

Round 1

1. Intentionally focusing on the person who is speaking is known as _____
Active listening
2. Instructions given verbally are called _____
Oral directions, verbal instructions, oral communication
3. Your image of yourself is known as _____
Self-concept, self-perception, self-image
4. Willingness to act without having to be told to do so is called _____
Initiative
5. The result of an action is a(n) _____
Consequence
6. Having a negative attitude toward criticism or suggestions is being _____
Defensive
7. Changes concerning our bodies, minds, and lifestyles are known as _____
Personal changes
8. Currency and coins are known as _____
Cash, money
9. Feeling sorry for another person who has a problem or has suffered misfortune is _____
Sympathy
10. An attitude based on the desire to avoid conflict is _____
Passiveness, passive, avoidance, evasive
11. The software program that crawls the Web looking for information pertaining to specific terms and then displays a list of results for the person making the request is a(n) _____
Search engine, browser
12. The physical image created by how you look and what you wear is your _____
Personal appearance, appearance
13. The way in which you hold your body when sitting and standing is your _____
Posture
14. A detailed, alphabetical listing of topics and corresponding page numbers, usually found in the back of a book is a(n) _____
Index
15. The ability to recognize and manage the emotions in you and in others is known as _____
Emotional intelligence
16. Your positive habits and abilities are your _____
Strengths
17. A positive belief in your own talents, skills, and objectives is _____
Self-confidence

18. The ability to adjust to changing conditions is _____
Adaptability, flexibility
19. Metallic money is called _____
Coins
20. "To," From," "Subject," and "Date" are fields usually included in an e-mail _____
Header
21. A table of values arranged in rows and columns is a(n) _____
Spreadsheet
22. Being on time is also called being _____
Punctual
23. People who will speak of your skills and abilities when you apply for a job are your _____
References
24. The type of communication that involves the use of gestures or facial expressions, rather than the use of words, is _____
Nonverbal, body language
25. The preservation and protection of natural resources is called _____
Conservation
26. Identify the type of order that is processed at regular intervals throughout the year for a pre-established price
Standing
27. To determine its vision, a business needs to consider the lasting results it wants to achieve in the near and distant _____
Future
28. A job resume usually should be no longer than _____ pages
Two
29. Dividing potential customers into groups according to their common characteristics is called market _____
Segmentation
30. Governments sometimes use grades to indicate a product's quality level, which helps customers make informed buying _____
Decisions
31. Good customer service has a positive effect on sales relationship by encouraging recurring or _____ business
Repeat, ongoing
32. Who is responsible for paying the loan when a borrower fails to make his/her loan payments?
Co-signer
33. Although financial needs vary, a business should protect itself from financial losses by purchasing _____
Insurance

34. Name the management style that exercised a high degree of control over employees
Authoritarian
35. Identify the type of competition that exists among businesses that offer similar types of goods or services
Direct
36. In which type of economic system do individuals and businesses own the means of production?
Capitalist
37. A change leader will typically face some sort of opposition or _____
Resistance
38. The amount of money for which an item sells in the marketplace is called the item's ____
Price
39. The marketing function responsible for the physical movement of a good or service from the producer to the consumer is known as _____
Distribution
40. Identify the form of production that involves making a few products in large quantities.
Mass, mass production
41. When customers purchase and use products now but pay for them later, they are buying on ____
Credit
42. The process of keeping and interpreting a business's financial records is known as ____
Accounting
43. When marketers "put themselves in their customers' shoes" to determine customers' needs and wants, they are applying the marketing _____
Concept
44. What type of sign do businesses post in the workplace to warn of danger?
Hazard, caution
45. If a fire breaks out in the workplace, employees and customers should immediately ____ the building.
Leave, exit, evacuate
46. To produce goods and services for customers, businesses need to maintain an inventory of ____
Supplies
47. Personal goals that are possible to achieve with a reasonable amount of effort are referred to as _____
Realistic, achievable
48. The owners of a corporation are called _____
Stockholders, shareholders
49. The type of utility that marketers create by putting products where they are wanted or needed is
Place

