

NM DECA Quiz Bowl Questions, State CDC 2010

Round 1

1. Kara is telling Jim important work-related information. Jim is the intended message
Receiver, recipient
2. What type of tax do you pay on items such as cars and clothes?
Sales
3. When Kate excuses herself from the room when Tom takes an important telephone call, she is respecting Tom's _____
Privacy
4. What type of computer program would Sarah use to type memos and reports?
Word processing
5. Jason rolls his eyes when he hears something that he doesn't agree with. This is an example of
Non-verbal communication (non-verbal cues, body language)
6. Because Sidney has the ability to put herself in another person's place, she is able to express
Empathy
7. What type of criticism is intended to help employees improve their performance?
Constructive
8. When Bob's boss is giving him directions, Bob asks relevant questions to show that he is an active —
Listener
9. Health insurance and taxes are types of payroll
Deductions
10. Laws that protect employees from workplace hazards are called _____
Safety regulations
11. An employee who likes to look at the glass as "half full" has what type of attitude?
Positive (optimistic)
12. When Adam is ready to transmit his e-mail message, he should click on the envelope icon or _button.
Send
13. How Lucy feels about herself at any given time is her
Self-esteem
14. What type of page do you see when you log onto a web site by using its domain name?
Home
15. When Alex shows that he stands by his good moral code, he is displaying
Integrity
16. What type of computer software-program allows an employee to calculate numerical information and
statistical data?
Spreadsheet
17. An employee who is willing to take on unpleasant tasks without being asked is demonstrating
Initiative

NM DECA Quiz Bowl Questions, State CDC 2010

18. Because Sam can restrain his words and actions when he is angry, he is exhibiting self-
Control
19. Google is an example of a search _____
Engine
20. Because Caitlin is an employee who has a positive belief in her own talents, skills, and objectives,
she has _____
Self-confidence
21. An employee who demonstrates intense interest and excitement is
Enthusiastic
22. Because John follows through on his promises, he is _____
Responsible, dependable, trustworthy
23. The basic principles that govern your behavior are your
Ethics
24. Erin knows herself very well because she has assessed her strengths and
Weaknesses
25. The section of a business letter where you write “regards” and then your name is called the
Closing, signature block
26. What type of command economic system exists when the government owns the basic means of
production and allows private ownership of businesses as well?
Socialist
27. Tangible goods that can be manufactured or produced for resale are called _____
Goods
28. Justin can adjust himself to changing conditions in the workplace because he can demonstrate
Adaptability, flexibility
29. Helen always pays her credit card bills in full because she does not want to accumulate
Debt
30. What aspect of a business deals with the day-to-day activities for continued business functioning?
Operations
31. The path that a good takes from its producer to its user is called the distribution _____
Channel
32. Ratings assigned to products that tell to what extent standards are met are called
Grades
33. The flour used to make bread and the factory where the bread is made are examples of economic
Resources
34. Which of the four Ps is all about communicating information about goods and services to the
customer?
Promotion
35. When one company requests a certain amount of goods from another company, it is placing a(n) —
Order

NM DECA Quiz Bowl Questions, State CDC 2010

36. The willingness to adjust your opinions and behaviors so that you value people and ideas from other cultures is called cultural _____
Sensitivity, awareness
37. What type of segmentation involves dividing a market on the basis of consumers' lifestyles and personalities?
Psychographics
38. What marketing function involves determining customer needs and then influencing purchasing decisions through communication?
Selling, sales
39. The scope of a product's distribution can be exclusive, selective, or _____
Intensive
40. Hurricanes and tornadoes are examples of what type of risk?
Natural
41. General rules that personnel should follow in the workplace are called _____
Policies
42. What type of goal did Brandon set when he decided to meditate for ten minutes every day?
Personal (short-term)
43. The idea that money received now is worth more than money you could receive in the future is called the time value of _____
Money
44. Kenny put his home address, phone number, and e-mail address on his résumé. What type of information is Kenny providing?
Contact, personal
45. All the stock or goods a business has on hand is called its _____
Inventory
46. After going through the problem-solving process, it is important to decide if a solution is effective by performing a(n) _____
Evaluation
47. Donny opens a new Burger King, which is a type of business called a(n) _____
Franchise

