do business under specific conditions, including using the company name, is called a _____ agreement.
- A: FRANCHISING
1611. Q: A group of two or more businesses linked together under management and owned by a group of stockholders is a _____ .
- A: CORPORATE CHAIN
1612. Q: In past years businesses would hire students and underpay them in order to reduce employee costs. The government has dealt with this by setting a wage which is the lowest amount that certain businesses may pay employees. This is known as the _____ .
- A: MINIMUM WAGE
1613. Q: _____ Is the act of motivating employees, leading them to goals, and informing them of their work assignments.
- A: DIRECTING
1614. Q: What is the procedure, used in hotels, car rental agencies, and airports, that allows customers to go directly to an area without delay?
- A: EXPRESS CHECK-IN

1615. Q: What type of expenses incurred by a business are usually defined as those expenses that can not be changed in under a year, such as office rental, car leases, and salaries?
- A: FIXED EXPENSES
1616. Q: When you apply for a job where it is not possible to submit a resume in person, you will have to submit your resume by mail. If you do this, you should include a _____, which should appear before your resume and explain why you are submitting the resume.
- A: COVER LETTER
1617. Q: A good manager always looks ahead to what needs to be done and what will be coming down the road. Careful _____ involves deciding in advance what needs to be done, who will do it and when it will be accomplished.
- A: PLANNING
1618. Q: Franchisers are beginning to set up for business inside large department stores, and pay the store a fee. This type of arrangement between two businesses, which involves the use of space, is known as a _____.
- A: LEASE or LEASE AGREEMENT
1619. Q: When receiving clerks check-in merchandise they may approve the shipment without counting the merchandise. In order to avoid this, the receiving clerk may not be given the invoice nor the order. Instead, the clerk prepares a list of what was receive, THEN compares the list to the original invoice. This system of receiving merchandise is referred to as a _____ clerk.
- A: BLIND
1620. Q: What term refers to an expense that accumulates but is not paid immediately?
- A: ACCRUED
1621. Q: What business record shows the progress of a business during a certain period of time, and is also known as a profit and loss, or operating statement?
- A: INCOME STATEMENT
1622. Q: What is the term that refers to a retail outlet that is often located in the center of a mall, and which sells merchandise from counters that usually surround the operator and also secure the merchandise?
- A: KIOSK
1623. Q: Successful managers must operate in an efficient way. What term refers to the effective and efficient use of time?
- A: TIME MANAGEMENT

1624. Q: Products such as oil and beef come with a certain _____ , which indicates the quality of the merchandise as compared with an acceptable standard.
- A: GRADE
1625. Q: One of the most important keys to a business' success is the communication among employees. Communication among employees along the same level of responsibility is known as _____ communication.
- A: HORIZONTAL
1626. Q: A nation's _____ is the measurement of the amount of its goods and services.
- A: STANDARD OF LIVING
1627. Q: A tariff is sometimes called a _____ ?
- A: DUTY
1628. Q: As a supporting function of management, what term means money management?
- A: FINANCE
1629. Q: A _____ is a temporary offer of goods at a lower price than what the retailer normally charges.
- A: SALE
1630. Q: Within the boundaries of an ad, what is the term used for the unpainted areas?
- A: WHITE SPACE
1631. Q: Which type of advertising informs the public of the ways in which a retailer serves customers?
- A: IMPULSE BUYING
1632. Q: On average, how many times faster can a person hear than they are able to talk?
- A: SIX
1633. Q: Which type of goods and services attract consumers for some reason other than price?
- A: SPECIALTY
1634. Q: What term refers to messages delivered without words?
- A: NON VERBAL COMMUNICATION
1635. Q: Name the division of DECA you can join after you finish school to still show your

support for the organization and receive mailings.

A: ALUMNI

1636. Q: This type of shipping point is assigned when the vendor or seller has title to goods and also has responsibility for them until they are delivered to the carrier or transporting firm?

A: F.O.B. SHIPPING POINT

1637. Q: A business is said to be _____ when it has the ability to pay all of its debts.

A: SOLVENT

1638. Q: In physical distribution, goods are moved by five major transportation forms: motor carriers, railroads, air carriers, waterways, and _____ .

A: PIPE LINES

1639. Q: What does the acronym F.O.B. stand for?

A: FREE ON BOARD

1640. Q: This type of control refers to the quantities of merchandise which a business handles during a stated period of time?

