

# 2010-2011 DECA State Quiz Bowl Questions

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## Round 1

1. Government reports, industry journals, and reputable web sites usually contain relevant \_\_\_\_\_ information (data)
2. Criticism or disapproval is called negative \_\_\_\_\_ feedback
3. Paper money and coins are types of \_\_\_\_\_ currency
4. What e-mail function allows a receiver to respond to a sender's e-mail message?  
Reply
5. Brushing your teeth, combing your hair, and wearing appropriate clothing are part of maintaining your personal \_\_\_\_\_ appearance (grooming)
6. When you want to place money in the bank, what type of slip do you need to complete?  
Deposit
7. When you arrive at work on time and complete work by your deadlines, you are exhibiting ethical work \_\_\_\_  
Habits, behavior practices
8. People who view problems as opportunities tend to have a positive  
Attitude, outlook
9. Although Bob was angry about Paul's comment, he didn't yell or over react. Bob was demonstrating self-  
Control, restraint
10. Money is used as a medium of \_\_\_\_\_  
Exchange, currency
11. Money payments for labor are called  
wages (salaries, earnings), paycheck
12. Smiling, clapping, frowning, and waving are forms of what type of communication?  
Nonverbal (Body language, Nonverbal language)
13. What type of form provided to you by a prospective employer, requires you to record your employment history, skills, and educational background?  
Job application (Employment application)
14. What type of financial arrangement involves buying now and paying later?  
Credit
15. Ryan was a sales representative with Randall Manufacturing, but he has recently become the sales manager. Ryan has been \_\_\_\_\_  
promoted
16. What is Kevin doing when he assumes that Maria likes to cook and sew because she is a female?  
Stereotyping
17. What type of computer software program is most commonly used to develop memos and reports?  
Word-processing
18. When you do not share a friend's confidential information with others, you are respecting your friend's \_\_\_\_  
Privacy, confidentiality
19. In what text-entry field do you enter a short phrase that describes the topic of your e-mail message?  
Subject

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20. When you are willing to be flexible, it is easier for you to adapt to  
Change
21. Bing and Google are examples of search \_\_\_\_\_  
engines
22. Effective verbal communication requires speakers to pronounce words  
Clearly, correctly
23. Todd pays Mr. Watkins \$650 a month to live in an apartment. Mr. Watkins is earning income by charging  
\_\_\_\_\_  
rent
24. The Ohio State University arranged for Ella to work at a local radio station to gain on-the-job experience.  
Ella is participating in a(n) \_\_\_\_\_  
internship (co-op experience), work-study
25. What type of regulation reduces the risk of workplace accidents?  
Safety, OSHA
26. If a message or response pertains to the topic at hand, then it is considered to be \_\_\_\_\_  
relevant (pertinent, appropriate, applicable, germane)
27. What type of income is earned by leaving money in a savings account for a long period of time?  
Interest
28. To ensure that he runs the fax machine correctly, William should read the manufacturer's instruction \_\_\_\_  
manual (guide, book, booklet)
29. Employees who are devoted to their employers' purposes and goals are exhibiting  
loyalty (faithfulness, support)
30. Hair color, height, and weight are \_\_\_\_\_ characteristics.  
physical
31. What term describes the amount on money earned before taxes are deducted?  
Gross earnings (Gross pay, Gross income, Gross wages)
32. Although she doesn't get paid, Ingrid goes to a nursing home every Tuesday to help residents and gain  
exposure to the health-care field. In what activity is Ingrid participating?  
Volunteer work (Volunteering)
33. What type of income is earned from owning shares of stock?  
Dividends
34. When Cole can relate to other peoples' thoughts and feelings, he is expressing \_\_\_\_\_  
Empathy
35. What "e" term describes business activities that are conducted over the Internet?  
E-commerce, electronic commerce
36. Because Meredith organized the store's shelves without being asked, she demonstrated \_\_\_\_\_  
Initiative
37. When you move money around from one account to another account on the Internet, you are performing  
an electronic funds \_\_\_\_\_  
Transfer
38. Language differences and loud noises are example of communication \_\_\_\_\_  
barriers