NM DECA Quiz Bowl Questions, State CDC 2010

Round 2

1. What do you call the study of how to meet unlimited wants with limited resources?
Economics
2. Jason should not speak too loudly or too softly when giving this type of presentation.
Oral, speech
3. When a fire starts at Brian's office, he should try to put it out with the fire _____
Extinguisher
4. A written document outlining the company's policies and procedures is a company
Handbook, manual
5. One of the roles of finance in a business is to obtain _____
Funds, money, capital
6. What term describes the amount and the value of goods and services produced from set amounts of resources?
Productivity
7. If you have the ability to express yourself clearly -and simply, what type of skills do you possess?
Communication
8. Handling phone calls in a professional manner is one way for a company to demonstrate that it provides good customer _____
Service, assistance
9. When a business prices its goods higher than another business, it is conveying to customers that its goods are of a better _____
Quality, value
10. If Charlie wants to keep all the profits of his business, he will most likely choose a business structure called a sole _____
Proprietorship
11. Well-trained employees who are attentive to customers can enhance the company's
Image, bottom line profits
12. What type of business letter requests information?
Inquiry, letter of inquiry
13. The cost of borrowing money, usually measured as a percentage, is called _____
Interest
14. Name the marketing function that involves gathering, accessing, synthesizing, evaluating, and disseminating information to aid in business decisions.
Marketing-information management
15. The process of making goods is called
Production
16. Channel members operating between the producer and the consumer or industrial user are called
Intermediaries, middlemen
17. When talking to customers, it is important to make contact.

Eye

NM DECA Quiz Bowl Questions, State CDC 2010

18. Consumption and distribution are examples of economic _____
Activities, functions
19. Objectives defined in terms of money are _____ goals.
Financial
20. To handle customer complaints, some companies have step-by-step guidelines, which are also called
Procedures, policies
21. When a business allows its customers to obtain products now and pay later, they are offering their
customers _____
Credit
22. Jaelyn responds to inquiries correctly and politely to show that she is _____-oriented.
Customer, service
23. A producer sells items to the end users through its web site. This is an example of what type of
distribution?
Direct
24. A bank is one type of financial-services _____
Provider, organization, institution
25. What type of document do job seekers develop that lists their skills, education, and
accomplishments?
Résumé
26. A promise made to the consumer that a product's purchase price will be refunded if the product is not
satisfactory is called a(n)
Guarantee
27. The goods and services produced as a result of combining inputs are called
Outputs.
28. LLC is an acronym for _____
Limited Liability Corporation
29. Intangible activities that are performed by other people for money are called
Services
30. An insurance payment is called a(n) _____
Premium
31. The future you desire to create is your _____
Vision, life goals, career
32. A form of business ownership that is owned by stockholders who have purchased units or shares of
the company is called a(n)
Corporation
33. The process of coordinating resources in order to accomplish an organization's goals is called
Management
34. What type of goal takes more than a year to reach?
Long-term

NM DECA Quiz Bowl Questions, State CDC 2010

35. How much toothpaste consumers are willing to buy at a price at a given time is the _____ for toothpaste.
Demand
36. Tony and Carly are disagreeing about how to handle a new project at work. They are experiencing a(n)
Conflict
37. The process of planning, staffing, leading, and organizing the business's employees is called
Human resources management
38. The possibility that a business might win or lose is its —
Risk
39. What type of letter should an interviewee write after completing an interview with a potential employer?
Follow-up, thank you
40. All monies owed by a firm to others are called
Accounts payable, debt
41. The amount of money paid for a good or service is the
Price
42. A business structure where two or more persons combine their capital, abilities, and experiences is called a(n)
Partnership
43. What should the process of selling create in consumers?
Desire, want
44. When Tia was writing her résumé, she forgot to capitalize the name of the school she attended. This is an example of what type of error?
Typographical, grammatical
45. What type of competition is a rivalry among businesses that offer dissimilar goods and services?
Indirect
46. The purpose of insurance is to transfer _____
Liability, risk
47. Positive customer relations are good for the customer, the employee, and the _____
Business

