

2006-2007 State DECA Quiz Bowl

Round 1

1. How you feel about yourself at any given time is called _____ - _____
Self-esteem
2. What is a set image or an assumption about a person or thing?
Stereotype
3. A person who is always truthful is _____
Honest
4. An outlook that focuses on the good side of things is called a(n) _____
Positive attitude
5. Intense interest or excitement is known as _____
Enthusiasm
6. What are the basic principles that govern your behavior?
Ethics
7. Paper money is an example of _____
Currency
8. What is the ability to think and act on your own and complete tasks without the direction of others?
Independence
9. The act of withholding reinforcement in order to change a behavior is called _____
Extinction
10. Praise or approval is known as _____ feedback
Positive
11. Altering the form, nature, content, or future course of something is an example of _____
Change
12. Feeling sorry for another person who has a problem is known as _____
Sympathy
13. Problems that interfere with the effective exchange of information are communication _____
Barriers
14. Your sex, male or female, is also known as your _____
Gender
15. The conduct in which people fail to exercise their own rights and to respect their own needs is called _____ behavior
Passive
16. A vast collection of interconnected sites and files accessible through the Internet is the _____
World Wide Web (WWW)
17. What is the software program that allows you to write, edit, and print a document?
Word processing

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18. A person who lacks morals is _____
Unethical
19. Acting in an organized and methodical manner is an example of orderly and _____ behavior
Systematic
20. The ability to find solutions to obstacles is known as _____
Problem solving
21. What is training in which schools and businesses cooperate to provide on-the-job practice for learners?
Internship
22. The money that a business takes out of an employee's wages and pays to the government is an example of a(n) _____
Tax
23. A person who obtains work experience by donating time to complete a project is known as a(n) _____
Volunteer
24. The physical image created by how you look and what you wear is your personal _____
Appearance
25. Using nonverbal cues, paraphrasing, and questioning to let a speaker know that a message has been heard and understood is known as _____
Active listening
26. The owner of a public corporation is called a(n) _____
Shareholder (also, stakeholder)
27. When an employee answers the telephone in a businesslike manner, s/he is being _____
Professional
28. In Calvin's personal budget, his rent, food, and cellular phone bills are part of his _____
Expenses
29. Because an unauthorized person is using Kate's credit card, she is a victim of _____
Identify theft
30. Identify the management function that involves setting up the way a business's work will be done
Organizing
31. When Paige says, "Nothing I do ever works out and nobody listens to me," she is exhibiting a(n) _____ attitude
Defeatist (negative)
32. When a customer tells a salesperson that his/her new DVD player does not work correctly, the reason for the complaint is that the product is _____
Defective
33. Businesses that allow customers to purchase goods and service now and pay later are extending their customers _____
Credit

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34. Hammers and nails are examples of _____ goods
Capital
35. A business can reduce or transfer its risk by purchasing _____
Insurance
36. Distribution channel members that move goods between the producer and the consumer are called _____
Intermediaries
37. Dividing a market on the basis of age, gender, education, or income is called _____
segmentation
Demographic
38. What component of the marketing mix involves determining the goods and services that a business will offer its customers?
Product
39. The road map that a business uses to achieve its marketing objectives is called a(n) _____
Strategy
40. Business rivalries that offer dissimilar goods or services are _____ competitors
Indirect
41. Gross profit minus operating expenses equals _____
Net profit
42. A government agency that assigns a rating or ranking to a product is providing a(n) _____
Grade
43. Product, place, promotion, and price make up the marketing _____
Mix
44. Many of the costs associated with doctor visits, medication, and hospital stays are covered by _____ insurance
Health (healthcare)
45. Identify the form of promotion that informs consumers about non-controversial issues
Public service
46. A business that provides a product warranty to a buyer is making a(n) _____
Promise
47. What term describes business resources such as materials, labor, and equipment?
Inputs
48. Payroll, supplies, and taxes are part of a business's _____
Operating expenses
49. Coupons, contests, and displays are elements of _____ promotion
Sales
50. A type of loan in which a borrower pledges to the lender some valuable possessions to guarantee that the loan will be repaid is called a(n) _____ loan
Secured (collateral)