A: UNIT

1641. Q: _____ Risk occurs from changes in overall business conditions?

A: ECONOMIC

1642. Q: Which classification of bonds protect a business from employee dishonesty?

A: FIDELITY BONDS

1643. Q: Sales returns and sales _____ are subtracted from gross sales to reach net sales.

A: ALLOWANCES

1644. Q: If the demand for product is elastic, this means buyers are dependent on _____ .

A: PRICE

1645. Q: Gross profit is the difference between sales revenues and the _____ .

A: COST OF GOODS SOLD

1646. Q: This term defines the different paths that goods pass through in moving from the producer to the consumer?

A: CHANNEL OF DISTRIBUTION

1647. Q: Name the division of DECA whose purpose is to help prepare future marketing teachers. These chapters are operated through teacher-education programs.
- A: COLLEGIATE
1648. Q: Retailers are often geographically located in _____ centers.
- A: SHOPPING
1649. Q: A _____ is a collection of tasks, duties, and responsibilities.
- A: JOB
1650. Q: A _____ is considered a style of design that satisfies a basic need and remains in general fashion acceptance for an extended period of time.
- A: CLASSIC
1651. Q: This is the maximum quantity to which each item's stock should be built after each regular stock count?
- A: COVERAGE
1652. Q: This is the dollar difference between the previous price and the reduced price to which merchandise is marked?
- A: MARKDOWN
1653. Q: The performance of business activities that direct the flow of goods from producers to consumers defines the term _____ .
- A: MARKETING
1654. Q: In the product life cycle, which stage dictates when distaste has set in and a style can no longer be sold at any price?
- A: OBSOLESCENCE
1655. Q: A sales _____ is the coordination of advertising, display, publicity, and personal salesmanship in order to promote profitable sales?
- A: PROMOTION
1656. Q: A garment manufacturing plant that employs workers under unfair, unsanitary, and sometimes dangerous conditions is popularly referred to as a _____ .
- A: SWEATSHOP
1657. Q: When a customer requests something which is not in stock, a salesperson can fill out a form called _____ which states the customers request to be filled when stock arrives.

- A: WANT SLIP
1658. Q: When the amount which can be charged for a specific good or service is set to the upper limit a price _____ has been set.
- A: CEILING
1659. Q: The group of individuals in an organization with the duty to interpret policies and make decisions is called _____ .
- A: MANAGEMENT
1660. Q: What is another name for employee theft?
- A: PILFERAGE
1661. Q: An accounting report which states the financial status of a business is called a _____ sheet.
- A: BALANCE
1662. Q: On a printed page, the placement of the advertisements copy and art is dictated by the ads _____ .
- A: LAYOUT
1663. Q: The projected sales goals for a company, a division or unit, dictated in dollars, is called a _____ .
- A: BUDGET or SALES BUDGET or MERCHANDISE PLAN
1664. Q: This type of business owner assumes the responsibility and risks involved in starting a new business?
- A: ENTREPRENEUR
1665. Q: _____ Utility ensures that goods and services are available at a location where they are needed.
- A: PLACE
1666. Q: Assigning certain members to tasks which need to be completed is the responsibility of a chairperson in a organization. The members performing these tasks comprise a _____ .
- A: COMMITTEE
1667. Q: "I move to _____ this motion." When a member states this line, he/she is postponing a motion. What is the missing word?
- A: TABLE

1668. Q: The number of members needed to conduct business at an official meeting is referred to as a _____ .
- A: QUORUM
1669. Q: Who is the director ho the High School Division of DECA?
- A: PRISCILLA MCCALLS
1670. Q: What type of customer will look for fault or error in everyone and everything? This type of person will not agree to anything and will question constantly.
- A: ARGUMENTATIVE
1671. Q: Conducting a(n) _____ is the act of testing a proposed idea or procedure.
- A: EXPERIMENT
1672. Q: If I reconstruct, modify, or change something, I am doing what to that item?
- A: ALTERING
1673. Q: The place where product is sold to buyers is called the _____.
- A: MARKET or MARKETPLACE
1674. Q: You are considered _____ when you can be held accountable for something within your own power and control?
- A: RESPONSIBLE
1675. Q: Advisors and business professionals belong to what division of DECA?
- A: PROFESSIONAL
1676. Q: A persons' _____ is measured by the amount and quality of goods and services he/she has or uses.
- A: STANDARD OF LIVING
1677. Q: Anything an employer offers in addition to wages paid to employees are called _____ .
- A: FRINGE BENEFITS
1678. Q: What is the phone number for National DECA?
- A: 703.860.5000

1679. Q: _____ income is personal income minus all federal, state, and local taxes.
A: DISPOSABLE
1680. Q: A plan of action designed to achieve a specific goal or objective is referred to as a _____ .
A: STRATEGY
1681. Q: The six C's of credit evaluation are Character, Capital, Collateral, Circumstances, Coverage and _____ .
A: CAPACITY
1682. Q: In accounting, current ratio is computed from what source?
A: THE BALANCE SHEET
1683. Q: A business is said to be _____ when it has the ability to pay all of its debts.
A: SOLVENT
1684. Q: A visual device which shows the structure of a business and the relationships among employees and their responsibilities is an _____ .
A: ORGANIZATION CHART
1685. Q: This type of store layout system has a rectangular arrangement of displays and aisles which run parallel to one another?
A: GRID
1686. Q: A business plan outline or framework generally has five major sections. Name one.
A:
 - 1.A description of the business.
 - 2.The marketing plan.
 - 3.The personnel organization plan.
 - 4.The financial plan.
 - 5.The business summary.
1687. Q: What is the term which refers to the length of time for which sellers extend credit to buyers?
A: DATING
1688. Q: _____ Is the coordination of supply, physical condition, storage, distribution, and recording of merchandise goods.
A: INVENTORY CONTROL