NM DECA Quiz Bowl Questions, State CDC 2010

Round 3

1. Two decisions made by businesses that affect profit are prices and _____
Expenses, costs
2. Objective or desired outcomes are called _____
Goals
3. Businesses can protect against theft by hiring people as security
Guards
4. A natural talent for a particular skill is called a(n) _____
Aptitude
5. The total amount of a product that a business has available to sell at a certain price at a particular time is called _____
Supply
6. A condition resulting from the gap between unlimited wants for goods and services and limited resources is called _____
Scarcity
7. The usefulness created by making sure that products are available they are needed or wanted by consumers is called _____
Place utility
8. Information managers keep useful data organized so that it can be used to help make important business _____
Decisions
9. Eric always cuts up his old bank statements before throwing them away, because he wants to protect himself against identity
Theft
10. Goals that can counted or quantified in some way are _____
Measurable
11. Owners of a corporation are called _____
Shareholders, stockholders
12. If you demonstrate courtesy and respect to coworkers, you will foster positive working
Relationships
13. When submitting a résumé for a job, it's good to also submit a letter of _____
Application
14. The process of keeping and interpreting financial records is called _____
Accounting
15. What type of promotion aims to persuade customers to buy a good or service?
Product
16. Jackson always puts his tools away before leaving because he knows the importance of maintaining a safe work _____
Environment, place

NM DECA Quiz Bowl Questions, State CDC 2010

17. Because Target, Macy's, and Home Depot sell products to ultimate consumers, these businesses are Retailers
18. Guidelines that cover the aspects of a sale associated with price delivery, credit, and guarantees are called a business's _____ policies.
Terms-of-sale
19. A promise made by a seller to a consumer that the seller will repair a product that does not perform as expected is called a(n)
Warranty
20. Decision-making is the process of choosing among
Alternatives, options, choices
21. Proper nutrition involves eating vitamin-rich fruits and _____
Vegetables
22. When Jess and Ali ask a third person to step in and help resolve their conflict, they are using
Mediation
23. Finding solutions to obstacles is a process called _____
Problem solving
24. What type of system can businesses install that can help them to monitor their customers' activities and reduce the risk of theft?
Surveillance, security, hidden cameras
25. The ability to guide or direct the actions of others in a desired manner is called
Leadership
26. What component of the business plan is an overview of the entire document?
Executive summary
27. Rebates, coupons, and product demonstrations are examples of _____
Sales promotion
28. A local ordinance that protects a city's green spaces is an example of a(n) _____ law.
Environmental
29. What type of message intends to influence a person's attitude or behavior?
Persuasive
30. A product advantage that is not recognizable unless it is pointed out by a salesperson is a(n)
Hidden benefit
31. What type of chart provides an overview of a business's departments and chains of command?
Organizational
32. What entity collects taxes to finance various public programs and initiatives?
Government
33. When a country goes into a recession, the unemployment rate tends to _____
Increase (rise, grow)
34. A decision-making outcome that requires the substantial agreement of each group member is called a(n) _____

Consensus

NM DECA Quiz Bowl Questions, State CDC 2010

35. A speech that brings an idea to someone's attention is called a(n)
Oral presentation
36. The Nike "swoosh" is an example of a brand
Mark
37. Television and radio commercials are forms of what type of advertising media?
Broadcast
38. A tax on imported goods is called a(n)
Tariff, duty
39. What negotiating style is most likely to create an outcome that benefits both parties?
Collaborative, cooperative
40. The local chamber of commerce is an example of a professional
Organization, association
41. What illegal agreement is made when a manufacturer makes a distributor promise not to buy from the manufacturer's primary competitor?
Exclusive dealership
42. The process of planning, scheduling, and monitoring the progress of any undertaking that has a distinct beginning and end is called _____
Project management
43. The ways in which a business creates a certain impression of the product in the minds of consumers is called _____
Positioning
44. During which phase of the business cycle is a firm likely to hire more employees?
Expansion
45. A form of brainstorming that organizes ideas and information by graphing shapes, pictures, and words is called _____
Mind mapping
46. At what point in the new-product development process does a product go into full-scale production?
Commercialization

