

2005-2006 State DECA Quiz Bowl

Round 1

1. The way you see yourself is your _____ - _____
Self-concept
2. Saying to yourself, "I have a strong work ethic" is an example of a(n) ____
Affirmation
3. Picturing yourself with the traits you'd like to have is called _____
Visualization
4. What type of criticism points out mistakes for the purpose of helping a person improve?
Constructive
5. The type of feedback that comes from within yourself is called
Internal
6. What type of attitude raises barriers between you and the speaker while being criticized?
Defensive
7. What activities involve the consumption, production, exchange, and distribution of goods and services?
Economic
8. Trends indicate that there will be fewer jobs for many _____ workers
Unskilled
9. A major reason people stay in jobs or situations they dislike is because they resist _____
Change
10. What type of employee is positive, helpful, and speaks well of the company?
Loyal
11. Employers establish working hours and expect employees to arrive on _____
Time
12. What are the principles of conduct that govern a group or society?
Ethics
13. When treated fairly on the job, employees tend to be more _____
Productive
14. Employers who treat workers differently based on age, race, or gender are engaging in an illegal practice called _____
Discrimination
15. What types of organizations help to establish reasonable work hours and wages for many workers?
Unions
16. Information you get about a job opening is called a job _____
Lead
17. Enlisting the help of people you know when you are job hunting is called _____
Networking

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18. What organization may help place you in a job, but their assistance will probably cost you money?
Employment agency
19. Employers often have special forms that they require people to complete when they are seeking jobs with their organizations. This form is called a job ____
Application
20. When filling out an employment application, jobs should be listed in _____ order
Reverse chronological
21. Prior to listing people as personal references, you should get their _____
Permission
22. To learn more about a company before going to a job interview, applicants should do ____
Research
23. While interviewing, a job applicant should always pay attention and look the interviewer in the ____
Eye(s)
24. One topic you should never bring up early in a job interview is ____
Pay (money, wages, salary)
25. Working for the sake of experience vs. pay is called a(n) _____
Internship
26. When Bob writes and distributes a memo to his coworkers, he is the message ____
Sender
27. Direct mail is a form of _____ communication
Personal
28. A statement that guarantees the parts of a product but not labor is called a(n) ____
Limited warranty
29. A requisition for products is often referred to as a(n) _____
Purchase order
30. A listing of products that accompanies an order is called a(n) _____
Packing slip
31. What type of warranty is written on the product package?
Express
32. What is the term that describes the costs to transport goods from one place to another?
Shipping charges
33. Warehouse employees check incoming shipments to verify the order's ____
Accuracy
34. Liquid substances such as oil and water are often transported by an underground ____
Pipeline

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35. What type of fee does a business charge its customers each time they use their credit card to pay for purchases?
Service
36. Gomez sends a reply e-mail message to his coworker. Gomez is providing ____
Feedback
37. Elise finds a message on her answering machine. Elise is the message ____
Receiver
38. What term describes the set of guidelines that a salesperson follows when conducting business?
Selling policies
39. What type of credit account bases payments on a percentage of the balance due?
Revolving
40. An intermediary that sells a producer's good to an end user is often referred to as a(n) ____
Distributor (wholesaler)
41. What term describes the step in the selling process when the customer buys the product?
Close
42. What is another term to describe a promise or guarantee?
Warranty
43. In what type of storage unit should dairy products be kept?
Refrigerated (refrigerator, cooling)
44. A computer networking system that allows two companies to conduct sales transactions is often called a(n) ____
Electronic data interchange (EDI)
45. What term is often used to describe the traditional retailer?
Brick and mortar
46. An alternative product that will satisfy a customer's needs is known often called ____
Product substitution
47. What is the type of promotion that a business uses to communication messages about itself rather than its products?
Institutional
48. Buyers and sellers often negotiate discounts and delivery charges. This is often referred to as the ____ - ____ - ____
Terms-of-sale
49. Businesses offer credit to their customers because their purchasing needs are greater than their ____
Income
50. The marketing mix consists of product, price, promotion, and ____
Place