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### Round 2

1. What type of tax is levied on goods such as sweaters, televisions, and mixing bowls?  
Sales
2. Lucy is meeting with Mrs. Jones to discuss her qualifications for an employment opportunity with Carlson Industries. Lucy is in the process of a job interview
3. What type of tax is paid on land and buildings?  
Property
4. If you have the ability to effectively recognize and manage your own emotions as well as others' emotions, you possess a high level of emotional \_\_\_\_\_  
Intelligence, maturity
5. The paper that summarizes your earnings and related tax deductions for a pay period is called a(n) \_\_\_\_\_  
pay stub (paycheck stub)
6. Kaitlin tells Alan, "Take a left on Main Street and then a right on River Road. The grocery store is the third building on the left." Kaitlin is providing Alan with verbal directions (instructions)
7. When Denise showed her intense interest in the new program, she was expressing her \_\_\_\_\_  
Enthusiasm
8. Because Mike always wears his hardhat and protective goggles while on the job, he is following safety \_\_\_\_\_  
precautions (rules, procedures, policies)
9. What type of agency helps job seekers find work?  
Employment
10. When you take money out of your bank-account, you are making a(n) \_\_\_\_\_  
withdrawal
11. Amy knew that Jackie was becoming upset while she was speaking because a change occurred in Jackie's tone of \_\_\_\_\_  
voice
12. When you learn to perform a task through training and practice, you are developing a(n) \_\_\_\_\_.  
skill
13. When people consistently believe what you say, you have established \_\_\_\_\_  
Credibility, believability, trust
14. The marketing mix consists of price, product, promotion, and \_\_\_\_\_  
place
15. Because Byron writes down the key points of Wendy's speech, he is taking  
Notes
16. The usefulness created by altering or changing the shape of a good to make it more useful to the consumer is known as \_\_\_\_\_  
form utility
17. Another term for discretionary income is \_\_\_\_\_  
disposable income
18. Spending money to obtain something you desire is a(n) \_\_\_\_\_  
economic want

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19. What economic system exists in the countries Sweden and France?  
Socialist (Socialist command, socialism)
20. When you direct your marketing efforts to appeal to the whole market, you are engaged in \_\_\_\_\_  
mass marketing
21. Because selling involves interaction with customers, it is a form of \_\_\_\_\_ communication.  
personalized (personal, direct)
22. A manufacturer provides a written statement that it will replace the product's parts up to one year after purchase. This is an example of a(n)  
limited warranty, warranty
23. What function of business is responsible for planning, staffing, leading, and organizing the company's employees?  
Human-resources management
24. Name the phase of the selling process in which a salesperson would say to a customer, "Hello. How may I help you today?"  
Approach
25. A business that contributes to the well-being of society is being socially \_\_\_\_\_  
responsible
26. Tangible items that are produced for personal use are called  
consumer goods, goods
27. What marketing function is used to communicate product information?  
promotion
28. What form of business ownership receives all of the profits and accepts all of the risks?  
Sole proprietorship
29. What term describes the way in which a country makes its earning and spending decisions?  
Economic system
30. Intermediaries who assist in the sale and/or promotion of goods and services but do not take title to them are called \_\_\_\_\_  
agents
31. Real estate and collectibles are types of ownership \_\_\_\_\_  
Investments, property
32. The process of keeping financial records is known as \_\_\_\_\_  
accounting
33. McDonald's and Burger King are direct  
competitors
34. The way in which people handle their disagreements with others is their conflict  
response mode, resolution
35. The Crispy Cracker Company divided the market on the basis of gender, age, and income. What form of segmentation did the company use?  
Demographic
36. Current liabilities are debts that must be paid within one  
year (fiscal year)
37. Inputs are used to create  
outputs (products)

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38. What form of selling involves the use of intermediaries to transfer the ownership of a product?  
Indirect
39. What types of goods are capable of being touched, seen, heard, tasted, or smelled?  
tangible (physical)