1689. Q: A _____ is an article that is actually sold for less than it's cost to the store, including the cost of delivery.
- A: LOSS LEADER
1690. Q: What does the acronym CAD stand for?
- A: COMPUTER AIDED DESIGN
1691. Q: A _____ schedule details the steps taken and time deadlines from design to actual production of a good or goods.
- A: PRODUCTION SCHEDULE
1692. Q: A _____ invoice must be included with a package shipped outside of the country which details package contents for customers purposes?
- A: COMMERCIAL
1693. Q: National DECA is governed by its members according to its _____ .
- A: CONSTITUTION
1694. Q: Defining a specific group within a market in which to develop and sell products comprises a firm's _____ market.
- A: TARGET
1695. Q: _____ Integration occurs when successive stages of production and distribution are contained under single ownership.
- A: VERTICAL
1696. Q: Which risk is defined as the probability of making a wrong decision and the consequences of an incorrect decision?
- A: PERCEIVED RISK
1697. Q: A _____ is a group of people sharing a distinctive heritage?
- A: CULTURE
1698. Q: A basic _____ list specifies the inventory level, color, brand, style category, size, package, and so on for every staple item carried by a store?
- A: STOCK
1699. Q: This type of line is used in newspaper advertising; ¼ inch deep by 1 column wide?
- A: AGATE LINE

1700. Q: The act of sharing advertising costs between a manufacturer and a retailer or two retailers is common in the marketplace. Which type of advertising is this?
- A: COOPERATIVE
1701. Q: What is the name of the stage in the research process whereby secondary and primary data are examined?
- A: DATA ANALYSIS
1702. Q: _____ Banking involves the use of automatic teller machines (ATMs)?
- A: ELECTRONIC
1703. Q: An organization is classified as _____ when it has a large number of subordinates reporting to one supervisor?
- A: FLAT
1704. Q: The theory which specifies that factors involved in producing job satisfaction and motivation are distinct from those that lead to job satisfaction was written by whom?
- A: HERZBERG
1705. Q: A _____ contains a job's title, supervisory relationships, committee responsibilities, and ongoing functions?
- A: JOB DESCRIPTION
1706. Q: The Law of _____ states that consumers purchase more units at low prices than at high prices?
- A: DEMAND
1707. Q: This plan allows customers to give a store a deposit to hold an item. Upon completed payment, the customer takes the item home. What is the name of this plan?
- A: LAYAWAY
1708. Q: This word describes the sign that is used to display a store's name and/or logo?
- A: MARQUEE
1709. Q: The act of _____ marketing sells products or services to a broad spectrum of consumers?
- A: MASS
1710. Q: A type of hanging display with parts that move, especially in response to air currents is called a _____ .
- A: MOBILE

1711. Q: _____ Data is that which is not to be shared with others.
A: CONFIDENTIAL
1712. Q: The time span from the date an order is placed to the date merchandise is ready for sale is called?
A: ORDER LEAD TIME
1713. Q: _____ Pricing suggest that consumers will not buy products at prices which are considered too low?
A: PRESTIGE
1714. Q: The Product _____ shows the sales behavior of a product over the period of time it is available for sale. The stages of the product's sales behavior are introduction, growth, maturity and decline?
A: LIFE CYCLE
1715. Q: A type of experiment that creates a complex model to resemble a real process or system, in which a researcher runs the model in the hope of learning something about the real system is called a _____ .
A: SIMULATION
1716. Q: Stock _____ is the number of times during a specified period, usually one year, that the average inventory on hand is sold?
A: TURNOVER
1717. Q: This is a research technique whereby information is systematically gathered from respondents by communicating with them. It is called a _____ .
A: SURVEY
1718. Q: The actions involving the daily and short-run operations of a retailer are called _____ .
A: TACTICS
1719. Q: The geographic area from which a store draws its customers is a _____ .
A: TRADING AREA
1720. Q: _____ Programs are used to teach new and old employees how best to perform their jobs or how to improve themselves?
A: TRAINING
1721. Q: _____ Is the amount of control and decision making an employee has in a job?

- A: DEPTH
1722. Q: What is the fax number of National DECA?
- A: 703.860.4013
1723. Q: If an employee or customer is injured on a business's property, _____ insurance will cover this unfortunate act?
- A: LIABILITY
1724. Q: Are pure risks insurable risks?
- A: YES
1725. Q: _____ Buying is a procedure used by a group of independent retailers who get together to make a large single purchase from a supplier.
- A: COOPERATIVE
1726. Q: What is the street address, city and state of National DECA?
- A: 1908 ASSOCIATION DRIVE, RESTON, VIRGINIA
1727. Q: What is the difference between net sales and the total cost of goods sold?
- A: GROSS MARGIN
1728. Q: Inventory _____ is comprised of customer shoplifting, employee theft, and inventory errors?
- A: SHRINKAGE
1729. Q: The way a person lives and spends time and money is called their _____ .
- A: LIFE-STYLE
1730. Q: Selling products or services to one specific group of customers is called market _____ .
- A: SEGMENTATION
1731. Q: A price _____ is defined as competitive reactions to price changes that result in retailers continually lowering prices below regular amounts and sometimes below merchandise costs to attract customers?
- A: WAR
1732. Q: Theory _____ is a traditional view of motivation assuming that employees must be closely supervised and controlled.
- A: X