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Round 2

1. Economic goods are physical objects while economic services are _____
Productive acts
2. Physical objects that are useful and which satisfy economic wants are economic _____
Goods
3. Productive acts that satisfy economic wants are economic _____
Services
4. The workers and capital goods used to produce goods and services are economic _____
Resources
5. What is the study of how to meet unlimited, competing wants with limited resources?
Economics
6. Consumption, production, exchange, and distribution are examples of economic _____
Activities
7. A useful product that is capable of satisfying wants and needs has _____
Utility
8. The amount of money that a customer pays for a good or service is _____
Price
9. What is the economic system in which people produce only what they must have to exist?
Traditional
10. What is the economic system in which the government has total control of the economic system?
Communism
11. In a private enterprise system, what is the part of the economy that is owned and controlled by individuals?
Private sector
12. What is the monetary reward that individuals receive for investing in business?
Profit
13. Chances of loss that carry with them the possibility of loss or no loss are _____ risks.
Pure
14. Chances of loss resulting from floods, fires, and hurricanes are _____ risks
Natural
15. Rivalry between or among business that offer dissimilar goods or services is _____
competition
Indirect
16. The amount of work that employees can perform in a certain amount of time is their level of _____
Productivity

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17. Putting words on paper to send a message to others is an example of ____
Written
18. What type of written message is intended to teach?
Informational
19. An employee who transmits an electronic message across computer networks is sending ____
E-mail
20. A person who represents another person's customs and traditions is sensitive to that person's ____
Culture
21. The type of group that consists of several people striving to accomplish company goals and objectives is called a(n) ____
Work team
22. A business that has a customer-service mindset believes that its top priority is to give customers ____
Good service
23. Customers who intentionally attempt to avoid paying part or all of the price for a product are ____ customers
Dishonest
24. When customers say they are dissatisfied with a product, they are expressing ____
Complaint
25. When someone decides to lose a certain amount of weight, that person is setting a ____ goal
Personal
26. The *Occupational Outlook Handbook* is a good source of ____ information
Career
27. After job interviews, applicants should write ____ letters
Follow-up
28. When responding to a help-wanted ad, it is often necessary to write a letter of ____
Application
29. A person's resume should include information about his/her educational background and work ____
Experience
30. Companies that provide goods in their natural state are ____ - ____ producers
Raw-goods
31. Dry cleaners, beauty salons, and fitness centers are examples of ____ businesses
Service
32. Hotels and restaurants are businesses that provide their customers with ____ services
Hospitality

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33. The process of keeping and interpreting financial records is the business activity of _____
Accounting
34. When businesses market tangible items that should last a long time, they are marketing _____ goods
Durable
35. Marketing functions work together to get goods and services from producers to _____
Consumers
36. A method of accounting that records transactions at the time they occur even if no money changes hands at the time is the _____ accounting method
Accrual
37. What is the accounting method in which income and expenditures are recorded at the time the money changes hands?
Cash
38. Noise can affect message delivery and effectiveness. This is called a communication _____
Barrier
39. What is the management function that provides guidance to workers and work projects?
Directing
40. Company presidents and senior vice presidents are examples of _____ management
Top-level or executive
41. What term describes the process of making goods?
Production
42. A supplier of goods and services is a(n) _____
Vendor
43. A business owned by one person is a(n) _____
Sole proprietorship
44. Close, "S," and open are types of _____
Corporations
45. What type of software program is mainly used to write letters and reports?
Word processing
46. What type of software program would a business use to maintain a list of customers?
Database
47. A spreadsheet consists of rows and columns that create _____
Cells
48. PowerPoint is an example of _____ software
Presentation
49. What economic system exists when individuals or groups control production rather than the government?
Private enterprise