Round 2

1. The monetary return or reward for taking the risk of investing in a business is called ____
Profit
2. Other than a general partnership, which business ownership structure holds owners personally responsible for business debts?
Sole proprietorship
3. In economics, a desire for something that is lacking is called a(n) _____
Want, economic want
4. A letter of inquiry is a request for product _____
Information
5. Staff communication from supervisors to employees moves in which direction?
Downward, down, vertical, descending
6. When producers alter the form or shape of a product to make it more useful to the consumer, they create form _____
Utility
7. What type of policy addresses topics such as product delivery and installation?
Service
8. The first step in handling customer complaints is to let the customer explain the ____
Problem, issue, difficulty
9. Reconciling a bank statement involves comparing the entries on your bank statement to the entries in your _____
Checkbook, checkbook register
10. For protection against financial loss, businesses should purchase an appropriate insurance ____
Policy
11. When a business hires new employees, it introduces them to the company through a process called _____
Orientation, employee orientation
12. Which marketing function involves communicating to customers the products available for purchase?
Promotion, advertising
13. To avoid workplace accidents, businesses require employees to follow _____ precautions
Safety
14. The main purpose for writing a letter of application to a potential employer is to present your qualifications for the job so that you will be granted a(n) _____
Interview
15. A function of management that determines how the work will be divided is called _____
organizing
16. One of the advantages of using a computerized inventory system in the distribution function is saving _____
Time, energy, effort

17. Business goals are accomplished through a game plan for getting the job done, which is called a marketing _____
Strategy
18. A promise to repair or replace a product that does not perform as expected is called a product ____
Warranty
19. Paid communication, such as television and radio commercials, are forms of promotion called ____
Advertising, advertisements
20. Selling policies are the rules that a business uses to guide the personal selling _____
Effort, process
21. The process of identifying and locating potential clients is called _____
Prospecting
22. The quantity of a good or service that sellers are able and willing to sell is called _____
Supply
23. To be an owner of a corporation, you need to purchase _____
Stock, shares
24. What type of conflict occurs within yourself?
Internal
25. Picking up clutter on the floor is one way for employees to prevent workplace _____
Accidents
26. The management function that involves providing guidance to workers is called _____
Directing
27. The channel member that operates between the producer and the consumer to move products is called a(n) _____
Intermediary, wholesaler, distributor, agent
28. Dividing a market on the basis of location is referred to as _____
Geographic segmentation
29. "We will refund your money if you are not completely satisfied with our refrigerator." This is an example of a(n) _____
Guarantee
30. What distribution strategy involves making products available almost everywhere?
Intensive
31. The primary purpose of promotion is to encourage people to _____ products
Buy, purchase
32. The way you react to a disagreement is your conflict _____
Response mode
33. When Kate borrows money from the bank to buy a car, she is taking out a(n) _____
Loan

34. The last employee to leave the building for the day should set the security alarm and lock the ____
Door, doors
35. When a large retail chain purchases products for all of its stores from a main location, what buying system is it using?
Centralized
36. What marketing function determines how much a customer will pay for a product?
Pricing
37. Identify the type of business ownership that involves operating a franchise in the facilities of another store.
Piggyback franchise, piggyback franchising
38. The document sent with an e-mail message is called a(n) _____
Attachment
39. A conflict is a(n) _____
Disagreement
40. A warehouse is a place in which products are _____
Stored
41. What concept explains how much your money will be worth in the future?
Time value, time value of money
42. What legal document states Betty's desire to give her home and money to her children upon her death?
Will
43. For a product to meet established quality standards, it must meet certain _____
Criteria, guidelines
44. What type of disagreeable customer demands service right now?
Impatient
45. What type of promotion intends to stimulate demand for a specific brand?
Secondary
46. When Tony gives Darla what she wants in order to resolve a conflict, what conflict response mode is Tony using?
Yielding
47. An intangible product is called a(n) _____
Service
48. Because AJ cannot determine if he should buy the laptop computer or the desktop model, he is a(n) _____ customer
Indecisive, slow, methodical
49. What is a relatively inexpensive, quick, and flexible form of transportation that businesses use to move products?
Motor carrier, truck, semi