1733. Q: Who is the current president of DECA, Inc. Board of Directors?
A:
1734. Q: A ____ pricing strategy sets prices on the basis of fair value for both the service provider and the consumer?
A: VALUE
1735. Q: This inventory system states the dollar value of inventory that should be in stock at any given time, as indicated by the store's accounting records?
A: BOOK
1736. Q: "Let the Buyer Beware" ... what is the Latin Phrase which describes this statement?
A: CAVEAT EMPTOR
1737. Q: A _____ is a group of companies which may or may not be related in terms of product or marketing level but which are owned by a single parent organization?
A: CONGLOMERATE
1738. Q: In menswear, the _____ refers to the difference between the waist and chest measurement of a men's jacket?
A: DROP
1739. Q: A short-lived fashion which affects relatively few people within the total population is called a _____.
A: FAD
1740. Q: While the overall organization of DECA is governed by its constitution, each division of DECA has its own official sets of guidelines that are referred to as _ .
A: BYLAWS
1741. Q: Turning a privately-owned company into a public corporation and issuing stock for sales is called going _____.
A: PUBLIC
1742. Q: Good _____ skills help people to get along with others and exchange information effectively.
A: INTERPERSONAL
1743. Q: Dexterity and hand-eye coordination are examples of what category of skills?
A: PHYSICAL

1744. Q: Recommending a customer buy more to complement their original purchase is called?
A: SUGGESTION SELLING
1745. Q: This term refers to the surface of a product or display unit?
A: TEXTURE
1746. Q: These colors are found on the color wheel on the opposite side of the primary colors. What are they called?
A: SECONDARY COLORS
1747. Q: An expense which accumulates but is not paid immediately is called an _____ expense?
A: ACCRUED
1748. Q: Assets which can be turned into money quickly and easily are called?
A: CURRENT ASSETS
1749. Q: A smaller store with a broad selection of single line merchandise is called a _____ store?
A: SPECIALTY
1750. Q: Safety rules in the workplace are to be followed in order to prevent potential injury or to be aware of other possible safety _____ .
A: HAZARDS
1751. Q: A _____ tells what a company stands for and what their main objectives are.
A: MISSION STATEMENT
1752. Q: Multiple retail units under common ownership that utilize centralized purchasing and decision making are part of a _____ .
A: CHAIN
1753. Q: You can sell a gallon of water for 50 cents, or freeze the water into ice cubes and sell it for \$1.00. By freezing the water, you added what type of utility?
A: FORM
1754. Q: _____ Involves the activities of government, business and independent organizations which protect consumer rights.
A: CONSUMERISM

1755. Q: True or False? A convenience store is generally around 1,000-4,000 square feet in size.
- A: TRUE
1756. Q: Which method of accounting requires the cost of every transaction to be recorded on an accounting sheet or coded on a price tag or merchandise container?
- A: COST
1757. Q: What type of billing allows regular charge customers to buy merchandise and not pay for it for several months, with no interest charge?
- A: DEFERRED
1758. Q: The percentage or premium allowed by a manufacturer off an invoice if payment is made within a certain specified period of time is called a _____ discount?
- A: CASH
1759. Q: The money that an individual or family has left to spend or save after buying such necessities as food, clothing, shelter, and basic transportation is called _____ income?
- A: DISCRETIONARY
1760. Q: Those expenses which do not directly result from the operation of an individual department but are shared by all departments such as utilities, maintenance and insurance are called _____ expenses?
- A: INDIRECT
1761. Q: An assortment of new designs offered by manufacturers to their customers, usually on a seasonal basis is called a __ .
- A: LINE
1762. Q: If an item of clothing is suitable for only certain times of a given year, it is called _____ ?
- A: SEASONAL
1763. Q: The standards used in judging quality and/or effectiveness are called what?
- A: EVALUATION CRITERIA
1764. Q: _____ Principles include guidelines of form, weight, rhythm, optical, and balance?
- A: DESIGN
1765. Q: A business has built _____ when it is imperative that customers willingly give the business their support, approval, and confidence?

- A: GOODWILL
1766. Q: The act of intentionally attempting to not pay for all of a price for a product or service is a common trait of a __ customer?
- A: DISHONEST
1767. Q: What type of goods are used to produce other goods or services? These goods may be as large as machinery used to make cars, or as small as a hammer used to build a house.
- A: CAPITAL
1768. Q: Such things as luggage, pens, desks and food are referred to as _____ items.
- A: TANGIBLE
1769. Q: A ____ risk is one which may result in no change, loss or gain?
- A: SPECULATIVE
1770. Q: What is the name for a manufacturer-owned store that sells manufacturer's close-outs, canceled orders, discounted merchandise, and irregulars?
- A: FACTORY OUTLET STORE
1771. Q: You would have a hard time GIVING away a pair of snow shoes in a sunny desert, but you could EASILY SELL the snow shoes if you took them to a snow covered mountain. Taking the snow shoes to the mountain added what type of utility?
- A: PLACE
1772. Q: The physical characteristics of a store that are used to develop an image and to draw customers are called the store's _____ .
- A: ATMOSPHERE
1773. Q: If you order something through the mail you may have to pay for it when it is delivered. What type of payment arrangement is this?
- A: C.O.D. (CASH ON DELIVERY)
1774. Q: This is the doubt that an individual may feel after a purchase is made?
- A: CONGNITIVE DISSONANCE
1775. Q: What is the name for the text of a print advertisement?
- A: COPY
1776. Q: This type of company provides consumers or industrial users an intangible product?