50. An employee stealing money from a business is an example of a _____ risk
Human

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Round 3

1. A wholesaler tracks retailer's inventory and maintains its promotional displays. The term to describe this distribution channel is _____
Rack jobber
2. What term is used to describe the intermediary that puts buyers and sellers in contact?
Agent
3. Name the form of transportation that is usually the fastest and most expensive
Air (airplane, aircraft)
4. What term describes the maker or provider of a good or service?
Producer
5. When a business builds a storage facility to accommodate its specific needs, it is called a(n) ____
Private warehouse
6. The practice of selling a higher priced item than the one originally requested is a practice called _
Trading-up
7. When selling to a practical or frugal customer type, salespeople should emphasize the product's
Value
8. Name the type of credit account that allows customers to pay a debt in equal increments at regular intervals
Installment
9. The division of a total market into smaller, more specific groups is referred to as market _____
Segmentation
10. To minimize storage costs and improve delivery times, businesses often move goods through ____
Distribution centers
11. Name the form of transportation that is most commonly used to move goods by water
Ship
12. When marketers consider a group's attitudes and values, they are segmenting the group base on
Psychographics
13. Ken shops quickly and knows exactly what he wants. Ken is a(n) _____ type of customer
Decisive
14. What mathematical function us used to calculate price extensions on invoices?
Multiplication
15. Which member of a distribution channel prepares an invoice?
Seller (vendor, supplier)
16. Name the technological tool that can generate pack slips and invoices quickly
Computer
17. Businesses that allow consumers to purchase goods now and pay for them later are extending ____
Credit

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18. What marketing function refers to the manner in which businesses manage money?
Finance (financing)
19. What term describes the analysis of market segment by location?
Geographic
20. What term describes the specific group to which a business wants to sell its products?
Target market
21. The combination of product, place, promotion, and price is called the _____
Marketing mix
22. What type of customer tends to comparison shop before making a purchase?
Fact finder
23. Identify the type customer who selects items quickly and asks very few questions about product features
Impulsive
24. What type of sales approach often begins with the phrase, "May I help you?"
Service
25. Types of customers who are "just browsing" are often referred to as _____
Casual lookers
26. The procedure used for prioritizing activities from most at least important is called the _____
ABC principle
27. Taking initiative, working hard, getting along with others, and keeping your skills up-to-date are likely to get you _____ to a better position
Promoted
28. What type of organization do people join to network with others in their field?
Professional (trade)
29. A person might network with others who work in related industries by attending a trade _____
Show
30. Paying for goods only after they are purchased by the final customer is called _____ buying
Consignment
31. Planning purchases in the first step in the _____ process
Buying
32. Many socially conscious buyers will refuse to work with vendors whose inexpensive products are produced in _____
Sweat shops
33. Promising goods that can't be delivered can cause a _____ buyer/vendor relationship
Negative (bad, poor)
34. By subtracting returns and allowances from the total sales, you can determine _____
Net sales

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35. All of the expenses involved in running a business are called _____
Operating expenses
36. The difference between a business's assets and liabilities is its _____
Net worth
37. The money that is left after all costs are subtracted from the total income is called the _____
Gross profit
38. Business status, taxes, verification of information, and protection are all good reasons _____
_____ is important
Record keeping
39. What do employers develop to guide their financial decision making?
Budget
40. Total quality management implies that the company's improvement plan is ____
Continuous (ongoing)
41. In order to stay competitive in a changing marketplace, companies have to be aware of business

Trends
42. To protect a product Sylvia has just invented, she needs to apply for a(n) _____
Patent
43. If you sign an apartment lease that stipulates no pets but you get a dog anyway, you are in
_____ of that contract
Breach
44. The key to successful project planning is identifying and assigning specific _____
Tasks (activities)
45. What type of expenses can change or fluctuate with sales?
Variable
46. By managing their time well and producing quality work, employees can help to control _____
Expenses
47. The management function that compares expected results with actual performance is called _____
Controlling (control)
48. What type of maintenance is the best way to ensure proper and continuous functioning of
equipment?
Preventative
49. Selling one product as part of a forced pair is illegal unless the second product is of equal or
greater value. This is known as a(n) _____
Tying agreement
50. A distributor using coercive tactics on a customer is engaging in _____ behavior
Unethical