50. What is needed to produce outputs?
Inputs

Round 3

1. Businesses require employees to participate during group discussions to determine employees' varying _____
Opinions (perspectives, ideas)
2. Business letters should be neatly typewritten or printed out on the company's _____ -
Letterhead (stationery)
3. An employee should write messages clearly in order to avoid _____
Misunderstandings (confusion)
4. What type of wants can be satisfied through the purchase of goods and services?
Economic
5. What type of resource is available to everyone in any quantity desired?
Unlimited
6. When supply is greater than demand, prices tend to _____
Decrease (go down)
7. The provider who is trained to help you prepare for your retirement years is called a(n) ____
Financial planner
8. The small amount of money a business keeps on hand for unplanned purchases is often called ____
Petty cash
9. As a precaution against thefts and robberies, businesses often hire one or more security ____
Guards
10. The goods and services produced as the result of combining inputs are called _____
Outputs
11. Because different jobs require various types of training, it is important to know a particular occupation's _____ requirements.
Educational
12. What type of liability do corporations assume?
Limited
13. To learn how to perform their jobs, new employees are often asked to read the company's ____
Training materials (training manual)
14. A letter is a form of written _____
Communication (correspondence)
15. Physical objects that have monetary value and can satisfy consumer needs are called economic ____
Goods
16. When staff communication travels from employees to supervisors, it is moving in which direction?
Upward (Vertical)
17. Trying to get the most for your money is referred to as _____
Economizing

18. Making products available when the customer wants or needs them is called _____
Time utility
19. A community's businesses help to increase the local tax base by supplying _____
Jobs (employment)
20. Identify a general classification of business risk, other than economic or natural.
Human
21. Because a coach is someone you can count on, the coach is _____
Dependable
22. What type of conflict occurs when two coworkers disagree about the best way to solve a problem?
Functional
23. A realistic, personal budget must not exceed the person's income, or _____
Salary (pay, wages, earnings)
24. If your employer withholds more tax from your annual salary than necessary, what will you receive from the government at tax time?
Refund (Tax refund, Money back)
25. So that businesses do not make up their own accounting rules, government authorities require them to follow specific _____
Standards (regulations, rules, laws)
26. When Bill promises to do something for Susan, and Susan promises to do something for Bill, they are signing a legal document called a(n) _____
Contract
27. A sales letter is a _____ message.
Persuasive
28. What activity involves sending goods to another country?
Exporting
29. What creative-thinking technique focuses on different aspects of a problem?
Six Thinking Hats
30. When a manufacturer packages a bottle of shampoo with a bottle of conditioner, it is called product _____
Bundling
31. The way that the components are placed in a print advertisement is called the ad _____
Layout
32. When Kaitlin asks her friends, family, and neighbors if they want to buy Girl Scout cookies, what form of selling is she using?
Direct
33. If Brazil sells blankets to Italy, and Italy sells cheese to Brazil, the two countries are engaging in ____
International trade
34. Because salespeople don't receive a lot of close supervision, they must be self-_____
Motivated

35. The personal satisfaction or advantage a person receives from a product is called a product ____
Benefit
36. A department store sends a sales catalog to your home. This is an example of ____
Direct mail
37. A sales forecast is a prediction of future customer ____
Purchases
38. Considering all product ideas and discarding ones that seem unworkable is part of the product ____
Screening process
39. Because Pete will only buy one manufacturer's athletic shoes, he is exhibiting brand ____
Insistence
40. The number of newspapers sold by subscription is called the ____
Primary circulation
41. A business's sales, returns on investments, and interest are categorized on its income statement as ____
Revenue (income)
42. Name the negotiating style that embraces a "win-win" outcome.
Collaborative
43. If Les Sophisticate Boutique wants to project an upscale image, how should it price its goods?
High
44. Ben's performance evaluations are kept in his employer's ____
Personnel records (personnel files)
45. Businesses that do not pay sales tax on their purchases are said to be tax ____
Exempt
46. To manage your workload effectively, you need to look at all your tasks and decide which one is the top ____
Priority
47. Name the element of product planning that involves protecting an item from tampering and damage.
Packaging
48. What type of tasks involves changing light bulbs and cleaning bathrooms?
Maintenance (Janitorial, Housekeeping)
49. The type of business record that tracks the categories and quantities of materials on hand is called a(n) ____ record.
Inventory