- A: SERVICE COMPANY
1777. Q: When many companies within the same industry meet in one location to display and promote their goods, this forum is called a _____ .
- A: TRADE SHOW
1778. Q: Communication which flows from subordinates to management is which type of communication?
- A: UPWARD
1779. Q: When taking inventory of stock and the actual number in stock is lower than what the inventory records show, this shortage is recorded as inventory _____?
- A: SHRINKAGE
1780. Q: Which type of inventory records show stock counts at all times?
- A: PERPETUAL
1781. Q: _____ Stock is merchandise which is stored and used as a backup supply?
- A: RESERVE
1782. Q: The _____ is the result of making a choice about the best use of resources.
- A: OPPORTUNITY COST
1783. Q: Expenses subtracted from income will determine _____ .
- A: PROFIT
1784. Q: _____ Is choosing to make the best use of the resources available in the production of goods and services.
- A: SPECIALIZATION
1785. Q: Gross Domestic Product measures the _____ of an economy.
- A: STATE or HEALTH
1786. Q: Providing money, services, and/or goods in return for a promise to pay at a future date is called _____ .
- A: CREDIT
1787. Q: Signals or cues as to the success or failure of a retail strategy or some part of it is referred to as _____ .
- A: FEEDBACK

1788. Q: A _____ is a prediction of what a firm's sales will be during a specified period of time under the criteria of a marketing plan.
- A: SALES FORECAST
1789. Q: What is the most commonly used time frame for a sales forecast?
- A: ONE YEAR
1790. Q: _____ Is a business activity which provides information needed to determine how a business is doing financially.
- A: ACCOUNTING
1791. Q: What is the term used to describe the act of storing merchandise in a location until it is needed?
- A: WARHOUSING
1792. Q: Any unpaid form of promotion for a business or its products is called?
- A: PUBLICITY
1793. Q: If a country sets limits on the trade quantity of goods which can come into or leave its borders, it has designated a _____ .
- A: QUOTA
1794. Q: A _____ corporation is one which has plants and/or retail shops located abroad.
- A: MULTI-NATIONAL
1795. Q: A business cycle consists of four phases. What is the first phase?
- A: EXPANSION
1796. Q: The four economic activities are: consumption, production, _____ , and distribution.
- A: EXCHANGE
1797. Q: When demand exceeds supply, a rapid rise in prices usually occurs? This is a direct result of _____ .
- A: INFLATION
1798. Q: A _____ mix is the array of customer services offered in a store.
- A: SERVICE
1799. Q: Product _____ is the total variety of merchandise available for sale in a store.

- A: ASSORTMENT
1800. Q: When a customer feels his/her needs have not been met, he/she will bring merchandise back to a store. What is this process called?
- A: MAKING A RETURN or MERCHANDISE RETURN
1801. Q: The term which describes the monitor, modem, hard drive, and mouse is _____ .
- A: HARDWARE
1802. Q: An indication in the quality or size of a product is called a _____ .
- A: GRADE
1803. Q: What is the amount borrowed by the seller of a bond?
- A: FACE VALUE
1804. Q: Props which support merchandise and include such things as easels and mannequins are called ____ props.
- A: FUNCTIONAL
1805. Q: A small specialty store which carries merchandise considered to be unique and is part of apparel distribution is referred to as a ____ .
- A: BOUTIQUE
1806. Q: The relation of one item to another in a display with respect to size is ?
- A: PROPORTION
1807. Q: Placing more weight on one side of a display compared to the opposite side is a form of ____ balance in a display?
- A: INFORMAL
1808. Q: This is the amount of money which is owed to the store by its customers?
- A: ACCOUNTS RECEIVABLE
1809. Q: If a customer gives a false or inadequate reason for not buying, this type of sales resistance is called an _____ .
- A: EXCUSE
1810. Q: When you enter a store and the salesperson approaches you and attempts to have you focus on some aspect of a given product, that salesperson is using the _____ approach?
- A: MERCHANDISE

1811. Q: You are considered a _____ if you are an organization, institution, or person who has extended credit or lent money?
- A: CREDITOR
1812. Q: When a person follows a path or sequence of work experiences through the world of work, it's said to be their _____ ?
- A: CAREER
1813. Q: The building a business builds in order to sell its goods or services is what type of investment?
- A: CAPITAL
1814. Q: When you have a set amount of money to spend in order to complete a certain project or activity, you are on a _____ .
- A: BUDGET
1815. Q: Extra packing material and more attention devoted to the handling of an item depicts that the item is _____, and requires special care?
- A: FRAGILE
1816. Q: _____ Are the physical characteristics of a product?
- A: FEATURES
1817. Q: This is a retail institution that involves coin-operated machinery?
- A: VENDING MACHINE
1818. Q: What type of benefit is an advantage of a product or service which is not recognizable unless pointed out by a salesperson?
- A: HIDDEN
1819. Q: Product _____ is the length of time a product will last, or the ?
- A: DURABILITY
1820. Q: A guarantee about the quality of a product or the way it will perform is a _____ .
- A: WARRANTY
1821. Q: When ownership changes from supplier to buyer a _____ of title occurs.
- A: TRANSFER
1822. Q: The major types of businesses are individual proprietorship, cooperative, corporation,

and ___ ?

A: PARTNERSHIP

1823. Q: Pay which workers receive before taxes have been taken out is called?

A: GROSS PAY

1824. Q: True or False? Agent Middlemen take ownership of the goods they sell.

A: FALSE

1825. Q: A _____ is a companies or person's personal page on the internet?

A: WEBSITE

1826. Q: How someone is viewed by another person is that person's _____ .

A: IMAGE

1827. Q: A _____ is a hair like unit of raw material from which yarn and, eventually textile fabric, is made?

A: FIBER

1828. Q: The physical appearance, or outline, of a display is called its _____ .

A: SHAPE

1829. Q: What is the name for the method of costing inventory which assumes that old stock is sold first and that new stock remains on the shelves?