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Round 2

1. What distribution activity involves monitoring stock levels?
Inventory control
2. What type of risk may result in a loss, no change, or a gain?
Speculative
3. A management function that involves deciding what will be done and how it will be accomplished is called _____.
Planning
4. The use of equipment to complete certain tasks or processes is called _____.
Automation
5. Because Ray works by himself and has unlimited liability, his form of business ownership is called a(n) _____.
Sole proprietorship
6. Two coworkers who rely on one another to complete a task are said to be _____.
Interdependent
7. What distribution activity involves loading and unloading goods?
Stock handling
8. Insurance payments are called _____.
Premiums
9. Businesses use tools such as press releases and special events to obtain _____.
Publicity
10. Skillful questioning and careful listening help salespeople discover customers' needs and _____.
Wants
11. What type of business policy can be easily changed or deleted?
Flexible
12. Name the marketing function that involves determining what customers will pay for products.
Pricing
13. When Sam must make a choice between two options, he is engaging in the _____.
Decision making
14. The step during the selling process in which a customer makes a favorable purchasing decision is called the _____.
Close
15. What type of disagreeable customer tends to look for problems in every situation?
Argumentative
16. As Lisa prepares her resume, she must make sure that the document does not contain any typographical _____.
Errors (mistakes)
17. What type of credit account accepts customer payment for a set amount at specific intervals?
Installment

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18. What type of warranty covers an entire product?
Full
19. Market segmentation involves classifying people who have similar _____
Characteristics
20. What results when inputs are combined?
Outputs (products)
21. Companies that develop positive relationships with customers are encouraging _____ business
Repeat (ongoing)
22. A company's guidelines about product delivery and installation are referred to as _____
Service policies
23. Name the type of standard that involves the degree of excellence to be expected from a product
Quality
24. Businesses keep track of petty cash by having employees complete a(n) _____
Voucher (form)
25. Communicating, sharing, and encouraging other group members are characteristics of effective _____
Teamwork
26. What form of competition occurs when one store claims that it offers a more diverse line of home entertainment products than another store?
Non-price
27. Impulsive spending is a common obstacle that can keep a person from reaching his/her _____
goals
Financial
28. Mary accepted a job without seeking advice from others. What is Mary's decision-making style?
Minimum input
29. What is the term that describes the process of keeping financial records?
Accounting
30. The distribution function that involves moving goods from one place to another is called _____
Transportation
31. Because Kyle is authorized to buy and sell securities on an exchange, he is a(n) _____
Broker (stockbroker)
32. A disagreement about something tangible is called a(n) _____ conflict
Functional
33. Floods, tornados, and fires are examples of _____ risks
Natural
34. Identify the form of promotion that involves determining clients' needs and wants and then responding through planned, personalized communication
Personal selling

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35. The marketing mix consists of product, price, promotion, and ____
Place
36. The outcome of a conflict is called the ____
Resolution
37. Although Susan has health insurance, she must write a check to her doctor for 20% of the total bill amount. This is commonly called a(n) ____
Co-payment (co-pay)
38. What type of objective takes more than a year to accomplish?
Long-term
39. People who will vouch for a job seeker's qualifications and verify his/her work history are called _
References
40. What term describes markets that are segmented by values, attitudes, and lifestyles?
Psychographics
41. When you see a future that you desire to create, you have ____
Vision
42. What type of competition occurs when two or more businesses offer similar products?
Direct
43. When choosing between two options, businesspeople must weigh the pros and ____
Cons
44. What term describes the amount of money that a business pays for the raw materials it purchases to produce the items that it sells?
Cost of goods
45. To maintain a safe work environment, all employees should be aware of possible safety ____
Hazards
46. A salesperson's initial contact with a customer is called the ____
Approach
47. A company allows its employees to wear semi-casual clothing to work on Fridays. This business policy is called a(n) ____
Dress code
48. Statements that specify a product's size, contents, or quality are called ____
Standards
49. Transferring accounting information from a daily journal to the appropriate ledger is the process called ____
Posting
50. The actions that a business uses to carry out its marketing strategies are called ____
Tactics

