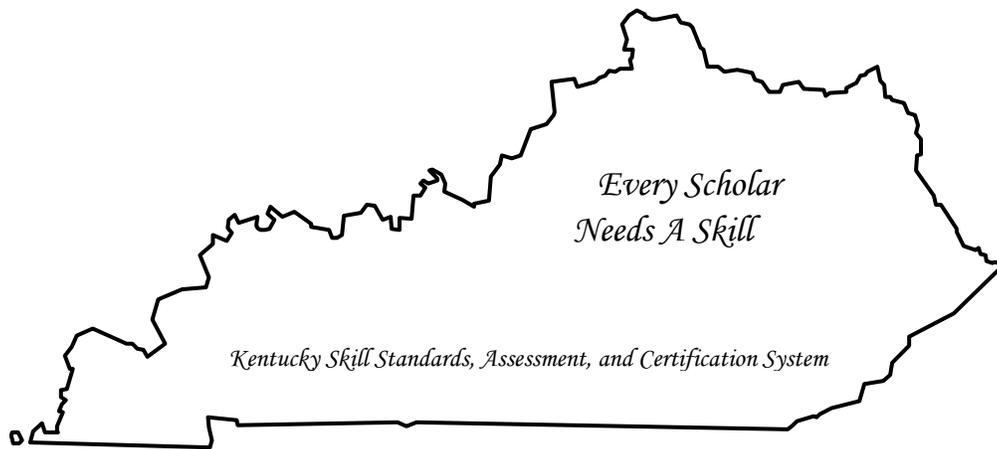


Kentucky

Skill Standards



Marketing Sample Test

Student Name: _____

School: _____

TEST CODE: 9999

GENERAL INSTRUCTIONS

Calculators may be used on this assessment.

Instructions for completing the answer sheet:

In order for scores to be reported accurately and in a timely manner, all information must be bubbled correctly and neatly on the answer sheet. If you must change any information on the answer sheet, please erase neatly and completely.

Beginning on SIDE 1, complete the following information using a #2 pencil:

- FIRST NAME, MI, LAST NAME
- STATE STUDENT ID # (10-digit SSID)
- TEST CODE (Located on front of test booklet)

Scenario:

This portion of the assessment requires that you complete a written response to a scenario. There are 2 (two) scenarios and rubrics. You are to select 1 (one) scenario and prepare a written response to it on the pages provided on the answer sheet.

It is important that you write your State Student ID #, the assessment area, and indicate the letter of the scenario (A or B) that you are completing on the top of your response sheet. **Failing to provide this information may result in a "no score" for this portion of the assessment.**

In order to pass this portion of the assessment, you must score a 3 or 4 as outlined in the scoring rubric.

Multiple-Choice:

Each multiple-choice item is followed by four possible responses. Select the response that best answers the test item. Find the corresponding number on the answer sheet (MULTIPLE CHOICE) and use a #2 pencil to darken the circle under the letter, which is your answer to that test item. Fill in the circle completely.

Submitting your assessment for scoring:

After completing the assessment, place your materials in the following order and give them to your test administrator:

- Student Test Booklet
- Student Answer Sheet

SCENARIO DIRECTIONS

Directions: The following portion of the assessment requires that you complete a written response to a scenario. There are 2 (two) scenarios and rubrics on the following pages of this test booklet. You are to select 1 (one) scenario and prepare a written response to it on the pages provided on the answer sheet.

It is important that you write your State Student ID #, the assessment area, and indicate the letter of the scenario (A or B) that you are completing on the top of your response sheet. **Failing to provide this information may result in a "no score" for this portion of the assessment.**

In order to pass this portion of the assessment, you must score a 3 or 4 as outlined in the scoring rubric.

STANDARDS

- AB002 Use correct grammar
- AB003 Use correct spelling
- AB004 Demonstrate basic written communications skills with accuracy, conciseness, and clarity
- AD004 Demonstrate knowledge of conflict resolution techniques
- EB016 Demonstrate problem-solving techniques

SCENARIO

You are the customer service supervisor on duty. It is late in the evening and there is no one else on duty with more authority or responsibility than you have. One of the employee's encounters a loud and angry customer. As the exchange between employee and customer continues, the customer becomes louder, more disruptive, frustrated and angrier. The customers are beginning to take notice of the disruption, which is reflecting poorly on your company.

TASK

Using what you have learned about conflict resolution, problem-solving techniques:

1. Identify what steps you would take in handling this situation.
2. Include what you might say to diffuse or bring closure to this situation.
3. Discuss how you will follow-up with your supervisor regarding this situation.

EVALUATION CRITERIA

You must score a 3 or 4 on the scenario in order to pass this portion of the assessment.

SCORING RUBRIC

4

- Exhibit a thorough knowledge of conflict resolution and problem solving techniques.
- Demonstrate ability to effectively use interpersonal and verbal skills
- Clearly communicate a detailed solution in an organized, chronological manner.
- Includes at least 3 uses of manners, business ethics, or terms of respect as part of the conflict resolution.
- Well organized and communicates effectively
- Few grammatical and spelling errors, but they do not distract the reader.

3

- Exhibits some knowledge of conflict resolution and problem solving techniques.
- Demonstrates some use of interpersonal and verbal skills.
- Sufficiently communicates a solution in a fairly organized and somewhat chronological manner.
- Includes at least 2 uses of manners, business ethics, or terms of respect as part of the conflict resolution.
- Mostly well organized and communicates effectively
- Some grammatical and spelling errors, but they do not distract the reader.