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### Round 3

1. What type of software do you use to develop a computer slideshow?  
Presentation, PP, Keynote
2. To plan their work schedules, employees often use electronic  
Calendars, outlook, planning
3. Taxes are paid to various levels of \_\_\_\_\_  
government
4. The central processing unit (CPU) is a component of a computer system's  
hard drive, hard drive
5. To reconcile your checking account, you must compare your checkbook register with your bank \_\_\_\_\_  
statement (balance)
6. Employers expect workers to arrive at work on \_\_\_\_\_  
time
7. The data in a spreadsheet are entered and stored in small units called  
cells
8. Kelly restate Tim's message in other words to confirm that she understood what Tim said. This action is  
called \_\_\_\_\_  
paraphrasing
9. What is presented to you after entering search terms into a search-engine query field?  
Results, hits
10. Trish is a manager who exercises a high degree of control and makes all significant decisions about the  
business. What management style is Trish exhibiting?  
Authoritarian
11. The business function that involves all money and money management matters is called \_\_\_\_\_  
finance
12. What type of warranty is written or communicated verbally?  
Express, oral
13. ABX Industries and TXR International combined to form one organization through a(n) \_\_\_\_\_  
merger
14. What type of policy can individuals and businesses purchase to manage their risk?  
Insurance
15. A particular group's traditions, habits, and customs is its \_\_\_\_\_  
culture
16. What sector of the economy is owned and controlled by individuals or businesses?  
Private
17. The Fizzy Soft-Drink Company recently aired a commercial about the dangers of smoking cigarettes.  
Name the type of promotion that Fizzy used.  
Public service
18. Businesses from which other businesses buy goods and services are called  
suppliers (vendors)
19. After determining the features that Mr. Sprague wants on his computer printer, Beth recommends the  
Model CZX printer. Which phase in the selling process has occurred?  
Needs

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20. What condition exists when a single business influences the entire production of a particular good or service?  
Monopoly
21. The process of rating products according to certain standards or characteristics is called \_\_\_\_\_  
grading
22. Items of value that a business owns that are not expected to change are called risk  
fixed assets, assets
23. What hybrid form of business ownership is used by business professionals to protect innocent partners from the malpractice of other partners?  
Limited liability partnership (LLP)
24. Freecreditreport.com is one organization that can help you verify your credit history (activities, standing), rating, score
25. An estimation of income and expenses is called a(n)  
budget
26. The Keebler elves are examples of \_\_\_\_\_.  
trade characters, trademark
27. The chance of loss is called  
line
28. What illegal purchasing agreement involves pressuring customers to buy unneeded products to obtain the goods and services that they really want?  
Tying
29. The economic condition in which additional employees reduce overall productivity is defined as the law of \_\_\_\_\_  
diminishing returns
30. Deep-breathing is a technique that many people use to manage their stress (stress levels)
31. The final total value of all goods and services produced within a country's geographic boundaries during a twelve-month period is called \_\_\_\_\_  
gross domestic product (GDP)
32. What condition describes the rapid increase of prices?  
Inflation
33. A group of related product items is called the product \_\_\_\_\_  
line
34. The physical characteristics of a product are called product \_\_\_\_\_  
Features
35. What is the food-related term for junk-email?  
Spam
36. Couponing and product sampling are examples of \_\_\_\_\_ -  
sales promotion, promotion
37. During what phase of the business cycle does economic prosperity reach its highest point?  
Peak
38. What form of advertising is placed on busses and automobiles?  
Transit (Out-of-home)

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39. Identify the marketing-research method that involves watching consumers.  
Observation
40. Identify the marketing function that determines how much a business will charge for its products.  
Pricing

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### Round 4

1. Before the insurance company will pay for all of Bob's health needs, Bob must pay a set amount of money, which is called a(n) deductible
2. A term that describes all of the ways in which people differ is \_\_\_\_\_  
diversity
3. The manufacturer of Dirt-Be-Gone laundry detergent promises its customers a full refund if they are not satisfied with the product. This is an example of (an) \_\_\_\_\_
4. guarantee
5. Lawn care and dry-cleaning are examples of economic \_\_\_\_\_  
services
6. Jessica wants to run in the Boston Marathon. What type of goal has Jessica set?  
personal
7. If employees rely on one another to complete work, their relationship is  
Interdependent, cooperative, collaborative, teaming
8. What process is used to determine the projects in which a business should invest?  
Capital budgeting, investment strategies
9. Dividing a market into small groups that possess similar characteristics is a process called market \_\_\_\_  
segmentation
10. What are the monies that a business spends?  
Expenses
11. Because Jena makes wedding gowns, she is a(n) \_\_\_\_\_  
producer (manufacturer)
12. What type of credit account limits the total amount of money that may be owed and charges interest on outstanding balances?  
Revolving
13. Michelle answers the telephone by saying, "Courtland Industries. How may I help you?" Michelle is answering the telephone in a(n) \_\_\_\_\_ manner.  
business like (professional, appropriate, proper, courteous)
14. What business document contains the discussion points of a meeting?  
Agenda
15. The staffing activity that involves seeking out and attracting qualified potential employees is \_\_\_\_\_.  
Recruiting
16. A businessperson who creates a business from scratch is called (a)n  
entrepreneur
17. What type of letter should job seekers include with their résumés?  
Application (Cover, Letter of application)
18. Plans for achieving goals and activities are called \_\_\_\_\_  
strategies
19. When you express a different point of view during a group discussion, you are offering your  
opinion
20. Assets minus liabilities equal \_\_\_\_\_  
equity (owner's equity), net worth, profit