Round 4

1. Identify the business activities that involve obtaining goods and services to use in the business or for resale.
Purchasing, buying
2. When you spend a lot of time thinking about which action you should take, you are making a(n) ____
Extensive decision
3. All distribution activities have a common goal, which is to make sure that the products' end- users are ____
Satisfied (happy)
4. Which type of promotion focuses on the goods or services of the business?
Product
5. Salespeople can obtain product information from the item's producer, or ____
Manufacturer
6. Because Bill bought the right to sell the goods and services of a parent company, he is a(n) ____
Franchisee
7. To handle telephone calls in a businesslike manner, employees should always pronounce each word ____
Clearly, correctly
8. Productive acts that satisfy wants are called economic ____
Services
9. When a person does not express bias or prejudice when communicating or making decisions, the person is said to be ____
Objective
10. The person who actually uses a good or service is known as the ultimate ____
Consumer
11. Items found in nature that are used to make products for sale are called ____
Natural resources
12. In the workplace, the ability to effectively guide or direct the actions of others is called ____
Leadership
13. A financial goal that is likely to be accomplished within a specific period is said to be ____
Time-bounded
14. The document sent with a shipment that lists the contents in the box is called the ____
Packing slip
15. What type of computer application allows employees to work together on common projects from different locations?
Groupware (Collaborative, Networked)
16. Deep breathing and visualization are two effective ways for Mike to manage his work related ____
Stress

17. When you add your fixed costs to your variable Costs, you end up with your _____
Total costs
18. A cell phone has voice mail and text-messaging options, which are known as product _____
Features
19. Productivity and finances are two elements of managerial _____
Control
20. When a country exports more goods to a country than it imports, it is experiencing a trade ____
Surplus
21. When you draw your ideas on paper and connect them with lines, you are using a creative-thinking technique called _____
Mind mapping
22. When a government does not permit businesses to sell milk below a certain dollar amount, it is setting a(n) _____
Minimum price
23. The Pillsbury Doughboy is an example of a trade _____
Character
24. Identify the negotiating style that views the situation as a game-like challenge.
Competitive
25. Payroll, rent, and utilities are examples of operating _____
Expenses
26. What negotiating strategy is being used if Pam is the reasonable person and Ken is the unreasonable person when they negotiate with another party?
Good cop/Bad cop
27. A billboard is a form of _____ advertising.
Out-of-home, outdoor
28. Identify the type of advertisement found in newspapers and magazines.
Print
29. A symbol that represents a brand is known as the brand _____
Mark
30. When a country can produce cars for less money than other countries, what type of advantage does it have?
Comparative
31. To place orders for customers during a sales call, the technological tool that salespeople often bring with them is a(n) _____
Laptop computer (notebook computer)
32. Because Jamal is in charge of a long-term assignment for his employer, he is a(n) _____
Project manager
33. Increasing competition is one reason why a company should monitor business _____
Trends

34. Because Pat socializes with her coworkers on company time, she is increasing her employer's _____ expenses.
Operating
35. The ability to generate unique ideas is called _____.
Creativity
36. A reward that employees receive for achieving specific objectives is often called a(n) _____.
Bonus
37. A job opening for a delivery driver may legally discriminate on the basis of _____.
Age
38. A person with strong character is said to have _____.
Integrity
39. When giving directions for completing job tasks, a supervisor's priority should be on _____.
Clarity
40. The official work plan for a meeting is called a(n) _____.
Agenda
41. What type of team includes one member from each department of the company?
Cross-functional
42. A work team's attitude or spirit is known as its _____.
Morale
43. When a business does not offer a person a job based solely on their age, it is a form of _____.
Discrimination
44. A projection of income from sales and the expenses of running the business for a specific future period is called a(n) _____.
Operating budget
45. To be ethical in the way they supervise employees, managers should evaluate employees only on the basis of _____.
Performance
46. The purpose of job orientation is to familiarize new employees to the _____.
Company (business, firm, organization)
47. A new employee who is learning how to perform his/her job is often called a(n) _____.
Trainee
48. Abilities needed for a specific job are called _____.
Aptitudes (skills)
49. An instructional method that involves giving trainees a written description of an organizational problem is a(n) _____.
Case study
50. An on-the-job instructional method in which a manager sets goals, gives assistance, and provides ongoing feedback is called _____.
Coaching, mentoring