A: FIFO or FIRST IN FIRST OUT

1830. Q: Door-to-door and street vending are examples of what type of sales?

A: OUTSIDE

1831. Q: A retailer who owns only one retail unit is considered to be _____ .

A: INDEPENDENT

1832. Q: The drive from within people to achieve goals is called?

A: MOTIVATION

1833. Q: The amount a buyer has left to spend during any point in a month is called _____ .

A: OPEN-TO-BUY

1834. Q: Unfinished fabric are called _____ goods?

- A: GREIGE
1835. Q: There are five functions of management. They are Planning, Organizing, Staffing, Controlling, and _____ .
- A: DIRECTING
1836. Q: This term measures the average number of times each person who is reached through an advertisement is exposed during a given time period.
- A: FREQUENCY
1837. Q: Under the law of supply and demand, if the demand for a product increases, the price will ____ .
- A: INCREASE
1838. Q: If you are selling fur coats, you can get a higher price for the coats just before the cold season than you can just before the warm season. This is an example of what type of utility?
- A: TIME
1839. Q: When consumer spending is low the result may be a recession. What is it called when we have a prolonged recession?
- A: DEPRESSION
1840. Q: Manufacturers often offer incentives for consumers to purchase new products during an introductory period. What is it called when a manufacturer offers to return part or all of the purchase price to the consumer, either during the transaction or through the mail?
- A: REBATE
1841. Q: In order to get everything done, it is important to use your time efficiently and effectively. What term describes this practice?
- A: TIME MANAGEMENT
1842. Q: When countries rely on each other to meet their demand for certain necessary products, such as oil, this situation is referred to as economic _____ .
- A: INTERDEPENDENCE
1843. Q: If you own a small business and cannot afford to fully insure your business against loss, you may be able to negotiate a smaller premium where you and the insurance company both share part of the risk against loss. This is referred to as _____ .
- A: COINSURANCE

1844. Q: Some actions may be legal, but may not be considered appropriate by most people. Guidelines for good behavior that go beyond the legal system are referred to as _____ .
- A: ETHICS
1845. Q: In order to help keep inexpensive goods from entering the country and greatly underselling domestic products, as well as to generate revenue, countries usually place a special tax on imported goods. This tax is called a _____ .
- A: TARIFF
1846. Q: If you write a book and allow someone to sell it, you may negotiate a contract where you receive a certain percentage of each sale. This is referred to as a _____ .
- A: ROYALTY
1847. Q: What term refers to how consumers view a retailer in the marketplace? It may also be defined as the difference between a discount and an up-scale department store.
- A: POSITIONING
1848. Q: What type of leader involves members in decision-making, and tends to exercise a moderate control over members?
- A: DEMOCRATIC
1849. Q: _____ Trade is the buying and selling of goods between countries?
- A: INTERNATIONAL
1850. Q: An official agreement between people to provide for or give something to each other is called a _____ agreement.
- A: CONTRACTUAL
1851. Q: What is the name of the National Publication/Magazine which DECA publishes?
- A: DECA DIMENSIONS
1852. Q: Grouping consumers according to where they are located is known as _____ segmentation?
- A: GEOGRAPHIC
1853. Q: Products such as fruits, vegetables, flowers and bread do not last long, and are said to be _____ goods.
- A: PERISHABLE
1854. Q: Wal-Mart uses a brand called Sam's Choice that is only used by Wal-Mart and its subsidiaries. This type of brand is called a _____ brand.

- A: PRIVATE
1855. Q: In what year was the National DECA center located in Reston, Virginia, completed?
- A: 1976
1856. Q: Goals, long and short run, which one hopes to attain are called _____ ?
- A: OBJECTIVES
1857. Q: When a customer goes out of his or her hometown to shop is called _____ ?
- A: OUTSHOPPING
1858. Q: _____ Is the term which defines the difference between retail price and merchandise cost?
- A: MARKUP
1859. Q: _____ Are easily identifiable and measurable population statistics, such as age and income.
- A: DEMOGRAPHICS
1860. Q: All purchasing decisions emanating from on office defines a _____ buying organization?
- A: CENTRALIZED
1861. Q: A _____ store is one which is well located, keeps long hours, and carries a limited number of items?
- A: CONVENIENCE
1862. Q: A person or group of persons occupying a dwelling unit, whether related or not comprise a _____ ?
- A: HOUSEHOLD
1863. Q: A _____ retailer owns only one retail unit?
- A: INDEPENDENT
1864. Q: A pricing policy wherein the retailer charges the same price for all customers who seek to purchase an item under similar conditions is a _____ policy?
- A: ONE-PRICE
1865. Q: The sum total of an individual's traits which make that individual unique?
- A: PERSONALITY