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Round 4

1. The reasons that people purchase certain products are called _____
Buying motives
2. The language of a certain trade or industry is called technical _____
Jargon
3. The division of a market on the basis of consumers' response to a product is called _____
Behavioral segmentation
4. Specific actions that are used to carry out strategies are called _____
Tactics
5. The objectives that a business wants to attain are called _____
Goals
6. What term describes the paths or routes that goods and services take from the producer to the consumer?
Channels of distribution
7. What type of distribution requires one or more intermediaries?
Indirect
8. Name the type of promotion that is used to reinforce positive images.
Public relations
9. The primary types of distribution intermediaries include wholesalers and _____
Retailers
10. What type of distribution occurs when a business acts as a wholesaler and retailer for its products?
Integrated
11. The type of storage facility that requires that taxes are paid before product can be removed is called a(n) _____
Bonded warehouse
12. Product that a business has on hand is called _____
Inventory
13. Name the form of transportation that is most frequently used to distribute products on land
Trucks (motor carriers)
14. What type of promotion is used to persuade customers to purchase a company's goods and services?
Product
15. Name the type of selling that occurs between two companies
Business-to-business
16. A retailer charges its vendors a fee to place goods in prime merchandising locations in their stores. This fee is called a(n) _____
Slotting allowance

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17. What element of the marketing mix is concerned with the location and methods used to make the product available?
Distribution
18. What term describes conflict between different levels of the same distribution channel?
Vertical
19. What type of software application is used to analyze financial performance, produce profit-and-loss statements, and produce a payroll?
Spreadsheet
20. When gathering secondary data, it is important for marketers to make sure the information is accurate, relevant, and _____
Current (up-to-date)
21. Marketers who analyze marketing information without bias are being _____
Objective
22. What term is used to describe text files that are put on a web-site visitor's hard disk and retrieved later to track Internet behavior?
Cookies
23. Businesses that want to gain market share often maintain a marketing information system that tracks the prices and products of their _____
Competitors
24. Jessica is compiling information from government reports and periodicals. What type of data is she collecting?
Secondary
25. Sources of secondary marketing information that provide quick access to information are often found on the _____
Internet
26. When monitoring internal records, the most important performance measure is the comparison of actual performance with _____ performance
Expected
27. Companies can effectively target customer products and make other marketing decisions by _____
Collecting information (keeping records)
28. Collecting legal, global, and political information to assess the impact it has on a business's activities is called a(n) _____
Environmental scan
29. In order to forecast sales and trends, companies often invest in _____
Marketing research
30. What marketing research technique brings people together to discuss what they think about a product?
Focus group

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31. What type of marketing research involves gathering information from a company's internal sources?
Primary
32. When processing marketing information, assigning numbers to the data collected is called ____
Coding
33. Counting the number of cases that fall into each category when processing marketing information is called ____
Tabulating
34. What type of message is a sales letter?
Persuasive
35. Name the activity that occurs when someone spread rumors about others in the workplace?
Gossiping
36. The specific steps that managers provide employees to achieve a specific outcome are called ____
Directions (instructions)
37. A manager calls all employees in the conference room to discuss departmental issues. This is often referred to as a staff ____
Meeting
38. To minimize the risk of robbery, many business owners install ____
Security systems
39. The rules that govern a place of employment are called workplace ____
Regulations (guidelines, policies)
40. Doing the right thing, even when it doesn't benefit you, is being called ____
Ethical (moral)
41. Managers who exhibit orderly behavior and are prepared for events have good ____ skills
Organizational
42. When Ken arranges his employees' shifts, he is developing the work ____
Schedule
43. Entrusting tasks to others, instead of doing them on your own, is called ____
Delegation
44. A business owner figures out how many employees are required to operate a business. This is called determining hiring ____
Needs
45. Advertising for people who might desire to work for you is called ____
Recruiting (recruitment)
46. The careful choosing of a new-hire is called employee ____
Selection