Round 5

1. What type of research involves collecting data for a specific problem?
Primary
2. A quality work culture facilitates customer _____
Satisfaction (service)
3. Name the type of conflict that often occurs at different levels of the distribution channel.
Vertical
4. What method of marketing research involves watching customers?
Observation
5. Identify the sales record that a business sends to customers so they know how much they owe for the products they have purchased.
Invoice (Statement)
6. Tim applied for a job after he heard about the job opening from Casey. Tim is using a technique called _____
Networking
7. Customer information that a business can store and manipulate in a computer is called a(n) ____
Database
8. When Marsha joined the American Marketing Association, she became a member of a(n) _____ organization.
Professional (trade)
9. During which stage of the product life cycle is a business likely to promote the product most aggressively?
Introduction
10. When a business sells products that it is not authorized to distribute, it is participating in the _____
Gray market
11. It's a good time for a business to expand when interest rates are _____
Low
12. Identify another term to describe a tag line.
Slogan
13. When Ed tells Kate that she must buy 25 cheesecakes if she wants to purchase 35 boxes of chocolate bars, he is using an illegal tactic called a(n) _____ agreement.
Tying
14. When one businessperson only speaks French and another businessperson only speaks Spanish, what specific type of barrier exists?
Language (Communication)
15. Television and radio are forms of _____ media.
Broadcast
16. What market structure exists when there are few sellers and the industry's leaders determine product prices?
Oligopoly

17. When an economic contraction occurs, unemployment rates usually _____.
Rise, increase, grow
18. When a business owns land, what must it often pay to the government?
Property taxes, taxes
19. If Ella determines that she needs specific computer software to complete a project, what type of resource does Ella need?
Technical
20. Idea generation involves comparing and contrasting things by making _____.
Associations (connections)
21. Planning how an item will be packaged is one component of the _____ function.
Product management (product/service management)
22. When there are fluctuations in sales volume, which type of operating expenses change?
Variable
23. A person that you look up to and who helps guide you throughout your career is called a(n) _____.
Mentor, job coach
24. Name the type of market structure in which there is one seller.
Monopoly
25. If a product benefit is not obvious, then it is _____.
Hidden
26. The type of budget that is usually the basis for all other operating budgets is the _____.
Sales budget
27. All ways in which people differ, including background, age, gender, and race is known as _____.
Diversity
28. Supervisors communicate with employees about the quality of their work and offer constructive advice for improvement through a _____.
Performance appraisal
29. Sufficient reason, as supported by evidence, for disciplining an employee is known as _____.
Just cause
30. A workweek of four 10-hour shifts is called _____.
Compressed
31. The form businesses use to order supplies from a central resource is called a(n) _____.
Requisition form
32. A percentage of the total sale amount paid to the individual or business that makes a sale is called _____.
Commission
33. If an employee doesn't understand the directions the manager gives to complete the task, the manager should _____ the directions.
Repeat, restate, explain

34. When giving directions for a job task, it's important for supervisors to define terms that are _____
Technical (complex, confusing)
35. A written record of the discussion during a staff meeting is called the _____
Minutes
36. A technique in which employees suggest solutions and then take a private vote is called _____
Nominal group (nominal group technique)
37. Rules that specify how meetings are to be conducted and ensure equal rights to all participants are _____
Parliamentary procedures
38. Evaluative information given to you about the things you say and do is called _____
Feedback
39. A group of skilled workers who are completely in charge of handling a significant part of an ongoing project is a self-directed _____
Work team
40. The use of cooperative efforts between employees and management to accomplish company goals and objectives is _____
Team building
41. Special notice or attention is also called _____
Recognition
42. The attitude or demeanor that lets a person know that you are open and available to talk is _____
Approachability
43. Coaching is designed to help improve an employee's job _____
Performance
44. The ability to endure life's aggravations and difficulties calmly is _____
Patience
45. A business's operating budget is concerned with the firm's expenses and _____
Income
46. Businesses set up budgets to help control _____
Spending
47. A planning tool that forecasts how much money will flow in and out of a company during a period of time is called a(n) _____
Cash budget
48. A dissatisfaction expressed through an identified, formal process is a(n) _____
Grievance (complaint)
49. Money left after the cost of goods expense is subtracted from total income is called _____
Gross profit
50. A worker who reveals that her/his employer is doing something inappropriate or illegal is called a(n) _____
Whistle blower