NM DECA Quiz Bowl Questions, State CDC 2010

Round 4

1. Jordan places orders for goods and services for his employer. He is a(n)
Buyer, purchaser
2. In order to fulfill consumer needs more accurately, businesses often divide a large group of consumers into smaller groups that are called market _____
Segments
3. To organize for a presentation you are preparing, it is often helpful to develop a(n)
Outline
4. All marketing functions work together to get products from — to consumers.
Producers, manufacturers
5. What exists when there are companies producing similar goods and services?
Competition
6. Whenever there is an accident at work, it is important to remain _____
Calm
7. What type of business structure do companies such as Amway, Mary Kay Cosmetics, and Tupperware use?
Multi-level marketing
8. The specific economic resources used in producing goods and services are called _____
Inputs
9. Another term for a free market economy is _____
Free enterprise system, private enterprise system
10. The way you handle conflict is called your conflict _____ mode.
Response, reactive
11. The amount of goods produced from a set amount of resources can be used to measure a company's
Productivity
12. The pie charts and bar graphs used in a presentation are examples of _____
Graphics
13. Customers or potential customers who have unfulfilled desires and are financially able and willing to satisfy those desires are called the target
Market
14. In group projects, it is important to show that you are committed by your willingness to
Participate, work, help
15. Josephine is writing a simple report that summarizes the activities that she has completed for her project. This is an example of a(n) _____ report.
Progress, status
16. The total amount of money that a business pays for the products it will sell is called the
Cost of goods
17. An estimate of income and expenses is recorded in a
Budget

NM DECA Quiz Bowl Questions, State CDC 2010

18. What public-relations tool provides a firm's customers with written facts about the firm's activities?
Newsletter, press release, news release
19. A marketing-research method that gathers data by watching others is called _____
Observation
20. What type of cost is affected by changes in sales volume?
Variable
21. Another term for slogan is _____
Tag line
22. Because Kelly will only purchase and wear Lucky jeans, she is exhibiting brand
Insistence, preference
23. What type of management involves relaxation and visualization techniques?
Stress
24. A fact about or characteristic of a good or service is known as a product
Feature, point
25. The arithmetic average of all responses in a sample is called the _____
Mean
26. Skills that workers can use in many types of jobs or situations are said to be
Transferable, common
27. What law states that additional resources can, at some point, lead to a decrease in the overall level of production?
Diminishing returns, The law of diminishing returns
28. A business gathers eight individuals together to obtain feedback about a new soft drink. This is an example of a marketing-research method called a(n)
Focus group
29. What type of advantage does a country have, when it can produce a good or service with fewer resources than another country?
Absolute
30. When a company sells telephone, cable television, and Internet services for a single price that is lower than if the services were purchased individually, it is using a strategy called _____
Product bundling, price bundling
31. What deceptive advertising practice involves promoting a low-priced item to attract customers to whom the business then tries to sell a higher-priced item?
Bait-and-Switch
32. What general term describes the ways in which employees are paid for their work?
Compensation, wages
33. What type of procedures does a business's board of directors often follow during a formal meeting?
Parliamentary
34. The general direction in which people or events are moving is called a(n)
Trend

NM DECA Quiz Bowl Questions, State CDC 2010

35. The element of a benefits package that helps pay for an employee's hospitalization is called
Healthcare insurance, medical insurance
36. The process of getting employees to strive to achieve management's objectives is called
Motivation
37. What type of employee works 40 hours a week?
Full-time
38. Once a year, Thomas and his supervisor meet to discuss how well Thomas is doing on the job. Thomas's supervisor is conducting a(n)_____ review.
Performance, job
39. Adrian is an experienced employee who has been assigned to help Kamryn set and attain her workplace goals. Adrian is Kamryn's
Coach, mentor, supervisor
40. When a staff meeting is over, the leader calls for the meeting
Adjournment
41. What type of interview does a human-resources manager conduct when an employee leaves the company?
Exit
42. Because Karl stole money from his employer, his employer is likely to _____ Karl.
Fire (dismiss, terminate, prosecute)
43. Allison tells Cole that she is going to increase his annual salary by \$2,500. Allison is giving Cole a pay
Raise, increase
44. Tim from the legal department, Kara from the marketing department, and Eric from the sales department are working together to complete a long-term project. They are members of what type of team?
Cross-functional, multi-functional