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47. On Paul's last day of work, Lee asked Paul what he thought about his employment experience. Lee was conducting a(n) _____
Exit interview
48. When a person temporarily loses a job due to poor economic conditions, it is often referred to as a(n) _____ - _____
Lay-off
49. New employees often attend meetings to become familiar with their new companies. This is called job _____
Orientation
50. The process of a person becoming of more value by combining education and experience is called human resource _____
Development

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Round 5

1. When marketers measure the closeness between two variables, they are making a(n) _____
Correlation
2. What type of statistics is used to summarize a set of data?
Descriptive
3. In statistics, what is another term for "average"?
Mean
4. A brief, one-page summary of your marketing report is known as a(n) _____
Executive summary
5. Pie charts, graphs, and transparencies are examples of _____
Visual aids
6. A set of procedures or strategies for attracting the target customer to a business is a(n) _____
Marketing plan
7. Periods of expansion and contraction in economic activities are often referred to as _____
Business cycles
8. A prediction of future sales over a specific period of time is a sale _____
Forecast
9. Effective prices are realistic, flexible, and _____
Competitive
10. An illegal business agreement in which businesses agree on prices of their goods or services, resulting in little choice for the consumer, is called _____
Price fixing
11. When a company sets the price of its goods very low in order to eliminate its competitors, it is engaging in _____
Predatory pricing
12. Prices for products purchased over the Internet are generally lower than prices for products purchased through traditional distribution _____
Channels
13. An illegal activity in which a business charges different customers different prices for similar amounts and types of products is called price _____
Discrimination
14. The amount a seller charges the purchaser for a good or a service is called the _____
Selling price
15. What marketing function involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities?
Product/service management
16. The stages that a product goes through during its life cycle include introduction, growth, maturity, and _____
Decline

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17. During what stage of the product life cycle do sales level off?
Maturity
18. Product managers are responsible for facilitating the delivery of goods and service through human providers and _____
Technology
19. A conscious decision on the part of a company to produce a consumer product that will become outdated within a defined time frame is called _____
Planned obsolescence
20. What term can be used on a label if the product or package can be reused as raw material for a new product or package?
Recyclable
21. The particular assortment of goods and services that a business offers in order to meet its market's needs and its company's goals is called _____
Product mix
22. Each individual good, service, or idea that a business offers for sale is called a product _____
Item
23. Packaging and selling several complementary items together is known as ____
Product bundling
24. The edge achieved by businesses that offer something better than their competitors is called ____
Competitive advantage
25. All the combined impressions and experiences associated with a particular company, good, or service make up a _____
Brand
26. The process of learning how to succeed in your management responsibilities is called management _____
Training
27. The particular setting for training a specific group of people is called a training ____
Classroom (class, station)
28. When John guides or directs the actions of others in a desired manner, he is demonstrating ____
Leadership
29. The state of a person's attitude or outlook on life that affects his/her approach to work is called employee _____
Morale
30. Employees' salaries and performance review results are examples of ____ information
Confidential
31. By giving employees a say in what their firm chooses to do, the company is involving employees in the _____ - _____ process.
Decision making

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32. Employers can continually let employees know how they're doing in their work efforts by providing them with comments called _____
Feedback (advice, pointers)
33. Activities that encourage employees to work together are often called term ____ exercises
Building (development)
34. When employees have a serious concern, they approach the human resources department and file a complaint or _____
Grievance
35. By ensuring that each employee has the same opportunities as every other employee, the company is said to be _____
Equitable (fair, ethical)
36. To identify employees' general attitudes about their work environment, supervisors might conduct a(n) employee _____
Survey
37. Supervisors often assess employees' accomplishments by conducting a _____
Performance review
38. A program designed to bring about positive change in an employee's behavior is referred to as ____
Remediation (remedial action)
39. The brief summary at the end of written instructions is called the _____
Closing
40. The list of items prepared ahead of time for a staff-meeting discussion is called a(n) _____
Agenda
41. A government regulation states that companies must hire employees who are over 18 years old to fill dangerous jobs. This is an example of a law that has strict _____
Age restrictions (requirements)
42. Hiring your own relatives is a practice called _____
Nepotism
43. A supervisor plans and organizes the work efforts of others by assigning each person a specific job, or _____
Task (role)
44. The scheduling tool which uses a bar graph to show the timeframe for each activity is known as a(n) _____ chart
Gantt
45. A manager meets with an employee to discuss the status of a project in process. The manager is conducting _____ - _____ activities
Follow-up
46. Specifications used as a basis for comparing and judging, are called job performance _____
Standards