Round 6

1. If you are answering a telephone call at work, you should identify the company and state your _____
Name
2. What written communication does a business send to the media to provide information about the company's latest events?
Press release
3. Mary Kay and Tupperware are examples of a business structure called _____
Multi-level marketing
4. What type of goods and services are purchased for personal use?
Consumer
5. Communication between staff members at the same level of responsibility moves in which direction?
Sideways (Horizontal, Lateral)
6. What type of resource is not available to everyone?
Limited (Scarce)
7. In the private enterprise system, what is the major incentive for work and production?
Profit motive
8. An employee who is demonstrating a customer-service orientation through communication will display positive body _____
Language (motions, gestures)
9. When Jack has to use his motorcycle as collateral so he can purchase a high-definition television, what type of loan is he obtaining?
Secured
10. The record of your previous credit use is called your credit _____
History (report)
11. Conducting a situational analysis involves identifying a business's opportunities and _____
Threats
12. The cost of running a television commercial on a particular network or cable station is often based on television _____ ratings.
Audience
13. What type of advantage does a country have if it can make a product with fewer resources than another country?
Absolute
14. What type of list helps you manage your time wisely?
To-do
15. Taxes on imported goods are called _____
Tariffs
16. A group of related items is a product _____
Line

17. When you are determining your business's gross profit, you must subtract the cost of goods sold from _____
Revenue (income)
18. What term describes an asset's loss of value over time?
Depreciation
19. Adam makes wood cabinets and tables. Adam is an example of which type of resource?
Human
20. Tammy works in a garment factory and is highly skilled at sewing buttons on shirts. This is an example of task _____
Specialization
21. When a sales manager has the ability to guide or direct the actions of the sales staff, the manager is said to have _____
Leadership skills
22. When Jason announces that the staff meeting is officially over, it is called the _____
Adjournment
23. To control according to an established set of rules is to _____
Regulate
24. Training conducted by persons or organizations outside the business is called _____
External training
25. Training that allows an employee to learn several related jobs, one at a time, is called ____
Job rotation
26. An instructional method in which trainees learn how their behavior affects other people is called _____
Sensitivity training
27. Fulfilling the requirements of the law is known as _____
Compliance
28. Employees are also sometimes called _____
Personnel (staff, staff members, associates)
29. A sales manager often develops incentive programs to motivate the _____
Sales representatives (sales staff), sales team
30. Interactions between individuals are known as _____
Interpersonal relationships
31. What is the government policy that determines the amount of money that will be in circulation and the level of interest rates?
Monetary policy
32. A reference page that lists sources of information usually is part of a complex _____
Written report

33. 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
34. The comparison of two numbers from a business's financial statement is a financial _____
Ratio
35. Wages and benefits provided to employees are components of a business's _____
Compensation program
36. A formal interview held with departing employees to learn their views about the company is called (a)n _____
Exit interview
37. A business's efforts to maintain or reduce a certain level of spending are known as _____
Expense control
38. The amount of money a business plans to spend on marketing its goods and services during a certain period is a(n) _____
Marketing budget
39. A business dismissing employees for a set period because there is no work is an example of _____
Layoffs
40. Managers may not ask questions about a job applicant's age or marital status during job _____
Interviews
41. Any limitation or shortcoming a business has that can keep it from achieving its objectives is a(n) _____
Weakness
42. A summary of a job applicant's education and previous experience is a(n) _____
Resume
43. Summaries of accounting information are financial _____
Statements (reports)
44. Paths, or routes, that goods or services take from the producer to the recipients are _____
Distribution channels
45. The classification of customers into similar groups in order to appeal to one or more of these groups is _____
Segment marketing (marketing segmentation)
46. 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 the _____
Product mix
47. A list of the main characteristics of a customer that creates a "picture" of the customer is called a customer _____
Profile
48. An agreement with another company to repair a business's office equipment for one year at an agreed-upon price is a(n) _____ contract.
Service/maintenance (maintenance/service)

49. A set of procedures or strategies for attracting the target customer to a business is a(n) _____
Marketing plan
50. A favorable situation in the environment surrounding a business is a(n) _____
Opportunity