NM DECA Quiz Bowl Questions, State CDC 2010

Round 5

1. Information that is collected for the purpose at hand is called _____
Primary data, primary research
2. During which stage of its life cycle does a product's sales increase rapidly?
Growth
3. What type of goods are tangible items that should last a long time?
Durable
4. A business's portion of the total industry sales in a specific market is called market
Share
5. What type of market occurs when imported goods are sold by businesses other than the authorized intermediaries?
Gray
6. Because Jason has the ability to generate unique ideas, goods, or services for his company, he is exhibiting his _____.
Creativity
7. The final market value of the total output of all goods and services produced within a country's geographical boundaries during a year's time is called the _____.
Gross domestic product, GDP
8. What part of an advertisement is designed to attract the reader's attention and encourage him/her to read on?
Headline
9. A court order forbidding someone from carrying out an act is called a(—).
Injunction
10. Patents, contracts, permits, and leases are types of _____ business records.
Legal
11. What type of demand is not affected by changes in price?
Inelastic
12. What type of tax must businesses pay on the land and buildings that they own?
Property
13. What type of analysis or study helps a business decide if it is practical to carry out a product idea?
Feasibility
14. During a negotiation, Tim is reasonable, while Jana is difficult and unyielding. This is an example of a negotiation technique called
Good cop/bad cop
15. A type of exhaustion that is caused by too much stress is called _____.
Burnout
16. Becoming highly skilled in one, very small portion of a job is called division of labor or task
Specialization
17. What type of resource actually performs the work necessary to complete a project?

Human

NM DECA Quiz Bowl Questions, State CDC 2010

18. A country's attempt to control trade with other countries is called
Protectionism
19. Another term to describe a manufacturer's brand is brand.
National
20. What type of question requires a yes or no response?
Closed-response, closed-ended
21. When workers rely on each other to accomplish a task or project, they are said to be
Interdependent, collaborative, collaborating
22. A group of workers who join together to improve the terms and conditions under which they work is called a
Labor union
23. The total amount of money earned by a business is called income or _____
Revenue
24. What type of budget requires managers to demonstrate the need for every expense instead of relying on figures from a previous period?
Zero-based
25. The promotional mix includes the elements of advertising, personal selling, sales promotion, and
Publicity, public relations
26. When an employee wants to file a formal complaint about a coworker, s/he should follow the company's _____ procedures.
Grievance
27. Anna tells Cory, "You did a fantastic job on the Weber proposal." This is an example of a supervisor providing an employee with _____
Praise, recognition, feedback
28. Allison reports her employer's unsafe practices in the workplace to a government agency. Allison is
Whistleblower
29. During a staff meeting, Dan takes notes about the discussion points and decisions that the group makes. These notes are often referred to as _____
Minutes
30. Tom is a supervisor who encourages his staff to discuss with him work-related problems they are having at any time. What type of policy is Tom following?
Open-door, open
31. What is Tabitha doing with her workload, when she develops a list of activities to do in the order of importance?
Prioritizing, sequencing
32. The training method that involves an employee learning how to do certain tasks by performing the actual work is called _____-- training.
On-the-job, hands on, experiential
33. A business acknowledges its employees' workplace accomplishments by providing plaques, certificates, and trophies, which are forms of non-monetary
Awards, rewards, recognition

NM DECA Quiz Bowl Questions, State CDC 2010

34. Money payments for labor on an hourly, daily, or weekly basis are called
Wages
35. When a supervisor assigns tasks for employees to complete, s—e is ----'work.
Delegating
36. What type of laws prevent businesses from unfairly treating their employees on the basis of their race, gender, or age?
Discrimination
37. When reviewing job applications, a supervisor should make sure that the applicants possess the necessary _____
Qualifications, skills
38. When providing directions to complete a project, Theresa tells Kevin that the project must be completed by a week from Tuesday. Theresa is providing Kevin with a(n)
Deadline, due date, timeline
39. Information about an employee's performance, pay, and vacation time is kept in the company's
Personnel records, personnel files, human-resources records, human-resources files
40. When Dakota tells his boss that Emily is not pulling her weight on the project they are working on, he is making a(n)
Complaint
41. To help new employees become acquainted with their new surroundings during their first few days of work, businesses often provide job
Orientation
42. An instructional method in which general information is explained to a group of people at one time is called a(n) _____
Lecture, discussion
43. The people who perform the business's work for pay are called
Employees, workers, human resources
44. An operating budget helps a business to effectively allocate all of its _____
Resources
45. The items that the business needs and uses to operate are called —.
Supplies
46. A compensation method in which a salesperson is paid a percentage of the total amount of a sale is called a(n) _____
Commission, bonus
47. Regulations requiring that workers be at least 18-years-old to perform certain types of work are employment laws related to
Age
48. What type of work team directs its own workload?
Self-directed
49. When Cayden meets with an applicant to discuss a job with the company, he is conducting a(n)
Job interview, employment interview