1866. Q: _____ Refers to the number of people who are exposed to an advertisement during a specified time period?
- A: REACH
1867. Q: Chapter, state and national officers make up a key group of DECA/Delta Epsilon Chi members. These people and their officer positions represent which of the four points of the DECA Diamond?
- A: LEADERSHIP DEVELOPMENT
1868. Q: What is the name of the rating system used to measure radio audiences?
- A: ARBITRON
1869. Q: The stock level at which a new order is placed is referred to as _____ ?
- A: REORDER POINT
1870. Q: Store _____ exists when a consumer regularly patronizes a particular store?
- A: LOYALTY
1871. Q: What is the name of the type of card that can be used like a check to make purchases, and that makes an electronic withdrawal from your checking account?
- A: DEBIT CARD
1872. Q: An initial effort to close a sale is called a _____ close.
- A: TRIAL
1873. Q: The _____ is a symbol which appears as a series of bars and a row of numbers on an item to be scanned.
- A: UNIVERSAL PRODUCT CODE (UPC)
1874. Q: An _____ is a partial return of the sale price for merchandise that the customer has kept.
- A: ALLOWANCE
1875. Q: Agencies or instruments used to convey messages are referred to as ____ .
- A: MEDIA
1876. Q: A _____ is a photograph or drawing used in a print advertisement.
- A: ILLUSTRATION

1877. Q: An advertising _____ shows exactly how an ad will appear when printed.
A: PROOF
1878. Q: What term refers to the coordination of all physical elements in a place of business so that it projects the right image to its customers?
A: VISUAL MERCHANDISING
1879. Q: A _____ class system is one which ranks people within a culture, based on income, occupation, education, dwelling, etc.
A: SOCIAL
1880. Q: A prewritten story about a company that is sent to the various media is called a _____.
A: NEWS RELEASE
1881. Q: Which type of dating is changing the date from which the billing terms take effect to the end of the month?
A: END-OF-MONTH DATING
1882. Q: Which marketing function involves the process of getting the marketing information needed to make sound business decisions?
A: MARKET RESEARCH
1883. Q: What type of goods are products used by consumers for personal, family, or household purposes?
A: CONSUMER
1884. Q: Product _____ refers to the number of product items offered within each product line?
A: DEPTH
1885. Q: A _____ is a statement that contains exceptions to and exclusions from a warranty?
A: DISCLAIMER
1886. Q: Which type of business ownership is a legal agreement to begin a new business in the name of a recognized company?
A: FRANCHISE
1887. Q: A business' _____ identify the name and address of your business, its purpose, the names of the initial directors, and the amount of stock that will be issued to each director?
A: ARTICLES OF INCORPORATION

1888. Q: Raising money by selling part of the business itself is called using _____ capital?
A: EQUITY
1889. Q: A _____ is a cooperative association formed by labor unions or groups of employees for the benefits of its members?
A: CREDIT UNION
1890. Q: If you own a business and you borrow money to purchase equipment, this amount you owe for the equipment is recorded in your accounting records as a _____ .
A: LIABILITY
1891. Q: What is the difference between the assets of a business and its liabilities?
A: NET WORTH
1892. Q: Things that are important to you, and which affect your decision making, are your _____ ?
A: VALUES
1893. Q: If you are applying for a job you may have to provide a list of people who know your work habits and personal traits so well that they would recommend you for a job. These people are your _____ .
A: REFERENCES
1894. Q: Stock drawings, photographs, and headlines which are clipped and placed in documents are called?
A: CLIP ART
1895. Q: Something of value that a borrower pledges to a lender to ensure payment of a loan?
A: COLLATERAL
1896. Q: A management function involving setting employee standards, evaluation performance, and solving problems is called _____ .
A: CONTROLLING
1897. Q: _____ Demand occurs when a slight change in price creates a large change in demand for a product.
A: ELASTIC
1898. Q: Sales which take place at the sales person's place of business, such as a retail store, are referred to as _____ sales.
A: INSIDE

1899. Q: Words that have meaning only in a particular career field are called _____ .
A: JARGON
1900. Q: Exclusive control over a product or the means of production is called a _____ .
A: MONOPOLY
1901. Q: Deciding what will be done and how it will be accomplished is called _____ .
A: PLANNING
1902. Q: The merchandise cost of Net Sales is _____ .
A: COST OF GOODS SOLD
1903. Q: A reduction from the original selling price is a _____ .
A: MARKDOWN
1904. Q: The acronym K.I.S.S. stands for what?
A: KEEP IT SHORT AND SIMPLE
1905. Q: Units of measure or specific criteria against which to judge performance or results are called _____ .
A: STANDARDS
1906. Q: We all learn more from _____ than from talking.
A: LISTENING
1907. Q: Your base salary, bonus and benefit package make up your total _____ .
A: COMPENSATION
1908. Q: Job effectiveness depends upon three major areas of skill. They are job knowledge, technical/task skills, and _____ skills?
A: PEOPLE
1909. Q: Which communication style does John fit into if he is patient and very thorough and he believes that the content (facts) of a message will carry more influence than the power of the delivery?
A: ANALYZING STYLE
1910. Q: There are four elements of trust. They are acceptance, candor, openness, and _____ .