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Round 3

1. What business policy governs customers' payment plans when they purchase now and pay later?
Credit
2. What type of technology allows businesses to track shipments while they are en route?
Satellite
3. An unexpected happening that may result in injury or damage is called a(n) _____
Accident
4. When large quantities of goods are made quickly, it is called ____ _____
Mass production
5. Switching price tags on products is an example of _____
Fraud
6. Large companies that offer their customers credit often use this accounting method
Accrual
7. What step in the selling process involves recommending specific products that meet the customer's needs?
Prescribing solutions
8. What term describes the act of taking merchandise from a store without first paying for it?
Shoplifting
9. Name the form of promotion that involves communicating paid, non-personal messages
Advertising
10. Identify the businessperson who purchases goods for resale
Buyer
11. Because Sarah has the ability to guide the actions of others in a desired direction, she is an effective _____
Leader
12. The fastest, but most expensive form of transportation is _____
Aircraft (air carrier, airplane)
13. Identify the condition in which one supplier controls the market and no substitute products are readily available
Monopoly
14. The money left after the cost of goods is subtracted from total income is called the _____
Gross profit
15. What type of business letter attempts to persuade a person to purchase a product?
Sales
16. A business's duty to contribute to the well being is called its ____ _____
Social responsibility
17. What segmentation method divides a market on the basis of consumers' response to a product?
Behavioral

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18. What type of letter is Bob writing when he requests information?
Inquiry
19. The process of using products is called _____
Consumption
20. A shipper's form that identifies the contents of a box is called the _____
Packing slip
21. Name the type of risk that increases the chances of loss when changes in the market force prices to be lowered.
Economic
22. When a robbery occurs, what agency should be contracted?
Law enforcement (police, sheriff)
23. A multi-level marketing business that operates illegally is commonly called a(n) _____
Pyramid scheme
24. To determine if a customer is satisfied with a product, salespeople often conduct _____
activities
Follow-up
25. When a franchisee must pay the parent company a certain percentage of the franchise's profits, the franchisee is paying _____
Royalties
26. A promise or agreement enforced by the law is a(n) _____
Contract
27. A rise in the unemployment rate is often linked with a rise in what other statistic?
Crime rate
28. Understanding the hidden rules of the organization and recognizing the various roles involved is known as having what type of skills?
Political
29. Oral presentations should have an introduction, a body, and a(n) _____
Conclusion
30. Many effective persuasive messages contain statements disguised as questions, otherwise known as _____ questions
Rhetorical
31. Simple written reports should follow a basic structure or framework, known as a(n) _____
Outline
32. The percentage at which taxes are levied is called the _____
Tax rate
33. A group of people working together to develop new products and solutions is called a(n) _____
Think tank
34. Becoming highly skilled in one, very small portion of a job is called _____
Task specialization

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35. Dividing a large job into units, or job tasks, and assigning an individual to do each of the tasks is called _____
Division of labor
36. A union worker who is just beginning in an occupation is a(n) _____
Apprentice
37. A group of workers who have joined together for a common purpose to improve the terms and conditions under which employees work is called a(n) _____
Labor union
38. The law of increasing opportunity cost is also known as the law of _____
Diminishing returns
39. The unemployment that results from workers being "between jobs" is called _____
Frictional unemployment
40. A rise in the purchasing power of money is known as _____
Deflation
41. What is the leading indicator or measure of consumer spending?
Consumer confidence survey
42. A contract in which terms are expressed orally or in writing is a(n) _____
Express contract
43. The equation of economic unhappiness as a sum of inflation and unemployment is called the _____
Misery index
44. A rise in the interest rate causes consumption to shift in what direction?
Down
45. Periods of expansion and contraction in economic activities are known as _____
Business cycles
46. Brining in foreign products to sell in the domestic market is called _____
Importing
47. The advantage achieved by a nation from specializing in and producing goods and services as which it is relatively most efficient is called _____
Comparative advantage
48. When a person's culture is unconsciously present in his or her speech and actions, it's known as
Cultural baggage
49. Exhaustion that leads to a diminished interest in career is called _____
Burnout
50. A decision-making outcome that requires the substantial agreement of each group member is called _____
Consensus