NM DECA Quiz Bowl Questions, State CDC 2010

Round 6

1. The usefulness someone gets out of a good or service is called —
Utility
2. A good way to remember what was discussed at a meeting is to take _____
Notes, minutes
3. When marketers evaluate customers' decisions based on age, gender, or race, they are examining
Demographics
4. The holding of goods until they are sold is called _____
Storage
5. The way in which a country makes economic decisions is called its economic —
System
6. When an employee can accomplish a task with a minimal expenditure of time and effort, the
employee is being
Efficient
7. An indication of how changes in price will affect changes in the amounts demanded and supplied is
called _____
Elasticity
8. The way in which you hold your body when sitting and standing is your
Posture, body language
9. Businesses sell goods and services to customers to fulfill unmet wants and _____
Needs
10. Layla focuses on obtaining measurable results in her work because she is _____ oriented.
Achievement, goal
11. A set of written questions designed to gather information for research purposes is called a
Questionnaire, survey
12. During the contraction phase of the business cycle, the demand for goods and services tends to
Decline (decrease)
13. Jacob allows the Rock' em Out Music Store to send him promotional messages to his computer. This
is an example of _-_
Opt-in e-mail
14. When a business eliminates weak goods and services from its product line, it is called product
Discontinuation
15. The amount of power that one person has during a negotiation is called
Leverage
16. A unit of work assigned to an individual to complete a job is a job
Task
17. A one-of-a-kind attribute of a product or brand that separates it from the competition is called a
unique selling
Proposition, point

NM DECA Quiz Bowl Questions, State CDC 2010

18. The process of choosing a representative group of consumers to survey is known as
Sampling
19. The rapid and unimpeded flow of capital, labor, and idea across borders is called
Globalization, international trade
20. A written summary of tasks that an employee performs is called a job
Description
21. What type of training occurs outside the company?
External
22. When an employee brings a discrimination complaint about his/her employer before the court, it is
called a(n) _____
Lawsuit
23. When a supervisor provides written or verbal guidance to an employee for completing a task, s/he is
giving _____
Directions, instructions
24. What training method involves acting out a situation without a script?
Role playing
25. Payroll taxes are taken out of an employee's _____ earnings.
Gross
26. Employees are usually fired for severe policy
Violations, infractions, penalties
27. Job openings are affected by the natural reduction in numbers of people due to job changes,
retirement, and death. This occurrence is called _____
Attrition
28. The Putnam Company pays Kelly \$60,000 a year to perform her job as a marketing specialist. This
payment or income is Kelly's
Salary
29. A business hires very young children to work long hours in unsafe working conditions for 10 cents a
day. This business is running a(n)
Sweatshop
30. The set of procedures or strategies for attracting the target customer to the business is called the
Marketing plan
31. When a business prices its products low, it is positioning the products to emphasize
Value
32. When Madison wants to identify the points at which revenues equal total costs at various prices, she
should conduct a(n) _____ analysis.
Break-even
33. The blueprint or compass for all of the company's activities is the
Business plan
34. What type of government policy regulates the flow of money?
Fiscal, financial

NM DECA Quiz Bowl Questions, State CDC 2010

35. A business evaluates its customers' experiences with the business to determine the customers' _____ levels.
Satisfaction
36. When a business rents a facility, the business owner is usually required to sign a —
Lease, lease agreement
37. The impressions that a business tries to communicate to its customers create the business's
Image, brand, corporate brand
38. When a business wants to evaluate its rivals' activities, it should conduct a—
Competitive analysis
39. A business can often determine which products it should offer by asking people who use them. These people are the business's _____
Customers, clients, clientele
40. To protect competition in the marketplace, businesses must follow what type of laws?
Anti-trust
41. The Curtis Company determined that it should not expand into a country that is in the middle of a civil war. What type of external factor did the company base its decision on?
Political
42. A business that sets unrealistic, out-of-reach goals for its employees is behaving in what way?
Unethical, unreasonable
43. When a business assesses the computer programs and electronic equipment that will help it operate efficiently, the business is evaluating its _____ needs.
Technology, technical
44. During times of inflation, the demand for money increases because goods are more
Expensive
45. Chances of loss due to changes in the market are
Economic risks
46. When the distribution chain is operating inefficiently, the producer or channel leader should evaluate the performance of the _____
Channel members