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47. Before firms select a new employee for a job opening, they research the potential applicant's background to verify that the applicant is being _____
Honest (truthful)
48. Supervisors often conduct exit interviews with the firm's departing _____
Employees
49. After an employee is fired, a company changes the locks on the building to discourage retaliation and to ensure the company's _____
Safety (protection, security)
50. An organized list of activities to be completed during a new employee orientation program is called an orientation _____
Checklist

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Round 6

1. What stage of the selling process involves a salesperson preparing to help customers?
Preapproach
2. Name the process that involves looking for new customers
Prospecting
3. Businesses that want to find out about consumer preferences, trends, or opinions might conduct
Research
4. What form of distribution occurs when a producer moves goods to as many customers as possible?
Intensive
5. The marketing function that describes how goods are moved from the producer to the seller is called _____
Transportation
6. The area where shipments delivered by transporters is called a(n) _____
Dock
7. Television, radio, and billboards are examples of paid, non-personal communication. This form of promotion is called _____
Advertising
8. A non-personal message that is not paid for by the company that benefits from it or is hurt by it is called _____
Publicity
9. A customer tells a salesperson that a product is too expensive. This is an example of a(n) _____
Objection
10. Large quantities of products are often stored in a(n) _____
Warehouse
11. Text set in large type and usually positioned at the top of an advertisement is called a(n) _____
Headline
12. What verb tense should you use when writing copy for advertisements?
Present
13. A promotional medium that comes to consumers' homes and businesses is also known as _____
Direct mail
14. What information is the foundation of all successful direct advertising?
The mailing list
15. The first element to put on your web site is a(n) _____
Title
16. The number of pass-along readers of a publication who do not purchase the publication is called the _____
Secondary circulation

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17. Information that does not need to be announced immediately because it will still be interesting later, is known as _____
Soft news
18. A framework for the promotional activities of a business is called a(n) _____
Promotional plan
19. A well-coordinated promotion mix that combines advertising, public relations, personal selling, and sales promotion is known as integrated _____
Marketing communications
20. A body of customers upon which an organization can rely for considerable repeat business is called a(n) _____
Clientele
21. Variable expenses are often calculated as a _____ of some baseline amount
Percentage
22. Supervisors monitor and evaluate outside sales activities using _____
Sales report
23. The amount of money that a salesperson spends on business travel is often recorded as a(n) _____
Expense report
24. Businesses use sales reports as a way of tracking their customers' buying _____
Behavior (habits)
25. Before a sales manager can implement a sales program, s/he must first _____ the program
Formulate (develop, plan)
26. When developing a sales program, a sales manager needs to consider internal and _____ factors
External
27. When two people go into business together, it is a good idea to develop a(n) _____
Partnership agreement
28. Sales training is necessary to learn about a company's _____
Product
29. What is the most effective way to teach selling skills to new salespeople?
Role playing
30. Reinforcing information and keeping experienced salespeople up-to-date is called _____ training
Refresher
31. A company's management philosophy and key employment policies are often found in the _____ plan
Organizational
32. During an employee's annual performance evaluation, it would be useful for managers to refer to a written _____
Job description
33. What policies are developed to guide managers during the employee selection process?
Hiring