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21. What résumé format organizes your work experience in relation to time?  
Chronological
22. Items in their natural state or condition are  
raw materials
23. What type of written message is developed to influence behavior?  
Persuasive
24. To indicate that you appreciate your customer's business, you should always say  
thank you
25. The quality of life or general conditions in which people live is commonly referred to as their \_\_\_\_\_  
standard of living
26. A buyer's devotion to a particular business is called customer -  
loyalty
27. Maintaining proper posture and speaking loudly and clearly are important considerations when making  
an oral \_\_\_\_\_  
presentation (speech)
28. On what type of list do people often write the specific tasks that they need to complete within a specific  
time?  
To-do, task list
29. What marketing activity focuses its efforts on establishing positive connections with the general  
population?  
Public relations
30. Selling a toothbrush, dental floss, and toothpaste in a package that is priced less than the three items  
purchased separately is an example of \_\_\_\_\_  
product bundling
31. What type of law governs the agreements made among two or more individuals or businesses?  
Contract
32. Name the form of trade that occurs with other countries.  
International (Global)
33. The form of advertising that involves the use of products as props in movies, television shows, and video  
games is called \_\_\_\_\_  
product placement (product cameo)
34. A well-written report should not contain grammatical and typographical  
errors (mistakes)
35. A business that releases its customers' information without their approval is behaving \_\_\_\_\_  
unethically
36. Taxes on imported goods are called \_\_\_\_\_  
tariffs
37. A cosmetic company displayed its products to build sales leads and interest during an industry-  
sponsored event, which is called a(n) \_\_\_\_\_  
trade show (trade exposition, exposition)
38. What type of group is used in marketing research to discuss a specific topic?  
Focus

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39. When people are out of work because of factors that involve the time of year, it is referred to as \_\_\_\_\_  
seasonal unemployment
40. What condition exists when products or processes become outdated due to technological advancements?  
Obsolescence
41. A group of workers who have joined together to improve the terms and conditions under which employees work is called a(n) \_\_\_\_\_.  
labor union
42. What economic condition exists when a country exports more than it imports?  
Trade surplus

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### Round 5

1. What type of promotion does not attempt to sell a good or service?  
Institutional (Corporate)
2. If Colleen wants to evaluate the financial condition of her business at that particular moment, she should review a(n)  
balance sheet, income statement, cash flow statement
3. As a new production worker, Dylan attended a meeting that acquainted him with his new work environment and company's policies. Dylan attended an employee  
orientation
4. When Tom recommended that Mrs. Wilson purchase an extra battery for her new camera, he was engaged in \_\_\_\_\_  
suggestion selling
5. What process involves storing old information for future reference?  
Archiving (Filing)
6. What type of customers seem to always look for problems in almost everything and  
Argumentative (Difficult)
7. The future that you desire to create is your personal  
Vision, goal
8. When too much communication occurs too fast, it often causes a condition commonly referred to as  
information \_\_\_\_\_  
overload
9. Who are the owners of a corporation?  
Stockholders (Shareholders)
10. What type of service policy provides guidelines for customers who want to send unacceptable  
merchandise back to the store?  
Return (Return and Adjustment)
11. What is the ultimate goal of all economic activity?  
Consumption, profit
12. What type of standard is used to measure the degree of excellence of a product?  
Quality
13. The activities and benefits provided by a business to its customers to create good will and customer  
satisfaction are ways to provide \_\_\_\_\_  
customer service
14. What type of franchise system is a dealership or exclusive distributorship?  
Product trade-name
15. Confidential information that belongs to an organization and cannot be released to the public is called  
\_\_\_\_\_ information.  
proprietary (private)
16. Individuals or businesses to whom a business owes money, or from whom it wants to borrow money are  
called \_\_\_\_\_  
creditors
17. What type of law governs the way individuals and businesses dispose of hazardous waste?  
Environmental