NM DECA Quiz Bowl Questions, State CDC 2010

Round 7

1. What type of situation occurs when an economic want exists; there is an idea for a product to fulfill that want; and people are willing to buy the product to fulfill that want?
Market opportunity
2. The costs involved in running a business are commonly called _____ expenses.
Operating
3. Events at which businesses display or demonstrate their products to build sales leads and interest are called _____
Trade shows
4. Businesses order the items they need to operate from
Vendors, suppliers
5. The process of systematically recording, organizing, and destroying necessary business information is called _____
Record keeping
6. The element of a print advertisement that provides facts about the product is called the
Copy, body copy, content
7. The negotiating process in which union leaders and company representatives engage to determine the terms and working conditions that are to be provided to employees is called — —
Collective bargaining
8. What type of production involves rapidly manufacturing large quantities of an item?
Mass
9. The Pillsbury Doughboy is an example of a trade _____
Character, emblem
10. The amount of money that a buyer is willing to pay and the seller is willing to accept for a good or service is called the _____
Exchange price, selling price, price
11. Name the theory of motivation that arranges needs in five sequential levels, including physiological, safety, social, status, and self-fulfillment needs.
Maslow's Hierarchy of Needs
12. What type of business records helps businesses make their payments on time and bill their customers accurately?
Accounting, financial, fiscal
13. A prediction or estimation of sales is called a sales _____
Forecast
14. A company strategy in which the business temporarily closes and employees are not allowed to come to work is called a(n) _____
Lockout
15. A brand strategy that uses an existing brand name for a new or improved product line is called a brand _____
Extension

NM DECA Quiz Bowl Questions, State CDC 2010

16. Revenue minus the cost of goods sold equals
Gross profit
17. When a business sells a product below cost, that product is a loss
Leader
18. Tony talked to Sally about a job opportunity with her company when they met at a trade-association meeting. Tony is engaging in an activity called _____
Networking
19. Calendars help employees manage their _____
Time
20. Another term to describe word-of-mouth promotion is _____
Buzz marketing
21. In the business cycle, the lowest point of economic activity is the
Trough
22. Unbranded items that are plainly packaged, are of lower quality, and are sold at lower prices than branded products are called _____ items.
Generic
23. Name the type of costs that are not affected by changes in sales volume.
Fixed
24. What marketing-research method assesses cause and effect by comparing test groups with control groups?
Experiment
25. Charitable donations and dental insurance are examples of what type of employee payroll deduction?
Voluntary
26. What type of training is designed to help trainees become more aware of their own behaviors and how others perceive them?
Sensitivity training
27. What form of corrective discipline involves administering a more severe penalty each time an offense is repeated?
Progressive
28. Perry is a student who works 15 hours a week after school. What type of employee is Perry?
Part-time
29. In the workplace, both businesses and employees have certain expectations and legal
Rights
30. Sidney gathers her staff to advise them of some changes occurring in the workplace. Sidney is holding a(n) _____
Meeting
31. When Alex conducts a performance review, he should provide two types of feedback—positive and
Negative
32. What type of clause in an employment contract involves a promise that the employee will not work for the firm's competitors for a certain timeframe upon leaving the firm?

Non-compete

NM DECA Quiz Bowl Questions, State CDC 2010

33. A summary of payroll deductions appears on the employee's pay Stub
34. If you have your employer withhold too much tax money from your paycheck, you might be eligible for a tax _____
Refund
35. What law states that businesses must pay employees a minimal amount of money per hour?
Minimum wage
36. A manager often prepares a document that outlines the topics that will be discussed in a meeting. This document is commonly called a(n)
Agenda
37. Companies that are financially struggling may require their employees to take a pay
Cut (decrease)
38. A training method that involves replicating a workplace situation and having employees respond to it is called a(n) _____
Simulation
39. When Sam complains to his supervisor that the office is too noisy and distracting, he has a problem with the physical
Surroundings, environment
40. When Cortland Manufacturing Company puts its employees' paychecks in their bank checking account every Friday, it is making an automatic or direct payroll
Deposit
41. A person who oversees the activities of others is called a—
Supervisor
42. A skill, knowledge, or attitude needed by an employee to be successful in his/her job is called
Competency
43. After a manager selects an applicant to hire, s/he contacts the applicant to extend a job
Offer
44. Lynette earns extra income by working at the department store during its busiest time of the year, which is between Thanksgiving and New Years Day. What type of worker is Lynette?
Seasonal
45. An employee's compensation often includes health insurance and paid vacation, which are elements of his/her _____ package.
Benefits
46. To reinforce verbal directions, supervisors should repeat key _____
Points (phrases, ideas, concepts)
47. As a new employee, Kendra had the opportunity to learn several jobs at one time. This is an example of training method called job
Rotation
48. All the ways in which people differ in the workplace is commonly referred to as
Diversity