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Round 4

1. A company that optimally uses its time and effort to produce its outputs is operating in a(n) _____ manner
Efficient
2. A sprained ankle is an example of a(n) _____
Injury
3. A business that sells goods directly to consumers is called a(n) _____
Retailer
4. What type of statements should be avoided when two parties are confronting a conflict?
You
5. Segmenting a market on the basis of location is called _____
Geographics
6. Identify the element of the marketing mix that involves letting the customer know about a product
Promotion
7. The benefit that is lost when a business uses scarce resources for one purpose rather than another is referred to as the _____
Opportunity cost
8. Security personnel who pose as customers are called _____
Undercover shoppers
9. The accounting process that records a business's financial information is called _
Bookkeeping
10. Job security is an example of a(n) _____ benefit
Non-monetary
11. A type of close corporation that is taxed as a partnership and usually consists of 75 or fewer shareholders is called a(n) ___ corporation
Subchapter "S" ("S")
12. Before Elliot can make a well-thought-out decision, he must pinpoint his _
Objective (goal)
13. Name the type of utility that involves altering or changing a product to make it more useful to consumers
Form
14. A business that puts the customer first is said to have a(n) ___
Customer orientation (customer-service mindset)
15. What condition exists when the number of widgets in the marketplace exceeds the demand for them?
Excess supply
16. Attempting to persuade a person with reason is also called making a(n) _____
Logical argument

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17. Spreading rumors from person to person is called _____
Gossiping
18. A pool of shareholders' money invested by professional managers in an assortment of different securities is a(n) _____
Mutual fund
19. Building wealth by using money to make money is _____
Investing
20. Using a system of debits and credits to track a business's money flow is called _____
Double entry accounting
21. The buying and selling of products between countries is called _____
International trade
22. What condition exists when more money flows out of a business than flows into it?
Cash shortage
23. The movement of funds into and out of a business is called _____
Cash flow
24. A statement of the book value of a business on a given date is known as a(n) _____
Balance sheet
25. The income that a business has after subtracting costs and expenses is its _____
Net income
26. An image that appears on a web site encouraging visitors to "click through" to another site is a(n)
Banner ad
27. A tendency or inclination that is happening in a particular industry is called a(n) _____
Business trend
28. Records that contain information only to be seen by authorized personnel are called _____
Internal records
29. Identify the process that involves acquiring and analyzing information about the external conditions that affect an organization
Environmental scanning
30. The idea that a product should keep getting better as knowledge and experience accumulates is called _____
Continuous improvement
31. Putting off until tomorrow what could have been done today is called ____
Procrastination
32. The process of controlling events in order to accomplish priorities is ____
Time management
33. Establishing a realistic timeframe for a project during the planning stage is known as _____
Guesstimation (estimation)

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34. The person responsible for creating the framework for a project is the project ____
Manager
35. Businesses that sell products to individuals, businesses, or governments in other countries are called ____
Exporters
36. The measure of the number of employees who have resigned or been fired from a company during a certain period of time is called the ____ ____
Turnover rate
37. The illegal act of hiring or firing employees based on how old they are is called ____ ____
Age discrimination
38. Rewarding a positive work ethic demonstrated during the previous 30 days is to select an employee of the ____
Month
39. The requirement specifying the hiring or promoting of an employee from among (at least) three qualified candidates is called the ____ ____ ____
Rule of three
40. Men and women completing identical job tasks are entitled to equal ____
Pay (wages, salaries)
41. Compensation for time worked outside an employee's shift is called shift ____
Differential
42. Employees who exercise the right to contact authorities when their employer violates a legal requirement are called ____
Whistleblowers
43. Using approved procedures for preventing the hazards associated with flames and smoke is called implementing a ____ ____ policy
Fire safety
44. The proper ventilation on an employee's workplace in a building is called maintaining indoor ____
Air quality
45. Telling an employee how to complete a task effectively, step by step, is called giving ____
Directions (instructions)
46. The order in which an employee is instructed to complete a number of tasks is called the order of
Priority
47. A document for recording the time an employee begins and ends a work shift is called a(n) ____
Time card (time sheet, activity report)
48. Looking at the supervisor who is giving instructions is called giving eye ____
Contact
49. Keeping employees in a company's hire is called employee ____
Retention

50. Telling about a department's (or project's) progress since the previous staff meeting is called giving a status _____
Report