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18. Another term for a tag line is a(n) \_\_\_\_\_.  
slogan
19. What type of goods and services are bought from other countries?  
Imports
20. What creative-thinking technique involves the identification of as many ideas as possible during a set time period?  
Brainstorming
21. Another term for store brand is \_\_\_\_\_.  
private brand, house brand
22. During the expansion phase of the business cycle, employment rates tend to increase (rise, grow, go up, escalate, go higher)
23. A deceptive business practice that involves promoting a low-priced item to attract customers and then trying to sell them a higher-priced item is called \_\_\_\_\_.  
bait-and-switch
24. What type of promotional message appears in a separate computer browser window?  
advertisements (Pop-up ads, Pop-ups)
25. What public-relations tool provides written information to the media for the purpose of obtaining publicity?  
Press release (News release)
26. A theme that is carried out through multiple promotional media is often called an advertising \_\_\_\_\_.  
campaign
27. What type of trade occurs within nation's borders?  
domestic
28. The Nike "swoosh" is an example of \_\_\_\_\_.  
mark (logo), image, trademark
29. When consumers or union members refuse to buy a company's products, they are staging a(n)  
boycott
30. The component of a report that provides an overview of the entire document is called the \_\_\_\_\_.  
executive summary
31. The process of reaching an agreement is called  
negotiating (negotiation)
32. What do governments levy to raise funds for infrastructure improvements?  
Taxes
33. The component of an advertisement that contains informational text is called the  
copy
34. Name the term used to describe a court order that forbids someone from carrying out an act.  
injunction
35. Carla will only buy Coke soft-drink products. This is an example of brand  
Insistence, loyalty
36. What marketing research method involves asking consumers to complete a questionnaire in order to learn their opinions and the reasons behind those opinions?  
Survey (Surveying)

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37. Businesses can legally protect their inventions from unauthorized use by obtaining a(n) \_\_\_\_\_  
patent
38. Salaries, utilities, and insurance are examples of a business's \_\_\_\_\_ expenses.  
operating
39. Identify the component of an advertisement that consists of photographs, drawings, or graphics.  
illustration

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### Round 6

1. What type of resource produces the goods and services?  
Human
2. What type of liability is a mortgage?  
Long-term
3. In what type of economic system does the government regulate the economy but not control it?  
Market (Free enterprise, Mixed, Free market, Capitalistic, Private profit)
4. What type of customers frequently have difficulty in making a choice or a buying decision?  
Indecisive
5. A person who is authorized to buy and sell securities on an exchange is called a stock broker
6. In relation to the concept of economics, sunshine and fresh air examples of noneconomic wants (free goods, natural resources)
7. During what phase of the selling process does the salesperson ask the customer about the intended use of a product?  
Discovering customer/client needs (Discovery)
8. The function of buying goods and services for a business is called \_\_\_\_\_  
purchasing (procurement)
9. Macy's, Best Buy, and Target are examples of what type of business?  
Retail (Retailers, Retailing)
10. Sophia makes a \$145.93 payment to a creditor on the 15<sup>th</sup> of every month. This is an example of what type of credit account?  
Installment
11. Mr. Jones told the restaurant server that his food was cold and not cooked the way he liked it. This is an example of a customer \_\_\_\_\_  
complaint
12. The body of customers is upon which a company can rely for considerable repeat business is the company's \_\_\_\_\_  
clientele
13. What creative-thinking technique utilizes different ways of approaching a problem?  
Six Thinking Hats
14. A list that shows a product's attributes and advantages is called a(n) \_\_\_\_\_ -  
feature-benefit chart
15. When Alex was given the name of a business that might be interested in purchasing his employer's products, he received a sales \_\_\_\_\_  
lead
16. Identify the illegal practice involving businesses that agree on prices of their goods and services, which results in little choice for consumers.  
Price fixing
17. The public-relations activity that involves inviting members of the media to a meeting to make an announcement is called a press \_\_\_\_\_.  
conference
18. The area of law that focuses on the inability to pay debts is called  
bankruptcy