NM DECA Quiz Bowl Questions, State CDC 2010

49. When a business wants to determine if its outputs are generating enough profit, what type of revenue should it analyze?
Marginal
50. Businesses evaluate their marketing activities to determine the return on
Marketing investment
51. What qualitative sales-forecasting method involves gathering opinions from company executives and outside experts, such as consultants and industry analysts?
Delphi technique
52. What type of analysis should a business conduct, when it wants to assess its current circumstances and the direction in which it is moving?
Situation, Situational
53. Businesses tend to borrow more money when the government lowers the prime interest —
Rate
54. So readers can go quickly to the section of the business plan that they would like to review, it is important to include a(n) _____
Table of contents
55. A country that places restrictions on its imports and exports is creating a trade
Barrier
56. When a retailer considers potential customers' zip codes, it is identifying a target market on the basis of _____
Geographics
57. What type of ratio does a business use to analyze its ability to meet its current debt?
Liquidity
58. The "T" in a SWOT analysis stands for
Threats
59. What section of a business plan answers the question, "What is the general outlook for the industry?"
Market analysis
60. The standards, rituals, attitudes, and belief systems in the workplace environment create the business's
Organizational culture
61. The amount of money that a business spends to acquire its goods, equipment, buildings, and property is called _____
Capital investment
62. The possibility of loss to a business that involves human weakness and unpredictability is called
Human risk
63. A fashion designer allows only a few boutiques in a particular area to sell her dresses. What type of distribution strategy is the designer using?
Selective
64. When a business decides it wants to specialize effectively, what type of product mix should the business use?
Narrow

NM DECA Quiz Bowl Questions, State CDC 2010

65. The difference between current assets and current liabilities is called _____
Working capital
66. What financial ratio indicates the profitability of a company for a certain timeframe?
Return on sales
67. When a business wants to identify both the successes and the problems associated with its marketing strategies, it should conduct a marketing
Audit
68. What type of risk involves the chance of loss that may result in loss, no change, or gain?
Speculative
69. A business that uses an intensive distribution strategy usually wants to make its products available in all possible
Locations, outlets
70. What component of a business plan provides details about the firm's purpose and history?
Company description
71. What trade barrier involves banning exports to another country?
Embargo

NM DECA Quiz Bowl Questions, State CDC 2010

Round 8

1. What do you call a computerized storage system for information and facts?
Database
2. What does the acronym WWW stand for?
World Wide Web
3. When Annette combs her hair and brushes her teeth before going to work, she is maintaining her personal
Appearance (hygiene)
4. A set image or assumption about a person is called a(n)
Stereotype
5. If Allen shows that he is a good worker, it is possible that he could be
Promoted, advanced
6. The duty of businesses to contribute to the well-being of society is called social
Responsibility
7. The marketing function that involves developing and improving a product is called product/service
Management
8. What type of customer seems to look for problems?
Difficult, argumentative
9. A plan of action for achieving marketing goals is called a marketing _____
Strategy
10. Because Tim bought life insurance, he is now—
Policyholder
11. Unwanted, unsolicited e-mail messages are referred to as
Spam
12. What type of service is not attached to any tangible good?
Pure
13. An unfavorable balance of trade in which a nation's imports are greater than its exports is called a
trade _____
Deficit
14. What type of maintenance involves inspecting business equipment for breaks?
Preventative
15. When providing an employee with directions to complete a task, a supervisor should give the steps in
the proper
Sequence, order
16. During a performance review, a supervisor should provide feedback that helps the employee to —
Improve, succeed
17. When The Camden Company refuses to hire women to work as outside sales representatives, it is
discriminating on the basis of _____
Sex, gender

NM DECA Quiz Bowl Questions, State CDC 2010

18. An organized list of activities to be completed during a new employee orientation program is called an orientation _____
Checklist
19. The business or person that hires employees to do the business's work is a(n)
Employer
20. What type of sales forecast is a quarterly projection of sales?
Short-term
21. A business's income statement lists the reduction of value of its assets, which is known as
Depreciation
22. Banks usually require firms to present their business plans when they apply for a(n)
Loan
23. To reduce the risk of hiring unqualified people, businesses often require job candidates to take an
aptitude
Test, exam
24. Capital investment involves the acquisition of
Assets