Round 7

1. The amount of control that you have over the tasks that you do at work is called job ____
Depth
2. The lowest point of the business cycle is called the ____
Trough
3. Some people consider the use of “cookies” as an unethical method of tracking a person’s internet behavior because it violates ____
Privacy rights
4. When a group substantially agrees to take a certain course of action, they have reached a(n) ____
Consensus
5. The total demand for an economy’s goods and services is called the ____ demand
Aggregate
6. Consumers tend to start saving their money and making fewer purchases during which stage of the business cycle?
Contraction
7. What type of simple report involves summarizing the status of a project?
Progress
8. Delivery and repair are examples of what type of services?
Product-related
9. If one country attempts to control its trade with other countries, it is engaging in an action called ____
Protectionism
10. The promotional mix consists of sales promotion, personal selling, advertising, and ____
Publicity
11. Consumer items that have special characteristics are called ____
Specialty goods
12. When Ingrid has more leverage than Caleb during a negotiation, Ingrid has more ____
Power
13. What term describes the action of separating a workforce into smaller work units?
Division of labor
14. Because Tia put off her project until the last minute, she is a(n) ____
Procrastinator
15. The unimpeded flow of capital, labor, and ideas across national borders is called ____
Globalization
16. The salesperson tried to sell Lily a higher priced lawnmower than the one the business promoted in the newspaper. This is a tactic called ____ advertising
Bait-and-switch
17. What type of report does a business monitor to determine which customers have stopped purchasing products from the business?
Lost sales

18. Raising prices during an emergency may be legal, but it is often considered _____
Unethical, gauging
19. Interest rates decrease and employment rates increase during which stage of the business cycle?
Expansion
20. Because Pedro follow up with his customers on a regular basis, he is likely to maintain long-term customer _____
Relationships
21. The supply of and the demand for a product affect how much consumers will _____
Pay
22. A rapid rise in prices is called _____
Inflation
23. Identify the form of demand that is occurring when gasoline prices substantially increase and consumers are still willing to pay for it
Inelastic
24. The images and feelings that people have about Starbucks' coffee products create the company's _____
Brand
25. Because Peyton Manufacturing is not taking steps to reduce the amount of pollution it releases into the environment, the company is acting socially _____
Irresponsible
26. An instruction method of orientation in which a new employee watches as an experienced worker performs a task is called _____
Demonstration, practice
27. An instructional method in which general information is explained to a group of people at one time is called a(n) _____
Lecture, discussion
28. An explanation of responsibilities and tasks associated with a specific company position is a(n) ____
Job description
29. Training provided by management or the company's training staff is called _____
Internal training
30. A business practice whereby management encourages communication between employees and their supervisors is sometimes called a(n) _____
Open-door policy
31. The physical and social characteristics of the population are _____
Demographics
32. A policy that allows for the discharge of an employee without cause
Termination-at-will
33. An approach to remedial action that focuses on discouraging further rule or performance violations after infractions have occurred is called _____
Corrective discipline

34. When Franklin Electronics allows its employees to set the hours they want to work, it is called ____
Flextime
35. Monitoring the use of office supplies helps a business save ____
Money
36. What sales management function involves a sales manager promoting a sales assistant to an outside salesperson?
Staffing
37. What task best describes a supervisor who is assigning future work shifts for employees?
Scheduling
38. An advantage to using parliamentary procedures during staff meetings is that it provides a formal ____
Structure
39. Organizing customer accounts by specific geographic locations or territories is an activity performed by a company's ____
Sales manager
40. What type of employee is scheduled to work at least 40 hours a week?
Fulltime
41. When a business needs to hire someone for a limited amount of time to do a specific job, the business might use the services of a temporary ____
Employment agency
42. Jane works every Tuesday and Thursday from 8:00 am to 12:00 pm at Frank's Smoothie Shop. What type of schedule is Jan working?
Part-time, permanent part-time
43. The rate of pay established for a particular occupation or in a specific business is called the ____
Pay scale
44. What type of work environment focuses on treating all employees fairly?
Equitable
45. A business giving an employee a free cruise is an example of a(n) ____
Reward, incentive
46. An effort to give special employment consideration to disadvantaged groups is called ____
Affirmative action
47. The type of training that allows employees to study at home and then mail their completed assignments to the instructor is known as ____
Correspondence course, distance learning
48. Helping employees to improve themselves through education and experience is known as human resource ____
Development
49. When Kate hires people to work in November and December to help during the company's busy period, these workers are called ____ employees
Seasonal, temporary, short-term