A: RELIABILITY

1911. Q: Information collected to solve the specific problem under investigation is referred to a _____ data.
- A: PRIMARY
1912. Q: _____ Is defines as the ability to generate unique ideas, approaches, and solutions.
- A: CREATIVITY
1913. Q: The act of seeking out what customers think, feel, or know is known as _____ .
- A: PROBING
1914. Q: Which type of inventory control system is used when you keep track of inventory according to the actual number of items in stock?
- A: UNIT INVENTORY CONTROL
1915. Q: These are items of merchandise which are considered basics for a store and those which there should always be a running inventory of.
- A: STAPLE MERCHANDISE
1916. Q: “I move that...” these are the first three word in making a _____ .
- A: MOTION
1917. Q: Committing a theft through an illegal entry into a building is known as a _____ .
- A: BURGLARY
1918. Q: The _____ consumer is he/she who will actually use a good or service?
- A: ULTIMATE
1919. Q: This is the bill which the purchaser receives for merchandise purchased from the seller. It states what merchandise was shipped, the quantity, price, and shipping/billing terms.
- A: INVOICE
1920. Q: A firm needs to adapt certain _____ which are written procedures for certain situations.
- A: POLICIES
1921. Q: What type of question requires merely a simple “yes” or “no” response?
- A: CLOSE-ENDED
1922. Q: What term refers to the amount of money paid to share holders at the end of a fiscal year by corporations, and depends on company profits?

A: DIVIDEND

1923. Q: A consumer's perception of a product as compared to competitive products is known as ____ ?
A: POSITIONING
1924. Q: Who is the Executive Director of National DECA?
A: DR. ED DAVIS
1925. Q: Another name for the process of examining and judging an individual's work performance is called a performance ____ .
A: APPRAISAL
1926. Q: These products are not heavily advertised or promoted and due to this fact tend to cost less.
A: GENERIC
1927. Q: The total demand for an economy's goods and services is known as the ____ .
A: AGGREGATE DEMAND
1928. Q: Odd amount prices such as 6.95 may cause many customers to think they are getting a ____ .
A: BARGAIN
1929. Q: The act of seeking out and advertising to potential customers is known as ____ .
A: PROSPECTION
1930. Q: What process best describes all of the activities involved in preparing delivery of goods?
A: SHIPPING
1931. Q: A management term known as ____ is a way of allowing subordinates the opportunity to self manage?
A: EMPOWERMENT
1932. Q: Before an official meeting, who is responsible for providing to the chairman or president an update on a certain committee's current standing?
A: THE COMMITTEE CHAIR
1933. Q: Businesses seek legal information or advice from their company lawyer or legal ____ .
A: COUNSEL

1934. Q: An inspection of goods before they are received into stock is carried out by what department?
A: QUALITY ASSURANCE, AUDITING, CONTROL
1935. Q: Media costs are determined mostly by which key factor?
A: CIRCULATION
1936. Q: What type of motion is required to briefly interrupt a meeting?
A: PRIVILEGED
1937. Q: A reduction in the price to retailers who buy products in large numbers is called a .
A: DISCOUNT or QUANTITY DISCOUNT
1938. Q: An invoice which informs the cosigner of the freight charges which are due is called a _____ .
A: FREIGHT BILL
1939. Q: A contract between a shipper and a carrier for transportation of goods is called a ____ .
A: BILL OF LADING
1940. Q: A _____ slip comes with each shipment and tells exactly the description of the type and number of each item in the shipment?
A: PACKING
1941. Q: Elected representatives of owners or owners themselves that oversee the management of a corporation, including the CEO, make up the company's .
A: BOARD OF DIRECTORS
1942. Q: The coolness or warmth of a color is known as the _____ of the color?
A: TONE
1943. Q: In a restaurant, who is generally the first person to see a customer?
A: HOST or HOSTESS
1944. Q: Merchandise is designated as _____ when a contractor cannot fill an entire order and sends a partial shipment promising to send the balance at a later date?
A: BACKORDERED
1945. Q: Plastics, synthetics, and other raw materials not found in nature are called?

- A: MAN-MADE
1946. Q: Promoting items which are already in demand will cause sales to _____ ?
- A: INCREASE
1947. Q: The second DECA awards banquet was held in 1948. Which state hosted this event?
- A: MISSOURI
1948. Q: In what year was the DECA foundation legally incorporated?
- A: 1960
1949. Q: If you are applying for a job and need to send a resume you also need to send a letter explaining you intentions. What is this letter called?
- A: COVER LETTER
1950. Q: If union employees stay on the job but refuse to work, this is called a _____ strike.
- A: SIT DOWN
1951. Q: If an organization is unhappy with the hiring practices of a company, the organization may call for a _____ of the company and its products.
- A: BOYCOTT
1952. Q: If you are injured on the job and are unable to work, you may be able to collect what type of insurance?
- A: WORKERS COMPENSATION
1953. Q: Goods that are brought in from other nations and sold are called _____ .
- A: IMPORTS
1954. Q: If goods are sold directly to the consumer from the producer, this follows what type of channel of distribution?
- A: DIRECT
1955. Q: Fees charged by lending institutions for check writing privileges and ATM use are referred to as _____.
- A: SERVICE CHARGES
1956. Q: An officer who exerts little control over the membership and who lets people do as they please is what type of leader?
- A: LAISSEZ-FAIRE

1957. Q: Leaders that exert a high level of control and makes all decision him or herself are called _____ leaders.
- A: AUTHORITARIAN
1958. Q: If you receive pay based on how much merchandise you sell, you are being paid a _____ .
- A: COMMISSION
1959. Q: Counting portions of stock at regular intervals is what type of inventory control system?
- A: TICKLER
1960. Q: Businesses incur regular expenses such as electricity and salaries. These expenses are called _____ expenses.
- A: OPERATING
1961. Q: If a company's total revenue equals its total costs, the business has reached its _____ point.
- A: BREAK-EVEN

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