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19. The point at which a new product goes into full-scale production is called commercialization
20. What condition exists if more money flows into the business than flows out of it?  
cash surplus (surplus, profit)
21. As the inflation rate increases, purchasing power tends to \_\_\_\_\_  
decrease (decline fall, drop, lessen, lower)
22. Product information that is printed and then attached to the item is called a(n)  
label
23. Any type of undertaking or task that has a distinct beginning and end is called a(n)  
project
24. The business's final profit is its \_\_\_\_\_ income.  
net
25. When a brand owner allows another company to use the brand in exchange for a fee, it is known as brand \_\_\_\_\_  
licensing
26. Becoming highly skilled in one, very small portion of a job is called task  
specialization
27. An important aspect of customer relationship management involves implementing activities that maintain or improve the customers' levels of \_\_\_\_\_  
satisfaction
28. During which stage of the product life cycle do sales peak and then increase at a slower rate or start to decline?  
Maturity
29. What decision-making outcome requires the substantial agreement of each group member?  
Consensus
30. A negotiation outcome in which both people benefits commonly called a(n) \_\_\_\_\_ - \_\_\_\_\_  
situation.  
win-win
31. Businesses often use marketing research to solve  
problems (issues, concerns)
32. A business is behaving ethically when it takes steps to keep its customers' confidential or private information \_\_\_\_\_  
secure (safe)
33. Another term for vendor is  
supplier
34. The introduction of a product to a limited market to see how it will be accepted is the process of \_\_\_\_\_  
test marketing
35. A summary of a business's income and expenses over time is called a(n)  
income statement (profit-and-loss statement, earnings statement)
36. What term describes the methodical withdrawal of a product from the market?  
Product discontinuation (Discontinuation, Product elimination, Elimination)

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37. What term describes a measure of central tendency and is the number that appears most frequently in a group of numbers?  
Mode
38. Who is responsible for overseeing all of a project's activities?  
Project manager
39. When a government implements policies to protect domestic businesses against foreign competition, it is engaging in a practice called \_\_\_\_\_  
protectionism
40. What process involves collecting information about a business's internal and external surroundings?  
Environmental scanning
41. To obtain additional skills and information to succeed in a given industry, businesspeople often join \_\_\_\_\_ professional organizations (professional associations, trade organizations, trade associations)
42. In project management, the document that outlines the tasks and activities that need to be completed is called the statement of \_\_\_\_\_  
work
43. When deciding to exhibit at a trade show, a business should consider the number of participants who will be \_\_\_\_\_ the show.  
attending (visiting, going to)
44. What term describes a company's ongoing efforts to offer better goods and services?  
Continuous improvement
45. The collection of information to help the business define its issue, situation, or concern is called  
exploratory research

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### Round 7

1. What management style involves exercising a moderate degree of control over employees?  
Democratic
2. The parts that are used to produce a toaster are called \_\_\_\_\_  
inputs
3. Barney's Bakery paid \$150 for all of the supplies that it needed to bake 24 cakes. What type of expense does the \$150 represent?  
Cost of goods
4. What term describes an emphasis on independent work and accomplishments?  
Individualism
5. An illegal form of multi-level marketing in which emphasis is placed on collecting initial fees from as many people as possible is called a(n) \_\_\_\_\_  
pyramid scheme
6. Monies owed to a business by others are called accounts \_\_\_\_\_  
receivable
7. Manufactured items that are used to produce goods and services are called  
capital goods (capital resources)
8. The processes by which marketers ensure that products are distributed to customers efficiently and effectively make up the market function of \_\_\_\_\_  
channel management
9. What do governments develop to stabilize the economy?  
Monetary policies (Regulations, Laws, Fiscal policies)
10. What conflict response mode involves giving or accommodating the other party?  
Yielding
11. A business that needs to borrow cash might obtain a bank \_\_\_\_\_  
loan
12. A salesperson who visits unknown, prospective customers without an appointment is engaging in \_\_\_\_  
cold calling
13. Identify the stage of the product-life cycle in which the product first appears in the marketplace.  
Introduction (Introductory)
14. A six-month contraction in economic activity is called a(n)  
recession
15. You can obtain training to enhance your career development by attending classes, seminars, and \_\_\_\_  
workshops
16. What type of detailed analysis is used to determine if it is practical to produce a product?  
Feasibility (Feasibility study, Feasibility analysis)
17. To create a quality culture, all of the business's employees must be committed to minimizing their errors and maximizing their \_\_\_\_\_  
efficiency (productivity, potential)
18. Business costs that change according to changes in sales volume are called  
variable expenses
19. Kellogg's, Kentucky Fried Chicken, and Amazon.com are examples of trade  
names