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34. An employer who offers a low salary may still attract good employees by including an excellent ___
Benefit package (program)
35. One factor that might keep a small company from offering a comprehensive compensation plan is
Cost (money, expense)
36. Hiring and contact information and employee performance reviews are usually kept in a
company's _____ department
Personnel
37. One of the best ways to manage machinery upkeep is to conduct ____ maintenance
Preventive
38. Because there were many vacancies in the office complex, Herbert stood a better chance of
_____ a lease
Negotiating
39. Last year's operating records are the basis for a cash _____
Budget
40. Leasing office space and equipment are important factors for businesses to _____
Control expenses
41. Businesses can prepare for slow sales months by analyzing ____ _____ patterns
Cash flow
42. Name the type of assets that are converted to cash within a year
Current
43. A company can compare trends in sales with cost of goods by analyzing ____ ____
Financial statements
44. Keeping bills, receipts, and cancelled checks is a good idea in case a business is _____
Audited
45. The main concept for a business, as stated in a business plan, is its _____
Vision
46. To be effective, a company's objectives need to be quantified and _____
Attainable (reasonable)
47. What type of plan maps out a business's course of action for the next three – five years?
Strategic
48. Before starting a new business, Laura obtains information about the age, income, and education
of potential target markets. Laura is analyzing _____
Demographics
49. What type of profit-and-loss statement gives a new business owner an overview about the
potential success of a company?
Projected

50. Before committing to a new business venture, potential investors and lenders usually want to see a detailed _____
Business plan

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Round 7

1. The illegal form of multi-level marketing is commonly called a(n) _____
Pyramid scheme
2. When an item in the marketplace is defective, manufacturers issue product ____
Recalls
3. When a business promotes a low-priced item to attract customers and then tries to sell a higher-priced item is a practice known as ____ - ____ - ____
Bait-and-switch advertising
4. An advantage of a product that is not recognizable unless pointed out by a salesperson is called a(n) _____
Hidden benefit
5. The number of items that are offered in a specific product lines is referred to a product _____
Depth
6. What form of advertising are billboards?
Outdoor
7. Reasons for buying which appeal to the sense or judgment are called ____
Rational motives
8. A small decision that a customer makes which leads to the final decision to buy a good or service is called a(n) _____
Buying decision
9. Organizational purchase decisions are made through a(n) _____
Buying center
10. What probing technique is used to verify understanding?
Confirming
11. When a salesperson shows how a product works to a customer, the salesperson is conducting a(n) _____
Product demonstration
12. What types of brand identifies a product by using plain packing and is sold at significantly lower prices than other brands?
Generic
13. A statement by a product user who proclaims the benefits of a certain item is called a(n) _____
Testimonial
14. Symbols and logos are examples of brand _____
Marks
15. A salesperson attempts to increase a customer's sale by recommending additional items to go with the new purchase. The salesperson is engaging in _____
Suggestion selling (suggestive selling)

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16. Beverly recommended that her financial advisor contact Pete to see if he was interested in new financial products. This is an example of a sales _____
Referral
17. The person who outranks all the other members in a buying center is known as the _____
Decision maker
18. What type of product label states the quality level of an item?
Grade
19. Sales documents must be both accurate and _____
Legible
20. People employed by a salesperson to generate prospect lists are called ____ ____
Bird dogs
21. What type of letter is written to answer a person's question about a product?
Solicited
22. Food labels list product ingredients and information regarding the item's ____ ____
Nutritional value
23. What type of quota is designed to control the ways that salespeople use their time and efforts?
Activity
24. A company changes an existing item so that it is available in more colors and sizes. This is an example of product _____
Modifications
25. What type of marketing research relies on expert opinion and personal experiences?
Qualitative
26. Teaching or developing a specific skill is called _____
Training
27. A training method that is designed to broaden the new employee's perspective of the company is called _____
Job rotation
28. What type of training method educates employees about their jobs as they are performing the duties?
On-the-job
29. The process of coordinating resources in order to accomplish an organization's goals is called ____
Management
30. Having the power to make and enforce decisions is called _____
Authority
31. A person who can persuade others to be involved in accomplishing a task is a(n) _____
Leader
32. Supervisors who offer words of appreciation for a job well done are providing employees with ____
Praise (thanks)