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Round 5

1. Identifying the resources needed for a project is also known as ____ ____
Requirement analysis
2. A person who is responsible for the routine activities is maintaining a business's building is called a(n) _____
Facilities manager
3. A discussion with the purpose of reaching an agreement between two parties is known as a(n) ____
Negotiation
4. The ability to generate new ideas or concepts is a trait known as _____
Creativity (creativity)
5. When an employer sits down with an employee to discuss the employee's work over a certain period of time, it's known as a(n) ____ ____
Performance review
6. A magazine or publication targeted toward an audience in one industry or profession is a _____
Trade journal
7. Exchanging information and forming professional connections with people in your industry is called
Networking
8. A manager's influence over the distribution of money in the department is known as ____ ____
Budgetary control
9. An arrangement in which a supplier makes a dealer carry the full line of its products is known as _
Full-line forcing
10. The fee a supplier pays for space in a retail store is called a(n) ____ ____
Slotting allowance
11. The marketing function that is responsible for moving, storing, locating, and/or transferring ownership of goods and services is _____
Distribution
12. A problem between channel members who are at the same level in the distribution chain is called a(n) _____
Horizontal conflict
13. The process of evaluating information is called _____
Data analysis
14. A business's marketing data is gathered from external and ____ sources
Internal
15. The quality of being believable or trustworthy is called _____
Credibility
16. A text file that holds information about the times and dates that you visit web sites is called a(n) _
Cookie

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17. A salesperson's record of a sales call made on a customer is called a(n) ___ __
Call report
18. Marketing research that focuses on cause and effect and tests "what if" theories is called _____
Casual research
19. Conducting a SWOT analysis is part of what marketing process?
Marketing planning
20. A technical procedure by which data are categorized is called _____
Coding
21. Central tendency, measures of variability, and correlation coefficients are all examples of what type of statistics?
Descriptive statistics
22. The systematic gathering, recording, and analyzing of data about problems related to the marketing of goods and services are ____ ____
Marketing research
23. Understanding specific needs that occur in specific settings is called ____ __
Situational analysis
24. An occurrence or trend that could harm your company is called a(n) ____ ____
Business threat
25. The usual purchasing methods of consumers are known as ____ ____
Buying habits
26. A document that lists the topics to be covered during a staff meeting is called a(n) _____
Agenda
27. Successful team builders involve employees performing group tasks, which are called _____
Activities
28. Determining the level of achievement for a team-building activity is called setting the _____
Expectations (bar)
29. Productive teams work together to accomplish their goals, called _____
Objectives (aims)
30. A short document expressing gratitude is called a ____ - _____ note
Thank-you
31. A bonus that is based on what an employee accomplishes is called a(n) ____ bonus
Performance
32. The illegal act of hiring or firing employees based on ethnic background is called ____ ____
Race discrimination (ethnic discrimination)
33. A supervisor who helps employees pinpoint and rise above barriers is called a(n) _____
Coach
34. An employee's opposition to a coach is called _____
Resistance

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35. Examining or studying an employee's complaint is called _____
Investigation (investigating)
36. The requirement of answering for one's actions is called _____
Accountability
37. A projection of the income and expenses necessary to keep a business running is called a(n) _____ budget
Operating
38. Governments that require employers to provide a work environment free from hazards are creating safety _____
Laws (regulations, legislation)
39. The financial expense involved in buying and using raw materials to produce a finished product is called the cost of goods _____
Sold
40. The total of expected sales in units and dollars is called the sales _____
Budget
41. A business that operates in an ethical manner does so by following a set of guiding _____
Principles
42. Personnel information that is private or secret is known as _____ information
Confidential (classified, privileged)
43. A supervisor who treats all employees equally is described as _____
Impartial (unbiased, fair)
44. The indicators used to evaluate an employee's performance are known as performance _____
Criteria
45. Introducing an employee to a particular job, including its tasks and its business environment, is called employee _____
Orientation
46. Keeping a staff meeting short is called being _____
Brief
47. The yield from employees' hard work is called employee _____
Productivity (output)
48. Teaching employees specific skills for use in a particular job is called _____
Training
49. Growing employees' knowledge about general skills valuable to their workplace or career is called human resource _____
Development
50. A company-wide change affecting all, or almost all, employees is called a(n) _____ change
Organizational