50. What term describes a sales manager teaching a salesperson how to perform his/her job?
Training
51. The government policy that sets the levels of government spending and taxation is the _____ policy
Fiscal
52. Factors that allow a business to increase output without experiencing a comparable increase in the cost of production are known as _____
Economies of scale
53. The extra revenue associated with the production and sale of one additional unit of output is the _____ revenue
Marginal
54. The money that a business collects is known as cash _____
Receipts
55. A sales forecast is a prediction of future sales over a specific _____
Time, time frame, period
56. A qualitative sales forecasting method that gathers opinions from company executives is known as the _____
Jury of executive opinion
57. A business's liquidity ratio is calculated by dividing current assets by _____
Current liabilities
58. An estimate of a business's income and expense for a specific period of time is the company _____
Budget
59. Holiday pay and health insurance coverage are examples of _____
Benefits
60. Those elements that are instantly recognized as representing a particular business or product make up the _____
Brand identity
61. The study of the external forces that influence a business's success is a(n) _____
Environmental analysis
62. The basic principles that govern a manager's behavior are _____
Ethics
63. Making goods available only in certain locations is _____
Exclusive distribution
64. A wholesaler that buys goods from a manufacturer and sells them to a retailer is a(n) _____
Channel member, intermediary
65. An organized way of continuously gather, sorting, analyzing, evaluating, and distributing data is a(n) _____ management system
Marketing-information

66. When a business is determining to which group of customers it wants to sell goods and services, it is selecting its _____
Target market
67. The advantage achieved by international businesses that offer something better than their competitors is known as a(n) _____
Competitive edge
68. What is a small, specialized part of the market that has unique needs?
Niche market
69. A marketing tool that investigates a business's strengths, weaknesses, opportunities, and threats in an organized fashion is a(n) _____
SWOT analysis
70. Any resource or capability a business has that can help it gain a competitive advantage is a(n) ____
Strength
71. What is an organization's portion of the total industry sales in a specific market?
Market share
72. What is a product mix strategy in which a business creates a certain image or impression of a product in the minds of consumers?
Positioning
73. Starting the sales-forecast process by gathering individual forecasts that may be combined into a forecast for the entire company is the _____
Bottom-up approach
74. The person in a business who is responsible for making the brand come alive and for sustaining it is the _____
Brand champion
75. An outline of how a business will operate is known as a business _____
Plan

Round 8—Replacement questions

1. Your negative habits and qualities are your _____
Weaknesses
2. The ability to put yourself in another person's place is _____
Empathy
3. The promissory note is also called a(n) _____
Banknote; bill
4. Mechanical, effortless listening is also known as _____
Passive listening
5. Change in the pitch of the voice while speaking is called _____
Inflection, timber
6. When somebody steals and uses another person's credit card for fraudulent purposes, it is referred to as _____
Identify theft
7. To monitor potential shoplifting activities, many retailers have installed security _____
Cameras, systems
8. Which type of warranty is written or conveyed verbally?
Express
9. Identify the economic system in which the government owns most of the resources and businesses
Communist command (communist)
10. Making products to the customers' specifications is called product _____
Customization
11. The type of pricing objective that is intended to yield the highest amount of revenue is called ____
Profit maximization
12. An event where businesses display and/or demonstrate their products to build sales leads is called a(n) _____
Trade show
13. A contract is legally binding when both parties accept the agreement's _____
Terms
14. An economic recession begins when the business cycle has experienced contraction for ____
months
Six
15. Identify the type of tax in which the amount paid is based upon a person's financial standing
Income
16. Training presented to small or large audiences is called _____
Group training
17. A sales manager develops an incentive program to _____ salespeople
Reward, motivate

18. What type of report do sales managers often require salespeople to complete that lists all of the customers they have contacted or visited in the past week?
Sales-call
19. Because Andrea's employer pays her \$10.00 for every 60 minutes she works, she is considered a(n) _____ employee
Hourly
20. A company may need to take remedial action if an employee continuously disregards the company's _____
Rules, policies, regulations
21. For planning purposes, a business needs to monitor the activities of its rivals, also known as its _____
Competitors
22. The primary reason for a business to conduct a marketing audit is to identify existing or potential _____
Problems
23. In a marketing plan, which component provides an overview of the plan?
Executive summary
24. When determining the services to provide customers, a business considers the benefits and the _____
Costs, expenses
25. If a product idea is feasible, a business must have access to the necessary _____
Resources