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33. A supervisor who is approachable at anytime has a(n) _____ - _____
Open-door policy
34. Supervisors often assigned certain geographical areas to salespeople to make sales calls. These areas are called sales _____
Territories
35. What type of training is done at a home office?
Centralized
36. When dealing with an employee complaint, an employer should not lose his/her temper. S/he should remain _____
Calm (controlled)
37. What term describes the ways in which coworkers differ in the workplace?
Diversity
38. When an employee consistently makes mistakes on the job, it is known as poor work _____
Quality
39. The tool that ranks the extent to which an employee has achieved a task is called a _____ rating scale
Graphic
40. What action might managers take to discourage employees from further rule or performance violations after infractions have occurred?
Disciplinary
41. To encourage feedback, generate ideas, and protect employees' privacy in the workplace, a business might create a box for employees' _____
Suggestions
42. A payment that is distributed for reaching additional performance goals is called a(n) _____
Bonus
43. Managers often dress in a certain way to project a professional _____
Image (appearance)
44. What recruitment method encourages employees to apply for open positions within its' own organization?
Internal
45. Employees often perform better on the job when they have adequate space and tools to complete their tasks. This is known as a business's working _____
Conditions (environment, surroundings)
46. When an employee has been fired, it is often referred to as _____ termination
Involuntary
47. To increase employee productivity and morale, some large businesses offer onsite childcare services and recreational _____
Facilities (accommodations)
48. What leadership style provides guidance without over-supervising others?
Democratic

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49. Leadership style influences the ability of a manager to build and maintain good working _____
Relationships
50. SWOT stands for strengths, weakness, opportunities, and _____
Threats
51. The amount left over after liabilities are subtracted from assets is called ____
Equity
52. What is another name for a profit-and-loss statement?
Income (income statement)
53. Business owners encourage favorable publicity by pitching human-interest stories to media outlets. The business owners are being _____
Proactive
54. What type of insurance agent works in one specific area and represents several insurance companies?
Independent
55. Employers can secure important computer data by _____ programs
Encoding
56. The owners of a corporation are known as _____
Stockholders (shareholders)
57. When a business leaves lights on all night, locks the safe, and turns on an alarm system, it is reducing the risk of _____
Burglary
58. What form of ownership is a limited liability company?
Hybrid
59. If a customer slips on an icy sidewalk in front of a busy store, the business can be held responsible for _____
Negligence
60. To reduce the risk of damaging incidents like oil spills, businesses must follow _____
Environmental regulations
61. Consumers who pay local governments fees when they purchase goods or services are being charged a _____
Sales tax
62. A series of related promotional activities with a similar theme is called a(n) ____
Campaign
63. To reward their repeat customers for their loyalty, businesses often develop _____
Frequency marketing programs
64. When placing advertisements, businesses consider the number of exposures to the target market—otherwise known as the advertising _____
Reach

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65. When a business categorizes its products as economy and luxury, it is using a positioning strategy based on price and _____
Quality
66. When pricing a product, a business calculates its relative profitability or return on _____
Investment
67. What pricing policy allows customers pay different prices for the same type of merchandise by bargaining or negotiation techniques?
Flexible-price
68. What method of pricing is used most often by retailers and is expressed as a percentage?
Markup
69. The funds that are needed to begin a new business venture are called ____ - ____
Start-up costs
70. A government establishes rules preventing the buying and selling of products with another country. This practice is commonly referred to as trade _____
Sanctions
71. Another term used to describe a dictatorial style of leadership
Autocratic
72. What technique is used to estimate sales and involves gathering individual forecasts that may be combined to create a forecast for the entire company?
Bottom-up approach (build-up approach)
73. A business might hire an advertising agency to develop and oversee its ad campaign when the business does not have adequate _____
Resources
74. When developing a public-relations plan, business owners should create consistent messages that reinforce a desired _____
Image