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Round 6

1. A team member who has the ability to see different views and perceptions is said to be _____
Open-minded
2. A person who buys the rights to open a McDonald's restaurant is called a(n) ____
Franchisee
3. The amount of satisfaction that Heather receives from purchasing a product reflects the item's ____
Value
4. A formal document that records a transaction and is submitted for payment by the seller to the buyer is called a(n) _____
Invoice (bill)
5. When you subtract expense from income, you get _____
Profit
6. The supplier of goods or services is called a(n) _____
Vendor
7. A motivator is a(n) _____
Incentive
8. The actual price that prevails at any particular moment is called the _____ price
Market
9. Identify the utility that focuses on getting the product to the right place at the right time
Place
10. Designing products and directing marketing activities that appeal to the whole market is referred to as _____ marketing
Mass
11. The amount of money that the buyer is willing to pay and the seller is willing to accept for a good or service is called the _____
Exchange price
12. The process of considering each idea for a new product and discarding those that seem unworkable is called _____
Product screening
13. Private networks that electronically link companies to suppliers and customers are called _____
Extranets
14. Pricing a product extremely low in an attempt to eliminate the competition is called _____
Predatory pricing
15. A product that is sold below cost is called a(n) ____
Loss leader
16. The amount a seller charges the purchaser for a good or a service is the ____
Selling price
17. The text that corresponds to the IP address of a computer on the Internet is called a(n) _____
Domain name

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18. A marketing function that involves obtaining, developing, maintaining, and improving a product or service mix in response to market opportunities is ___ __ _
Product service management
19. What is the second stage of the product life cycle?
Growth stage
20. When two or more sellers agree on a certain price for a similar good or service, it's known as ___
Price fixing
21. Expanding one's knowledge or skills in a particular area is called _____
Learning
22. The way a manager approaches the management process is called his/her management _____
Style
23. Pretending conflict does not exist is called _____
Avoidance
24. Managing one's own learning is called _____ - _____ learning
Self-directed
25. A person who guides another person's development is called a(n) _____
Mentor (coach)
26. Providing evaluative information in response to an action or comment is called giving _____
Feedback
27. A form of employee discipline that grows more severe with each infraction is called ___ discipline
Progressive
28. The completion of a task in a better way than in the past is called performance ___
Improvement
29. A hindrance or obstruction to the learning process is called a(n) _____
Interference (barriers)
30. The mental and emotional condition of a group of people is called the group's ___
Morale (attitude)
31. A business selling its products to another business is an example of transferring _ of those products
Ownership
32. A financial summary with estimates as to when, where, and how much money will flow into and out of a business is a(n) ___ _____ _____
Cash flow statement
33. The money that a business collects, such as income, is known as ___ __ _
Cash receipts
34. When businesses want to borrow money from a bank, they complete a loan ___
Application

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35. A prediction of future sales over a specific period of time is called a(n) ____ ____
Sales forecast
36. What is a qualitative sales forecasting method that gathers opinions from company executives?
Jury of executive opinion
37. The comparison of two numbers from a business's financial statement is known as a(n) ____ ____
Financial ratio
38. The advantages or payments employees receive in addition to their wages are known as ____
Benefits
39. A list of the main characteristics of a customer that creates an overall picture of that person or business is called a customer ____
Profile
40. What is the measurement that considers the number of products a business sells rather than the dollar volume?
Unit volume
41. What is the comparison created when one number is divided into another?
Ratio
42. What do businesses often conduct when employees resign to obtain feedback about working conditions?
Exit interviews
43. Employees who fail to perform their jobs as required might be ____
Fired (dismissed)
44. Documents containing information about employees are known as ____ ____
Personnel records
45. A company that looks at interest rates and inflation data as it plans its business activities is considering ____ factors
Economic
46. A business's efforts to maintain or reduce a certain level of spending are known as ____
Expense control
47. Summaries of accounting information are called ____ ____
Financial statements
48. The unwritten rules that govern a manager's behavior are known as ____ ____
Ethical standards
49. The document that explains what the business is and how it will operate is known as a business ____
Plan
50. Before a business decides to market a good or service, it must identify if the product fulfills customers' ____
Needs (wants)