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20. A trade restriction that limits the quantity of goods that can move into or out of a country is a(n) \_\_\_\_\_  
quota
21. What type of production involves rapidly making large quantities of goods?  
Mass
22. A calendar is an example of a(n) \_\_\_\_\_ - \_\_\_\_\_ tool.  
time management
23. In what type of format is statistical information presented?  
Numerical
24. Non-monetary payments that workers receive in addition to wages or salaries are called \_\_\_\_\_  
fringe benefits (incentives, benefits package)
25. An effective persuasive message should influence the reader to take  
action
26. Another term to describe a bill that is sent to a customer is a(n)  
Invoice
27. What marketing-research tool involves having certain households or individuals record their monthly purchases of specific products for an extended period of time?  
diaries
28. A text file that holds information about the times and dates you visit web sites is called a(n) \_\_\_\_\_  
cookie
29. What type of unemployment exists when people are temporarily between jobs due to layoffs, resignations, or educational pursuits?  
Frictional
30. What product-mix strategy involves adding a lower-priced product line to its product mix?  
Trading down
31. 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
32. What is the process of funding a business venture?  
Financing
33. The product advantages that cannot be seen or understood without the assistance of a salesperson are the product's \_\_\_\_\_  
hidden benefits
34. The three primary elements of an effective oral presentation are the introduction, body, and conclusion
35. What type of newspaper is delivered to the residents of a specific suburban or rural geographic area.  
Community
36. As unemployment increases, there is usually a decrease in consumer \_\_\_\_\_  
spending
37. What term describes a lengthy commercial that looks like a television show?  
Infomercial
38. The general term used to describe the techniques that individuals use to generate new product ideas is creative \_\_\_\_\_  
thinking

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39. Another term to describe word-of-mouth promotion is \_\_\_\_\_ marketing.  
buzz
40. Finances, personnel, production, and marketing are controllable elements that make up the business's \_\_\_\_\_  
internal environment (internal surroundings)
41. When negotiating, how a person feels or what s/he believes about an issue or idea is the person's \_\_\_\_  
position (stance, viewpoint)
42. A point of view that is not influenced by bias, prejudice, or outside opinion is said to be \_\_\_\_\_  
objective or impartial
43. What term describes the general direction in which people or events are moving?  
Trends
44. Peyton asked her friends and family members if they know of any job opportunities that are available.  
This is an example of \_\_\_\_\_  
networking
45. Name the type of data that contains facts and figures.  
Quantitative
46. When spending exceeds revenues, a business experiences a budget  
deficit
47. What type of media involves two-way communication between a user and a central technological  
system?  
interactive
48. Borrowing tends to increase when there is a decrease in the interest \_\_\_\_\_  
rates
49. A document that presents an overview of the proposed research project is called a marketing-research  
\_\_\_\_\_  
brief
50. A firm's mix of financing, which usually involves a combination of debt and equity, is referred to as its \_\_\_\_  
capital structure
51. When Brooke generated an idea for a new product, she demonstrated her  
capital structure
52. The framework that a business uses when determining how to communicate information about its  
products is called a(n) \_\_\_\_\_  
promotional plan
53. A situation that occurs when an economic want exists and there is an idea for a product to fulfill that  
want is called a(n) \_\_\_\_\_  
market opportunity
54. The element in a print advertisement that does not contain text or illustrations is called the \_\_\_\_\_  
white space
55. Trade restrictions placed by one country against another country that is violating international law are  
called economic \_\_\_\_\_  
sanctions
56. The number of tasks involved in a job and the frequency in which they occur is job  
scope