2

- Exhibits limited knowledge of conflict resolution and problem solving techniques.
- Demonstrates little use of interpersonal and verbal skills.
- Minimally communicates a solution with a few appropriate sequence.
- Includes at least 1 use of manners, business ethics or term of respect as part of the conflict resolution.
- Some organization and some parts are communicated effectively
- Some grammatical and spelling errors that distract the reader.

1

- Exhibits little or no knowledge of conflict resolution or problem solving techniques.
- Demonstrates limited interpersonal or verbal skills.
- Vague solution and/or no appropriate sequence.
- Limited use of manners, business ethics or terms of respect.
- Limited organization and limited effective communication.
- Many grammatical and spelling errors that distract the reader.

SCENARIO B

MULTIPLE-CHOICE DIRECTIONS

Directions: Each multiple-choice item is followed by four possible responses. Select the response that best answers the test item. Find the corresponding number on the answer sheet (*MULTIPLE CHOICE*) and use a #2 pencil to darken the circle under the letter, which is your answer to that test item. Fill in the circle completely.

1. One of your co-workers has been sharing confidential information with others outside the company. If you are unsure of the company rules relating to this, you should
 - A. contact the company personnel manager to report the employee who made the mistake.
 - B. ask co-workers for an interpretation of how to handle the situation.
 - C. refer to the company policy manual.
 - D. write a letter to your supervisor so that you will be cleared of any responsibility.
2. Any factor which cause changes in supply and demand will cause changes in
 - A. price.
 - B. production.
 - C. profit.
 - D. product.
3. If the supervisor on duty gives you a task you do not understand, you should
 - A. get a co-worker who is more experienced to complete the task.
 - B. tell your supervisor you do not know how to do it and ask him to assign a co-worker the task.
 - C. try to figure it out on your own.
 - D. ask your supervisor for further clarification.
4. What general communication skills are most employers looking for in their employees?
 - A. Public speaking skills
 - B. Ability to make presentations using PowerPoint
 - C. Effective speaking, listening, reading and writing skills
 - D. Basic math and writing skills
5. Which of the following is not considered an intermediary in a channel of distribution?
 - A. Wholesaler
 - B. A retailer
 - C. An agent
 - D. A sales person
6. Which of the following subjects is illegal for a potential employer to ask during the hiring process?
 - A. Availability to work nights or weekends
 - B. If you have a disability
 - C. Work Experience
 - D. Education Level
7. After you read an office memo that is confidential, you should
 - A. discuss it with your family to determine how it impacts you.
 - B. discuss it only with your friends and co-workers.
 - C. pretend you never saw it.
 - D. not discuss it with anyone.
8. Segmenting the market based on people that 25 and older would be an example of
 - A. demographics.
 - B. psychographics.
 - C. geographics.
 - D. behavioral.

9. Which of the following is not considered an important skill for the workplace?
- A. Ability to work in teams
 - B. Working well with people from diverse backgrounds
 - C. Ability to work independently and never work with anyone
 - D. Providing excellent customer service
10. The group of customers that a business will direct its marketing activities towards is known as the company's
- A. consumers.
 - B. geographics.
 - C. target market.
 - D. demographics.
11. If a job pays \$8.00 per hour for 40 hours per week, your gross pay for that week would be
- A. \$320.
 - B. \$320 minus FICA and taxes.
 - C. \$320 minus social security.
 - D. \$320 minus insurance benefits.
12. Strategies used to collect & analyze data to facilitate decision making in a business is called
- A. market segmentation.
 - B. market research.
 - C. market system analysis.
 - D. market computation.
13. A company purchased 85 tablet computers at \$399 each. Estimate the amount of the purchase.
- A. \$32,000
 - B. \$33,915
 - C. \$34,000
 - D. \$36,000
14. Which element of the promotional mix involves two-way communication with customers?
- A. Advertising
 - B. Sales promotion
 - C. Public relations
 - D. Personal selling
15. How much water would you add to 2 ½ gallons of bleach to make a 10% bleach solution?
- A. 2 ½ gallons
 - B. 5 gallons
 - C. 10 gallons
 - D. 25 gallons
16. The combination of promotional activities that a company will do to inform & persuade consumers is known as the
- A. marketing mix.
 - B. advertising mix.
 - C. promotional mix.
 - D. communication mix.

17. Names, Terms, Symbols, or designs that identify an organization or its products are called
- A. brands.
 - B. trade names.
 - C. product lines.
 - D. generic terms.
18. You borrowed \$4500.00 at 9.5% for 6 years, what amount would you pay in interest?
- A. \$256.50
 - B. \$2565.00
 - C. \$4756.50
 - D. \$7065.00
19. John went to the local department store to purchase a birthday gift for his friend. While checking out, he grabbed two candy bars by the checkout line to purchase. This is an example of:
- A. repetitive buying.
 - B. comparison shopping.
 - C. emergency shopping.
 - D. impulse buying.
20. Offering a bicycle helmet for a parent who just purchased a bicycle for their child's birthday is an example of
- A. follow-up.
 - B. suggestive selling.
 - C. closing the sale.
 - D. demonstration.

Answer Key

1. **C**
2. **A**
3. **D**
4. **C**
5. **D**
6. **B**
7. **D**
8. **A**
9. **C**
10. **C**
11. **A**
12. **B**
13. **D**
14. **D**
15. **D**
16. **C**
17. **A**
18. **B**
19. **D**
20. **B**