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Round 7

1. When product changes make previous models of the product outdated, it is called _____
Planned obsolescence
2. An alteration to an existing product is called a(n) _____
Product modification
3. A creative-thinking technique that involves making connections using analogies and metaphors is called _____
Synectics
4. When a product is removed from the marketplace because it is defective or hazardous to consumers, it is called a(n) _____
Recall
5. A short product mix is also known as a(n) _____
Shallow product mix
6. Offering several products for sale as one combined product is known as _____
Bundling
7. When one company can satisfy customer needs better than another, it's known as a(n) _____
Competitive advantage
8. Elements that remind customers of brands and their values are known as _____
Brand cues
9. Consumer goods purchased frequently and without much thought or effort are called _____ goods
Convenience
10. A combination of marketing communication channels that a business uses to send its messages to consumers is called the _____
Promotional mix
11. Commercials that are designed to "scare" customers into buying a good or service are known as
Fear-based advertisements
12. ISP is an abbreviation for the term _____
Internet service provider
13. Channels of communication used by businesses for delivering promotional messages to target groups of consumers are called _____
Advertising media
14. Text of an advertisement that delivers the sales message is called _____
Copy
15. Marketing communications sent to customers through the postal service are known as _____
Direct mail
16. Unsolicited marketing messages sent over e-mail are called _____
Spam
17. The part of promotional planning that includes creating television advertisements is called _____
Media planning

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18. A creative-thinking technique that involves drawing words and pictures on a large sheet of paper is called _____
Mind mapping
19. Displaying a product at or near the point of purchase is called _____
Visual merchandising
20. A body of customers upon which an organization can rely for considerable repeat business is a(n)
Clientele
21. Text that is set in large type and is positioned at the top of an advertisement is a(n) _____
Headline
22. The name of an organization or individual that might be interested in a salesperson's good or service is a(n) _____
Lead (referral)
23. When employees' earnings are at least partly dependent on sales, they are making _____
Commission
24. Luring customers into a store for one item and then trying to sell them another one is a type of advertising called _____
Bait-and-switch
25. The reason or benefit that causes people to make a purchase to satisfy wants and needs is called a(n) _____
Buying motive
26. Positive recognition of a job well done is called _____
Praise (commendation)
27. Evaluative information given by coworkers regarding one's performance is called _____ feedback
Peer
28. An informal objection to a course of action is called a(n) _____
Complaint (criticism)
29. Key events that influence the outcome of a performance assessment are called _____
Critical incidents
30. Obstructions that keep employees from achieving what coaches want them to achieve are called
Obstacles (hurdles, hindrances, barriers)
31. A workforce that is varied in race, ethnic background, age, and gender is described as _____
Diverse
32. A judgment intended to bring about a positive change is called _____
Constructive criticism
33. Evaluating an employee's work activities is called conducting a performance ____
Assessment
34. Letting a person know you have received his/her complaint is called _____
Acknowledgement (recognition, acceptance)

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35. To judge one's own performance is called _____ - _____
Self-appraisal
36. Beginning a staff meeting at the predetermined hour is called starting on ____
Time
37. A formal objection to a course of action is called a(n) _____
Grievance
38. An action intended to correct an employee's behavior is called a(n) __ action
Remedial
39. An impartial work environment is called fair or _____
Equitable (unbiased)
40. Following an employee's improvement over time is called ____ progress
Tracking
41. Employees' work in excess of the standard work week is called ____
Overtime
42. A festive activity or event in honor of a job well done is called a(n) _____
Celebration (party)
43. The main point of completing a set of instructions is to achieve the ____
Goal (objective, aim, purpose)
44. Amending an employee's behavior through a problem-solving approach is called corrective _____
Counseling
45. The portion assigned for achievement or completion within a particular time frame is called a(n) _
Quota
46. Team-building exercises encourage employees to think in and out-of-the-box manner, known as
thinking _____
Creatively
47. Providing an employee with a plaque that acknowledges his/her workplace contributions is called
_____ recognition
Formal
48. A task that involves assigning salespeople to call on a group of customers is called developing
sales _____
Territories
49. An outline of organized activities to be completed during a new employee orientation program is
called on orientation _____
Checklist
50. Planning to take advantage of opportunities rather than reacting to problems is an example of
_____ planning
Proactive