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57. What is an organization's portion of the total industry sales in a specific market?  
Market share
58. The amount of money that a business has left at the end of the month is its ending cash balance
59. Wanting to know how long a set of tires will last before they need to be replaced is a question related to product \_\_\_\_\_  
durability
60. When union leaders and company representatives negotiate the terms and working conditions of employees, they are involved in a process called \_\_\_\_\_  
collective bargaining
61. The process of systematically documenting, organizing, and destroying all the types of necessary information for a business is called \_\_\_\_\_  
record keeping
62. Name the common term used to describe an excise tax.  
Sin tax
63. Pens, hats, and key chains that contain a business's logo and contact information and are given to customers for free are forms of \_\_\_\_\_  
specialty media
64. Invested monies used new business opportunities are called \_\_\_\_\_  
venture capital
65. A method of clarifying and organizing ideas by using a graphic format to show relationships is called \_\_\_\_  
concept mapping (mind mapping)
66. Marketing data that is up-to-date is said to be \_\_\_\_\_  
timely (current)
67. The money that a business collects is often referred to as its cash \_\_\_\_\_  
receipts
68. What situation exists when the sale of one of a company's products takes away sales from another of its products?  
Cannibalization
69. What type of formal procedure is used to help settle disagreements among employees?  
Grievance
70. The part of an advertisement in which text is used to attract the reader's attention is called the \_\_\_\_\_  
headline
71. The movement of funds into and out of a business is called \_\_\_\_\_  
cash flow
72. What advantage is achieved when a nation can produce a product for less than another nation?  
Absolute
73. What type of research helps a business forecast future business developments?  
Predictive
74. A digital recording that is distributed over the Internet and downloaded to a computer or mobile device for playback is called a(n) \_\_\_\_\_  
podcast (Webcast)

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75. A hurricane destroyed most of a region's orange crop, causing a substantial price increase for oranges. The price increase was caused by what type of changes?  
Climatic (Climate, Weather)

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### Replacement Questions

1. Because Tara believes that she has the skills to perform her job tasks well, Tara has self-\_\_\_\_\_ confidence
2. One way to evaluate your interests and skills is by taking an aptitude \_\_\_\_\_ test (exam)
3. Self-assessment involves identifying one's own strengths and weaknesses
4. Before you can apply written directions, you must first \_\_\_\_\_ them.  
read (understand)
5. The way that you feel about yourself at any given time is called \_\_\_\_\_  
self-esteem
6. The management function of setting up the way the business's work will be done is called \_\_\_\_\_  
organizing
7. In business, income minus expenses equal \_\_\_\_\_  
profit
8. The process of dividing a market on the basis of consumers' lifestyles and personalities is called \_\_\_\_\_  
psychographic segmentation
9. What general term describes the type of computer software that combines several applications, such as presentation, word-processing, and spreadsheet capabilities?  
Integrated
10. Completed items that are ready to be marketed are called  
finished goods (finished products)
11. A group of individuals who share an environment make up a(n) \_\_\_\_\_  
society
12. When taking notes, you should try to write down the key points (concepts, thoughts, ideas)
13. The process of choosing among two or more alternatives is \_\_\_\_\_  
decision making
14. Minerals are an example of what type of resource?  
Natural
15. Accounts payable are monies that a business \_\_\_\_\_  
owes
16. When you are willing to continue with a project or course of action in spite of problems or discouragement, you are exhibiting \_\_\_\_\_  
perseverance
17. Name the company strategy in which the business is temporarily closed and the employees are not allowed to work.  
Lockout
18. The number of products and the assortment of sizes, colors, and models offered in the product line are referred to as the product-mix \_\_\_\_\_  
depth
19. A person's ability to give another person a specific need or want is called  
power (leverage)

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20. What type of data contains facts and figures based on opinion and personal interpretations?  
Qualitative
21. Unbranded, plainly packaged products are called \_\_\_\_\_ brands.  
generic
22. If a nation specializes in producing products at which it is relatively most efficient, it has achieved a(n) \_\_\_\_  
comparative advantage
23. A union strategy in which employees stop working and leave their jobs is called a(n)  
strike
24. Postcards, faxes, e-mail, and catalogs are forms of \_\_\_\_\_  
direct mail
25. Groups of people whose job it is to work with ideas for new products and solutions are called \_\_\_\_\_  
think tanks