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51. Choosing the paths that goods will take from the producer to the ultimate consumer is an example of selecting _____
Channels of distribution
52. When a business makes its products available in all possible outlets, it is using _____
distribution
Intensive
53. An organized way of continuously gathering, sorting, analyzing, evaluating, and distributing information is a(n) _____
Marketing-information management system
54. When an international business has the competitive advantage over its rivals, it can offer customers something _____
Better (unique, superior)
55. A market that is narrowed down to target a small segment of customers who are interested in a certain product is an example of a(n) _____ market
Niche
56. What is a marketing tool that investigates a business's strengths, weaknesses, opportunities, and threats, in an organized fashion?
SWOT analysis
57. A business uses its marketing plan to attract its target customers by using a set of carefully developed _____
Procedures (strategies)
58. An organization's portion of the total industry sales in a specific market is known as market _____
Share
59. A business calculates its liquidity ratio to determine how quickly it can turn an investment into ____
Cash
60. The product mix that a business offers in order to meet its market's needs and its company's goals consists of a particular _____ of items
Assortment
61. Activities and benefits provided by a business to its customers to create goodwill and customer satisfaction are known as _____
Customer service
62. A product-mix strategy in which a business creates a certain image or impression of a product in the minds of consumers is called _____
Positioning
63. When the performance of a marketing plan fails to meet its objectives, the business should take _____ action
Corrective
64. Another name for the bottom-up approach to sales forecasting is the _____ - _____ approach
Build-up

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65. The government policy that sets levels of government spending and taxation is called a(n) _____ policy
Fiscal
66. A business calculating the sum of money to pay employees for a given period is an example of processing _____
Payroll
67. A business choosing the particular group of customers it seeks to attract is an example of selecting a(n) _____
Target market
68. When a company wants to obtain a sizable loan from a financial institution, it should present the lender with the company's _____
Business plan
69. The "O" in a SWOT analysis stands for _____
Opportunities
70. A manager's personal code of ethics can "set the bar" for employees' behavior because the manager is often viewed as a(n) _____
Role model
71. A business calculating the amount of money that it spends is calculating cash ____
Payments
72. The top-down approach of forecasting sales starts by preparing an overall forecast for the _____
Entire company
73. When selecting a new employee, a manager should consider the applicant's skills, training, and ____
Education
74. Salaries, vacation, health insurance, and stock options are elements of a(n) ____
Compensation package
75. When selecting a name for a brand, it should be short, memorable, and easy to ____
Pronounce

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Replacement Questions

1. Money payments for labor on an hourly, daily, or weekly basis are known as ____
Wages
2. The way in which you hold your body when sitting and standing is your ____
Posture
3. A sum of money paid to an investor or stockholder as earnings on an investment is called a(n) ____
Dividend
4. Businesses teaching employees a new skill is an example of employee ____
Training
5. The use of gestures and facial expressions to send a message to others is an example of ____
communication
Nonverbal
6. Items in their natural condition are called ____ ____
Raw materials
7. What term describes anything of value that a business owns?
Assets
8. Identify the form of business ownership that business professionals use to protect innocent partners from the malpractice of the other partners
Limited liability partnership (LLC)
9. When sales increase and expenses decrease, a company's profits tend to ____
Increase (rise, grow)
10. A quick way to convey business information by computer to a coworker is by sending a(n) ____
____ message
E-mail
11. When writing a persuasive message, the goal is to get the reader to take a specific course of ____
Action
12. Employees who take initiative, have a "can do" attitude, and work to improve their professional skills often receive job ____
Promotions
13. When demand is large, supply is small, and prices are high, it is known as a(n) ____ ____
Seller's market
14. A customer survey is a marketing research method that businesses use to obtain ____ data
Primary
15. To send a direct mailing to the appropriate audience, advertisers often rely on their customer ____
Databases
16. Who monitors the efforts of a business's sales staff?
Sales manager

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17. A business's policies and procedures about workplace harassment are often addressed in the employee _____
Handbook
18. What type of workforce consists of workers who have many similarities?
Homogenous
19. What employee orientation method involves providing general information to a large group of people at the same time?
Lecture (discussion)
20. The training method that allows the employee to learn several related jobs at a time until the training process is complete is called job _____
Rotation
21. Written surveys and follow-up telephone calls are ways that businesses evaluate their customers' Experiences (satisfaction)
22. The first step in building a brand is to define and write out the business's ____
Core values
23. When planning business activities, a company must consider external factors such as _____
regulations
Government (industry)
24. When hiring a new employee, a business should select the candidate who is most _____
Qualified