

2012 NM DECA State Quiz Bowl

Round 1

1. Because Janelle believes that she possesses the skills to make a positive difference in the workplace, she has self-_____ Confidence
2. Questions that are pertinent to the topic at hand are said to be Relevant
3. What form of payment allows you to buy now and pay later? Credit
4. johnsmith@aol.com is an example of a(n) E-mail address
5. What type of tax do governments levy on buildings and land? Property
6. When you visibly indicate an intense interest in something, you are showing your _____ Enthusiasm, excitement
7. A set image or an assumption about a person or thing is a(n) _____ Stereotype
8. When you provide directions in the specific order that actions must be carried out, you are giving them in _____ order. Sequential
9. Computers and cell phones are modern forms of Technology (communication)
10. The income that you receive for performing your job is your _____ Wages (salary, pay, income, paycheck)
11. A business's internal computer network is often called a(n) Intranet
12. HotBot, Bing, and Google are examples of Internet Search engines
13. Jane was hired as a sales representative with TrendTech Electronics and is now the company's sales manager. Jane received a(n) _____ Promotion
14. At work, employees have the right to expect _____ treatment. Fair (equal, equitable)
15. When businesses provide money payments to their landlords for the use of land or property, the businesses are paying _____ Rent (a lease)
16. The CPU, hard drive, and modem are components of a computer's Hardware
17. An individual's gender, height, weight, and hair color are types of _____ traits. Physical

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18. Eye contact and hand gestures are examples of _____ communication
Nonverbal (body language)
19. What computer application do businesspeople use to present numerical data in a logical order on a grid-formatted worksheet?
Spreadsheet
20. To obtain information about a candidate's work experience, businesses often require them to complete a job
Application
21. What type of listening involves the use of paraphrasing, nonverbal cues, and questioning?
Active
22. Monster.com and Indeed.com are examples of _____ web sites.
Employment (job search)
23. Money functions as a medium of
Exchange
24. ISP is an acronym for
Internet service provider
25. Jake donates three hours of his time each week to help at a local retirement center. What activity is Jake performing?
Volunteer work (volunteering, community service)
26. A person who tells the truth is being _____
Honest
27. The amount of money that you earn before taxes are applied is _____ income.
Gross
28. What type of behavior involves respecting your own rights as well as the rights of others?
Assertive
29. When your motives, beliefs, and actions are just what they seem to be, you are exhibiting _____
Transparency
30. What type of tax is based on the amount of money that a worker earns?
Income
31. The way you dress, behave, and speak make up your personal
Appearance (brand)
32. A request for information is called a(n)
Inquiry (inquiry)
33. The individual pages of text and graphics in a presentational software program are called _____
Slides
34. Employers have the right to expect workers to arrive at work on _____
Time (schedule)

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35. Natural talents for learning specific skills are called
Aptitudes
36. Because Lauren has the ability to place herself in another person's shoes, she can express
Empathy
37. Analyzing your strengths and weakness is part of the _____ process.
Self-assessment
38. What type of software program is used to create reports and other types of text documents?
Word-processing
39. Books, white papers, and periodicals are examples of valid _____ materials.
Written (research)
40. A person who adheres to an established set of personal ethics and sound moral principles is demonstrating _____
Integrity
41. Employees who are promoted because they have worked for a company longer than other employees are receiving their promotions on the basis of _____
Seniority
42. Praise or approval is
Positive feedback
43. Money, coins, and bank notes are types of
Currency
44. When you want to place money in your bank savings account, you must complete a
Deposit slip (deposit ticket, deposit form)
45. Situations that prevent a receiver from understanding a sender's message are called communication _____
Barriers (noise)
46. Another term to describe prejudice is _____
Bias (racism)
47. What type of tax do customers pay on items such as clothing, home goods, and cosmetics?
Sales

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Round 2

1. Individuals write and track their checking-account transactions in a checkbook Register
2. Money earned on your savings account is called Interest
3. When Malcolm's employer places his paycheck in Malcolm's checking account every pay period, the employer is making a(n) _____
4. Direct deposit (electronic transfer)
5. If you are optimistic, you have a positive Attitude (outlook)
6. Microsoft Access is an example of a computer _____ application.
Database
7. Taxes, health insurance, and retirement-fund contributions are types of payroll Deductions
8. The unwritten rules that govern your behavior are your personal _____
Ethics
9. What type of currency are pennies, dimes, and quarters?
Coins (Coin, Change)
10. What type of feedback points out mistakes or weaknesses for the purpose of helping a person improve a specific behavior?
Constructive criticism
11. Individuals who fulfill their obligations in a dependable, reliable manner are exhibiting _____ behavior.
Responsible
12. Software programs used to access and display web pages are called Web Browsers
13. When a check recipient signs the back of a check, s/he is _____ the check.
Endorsing
14. What term describes the ability to manage your own feelings, work, and actions?
Self-control (Self-discipline)
15. What type of tax does a government often charge for items such as gasoline, alcohol, and cigarettes?
Excise (Sin)
16. Ratings assigned to products are called Grades
17. Items produced for personal use are _____ goods.
Tangible (consumer)
18. Short-term actions are called _____.
Tactics (tasks)

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19. A promise made by the seller to the consumer that the seller will repair or replace a product that does not perform as expected is a(n) _____.
Warranty
20. What type of promotion is used to persuade customers to purchase items such as smart-phones and chewing gum?
Product
21. The process of overcoming obstacles is called
Problem solving (conflict resolution)
22. What condition exists when a single business controls the entire production of a particular good or service?
Monopoly
23. What marketing function involves obtaining and developing goods and services?
Product/Service management
24. What type of market does a business seek to attract?
Target (Segment, Niche)
25. What type of goals take more than a year to achieve?
Long-term
26. www.wikipedia.com is an example of a(n) _____.
Domain name (web address)
27. The document that a job candidate develops to summarize his/her skills, education, and employment history is called a(n) _____.
resume
28. What type of government policy determines the amount of money that will be in circulation?
Monetary, fiscal, finance
29. The four elements of the marketing mix consist of price, product promotion, and
Place
30. What function of management often involves assigning tasks to employees?
Organizing
31. Scarcity is the gap between unlimited wants and limited _____.
Resources
32. What process involves acting on new ideas?
Innovation
33. When, a business purchases items to sell to other businesses or Consumers, it is buying for

Resale
34. When there are more goods available than needed, what situation exists?
Excess supply (Surplus, Product surplus)
35. What type of business buys consumer products and sells them to the ultimate user?
Retail (Retailer)

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36. What marketing function does a business use to inform, persuade, or remind customers about the business and its products?
Promotion
37. Intangible activities that are performed by other people for money are called
Services
38. When coworkers are talking casually, what type of communication are they using?
Informal (Verbal)
39. When you are weighing the pros and cons of two or more options, you are involved in the _____ process.
Decision making
40. What type of corporation can sell millions of shares of stock?
Public (open, c-corp)
41. What situation occurs when changes in relative prices cause buyers to purchase one product instead of another product?
Substitution effect
42. The day-to-day activities for continued business function are known as
Operations
43. What channel-management activity considers how goods will be transported, received, and stored?
Distribution
44. When larger jobs are broken down into smaller tasks that are performed by different workers, it is called _____
Division of labor (specialization of job task)
45. The amount of power or influence that managers have over their subordinates is called the level of _____
Authority

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Round 3

1. A speaker's emotions can often be detected through his/her tone of _____
Voice
2. What type of behavior occurs when people fail to exercise their own rights and to respect their own needs?
Passive
3. Because Katie left the room when Sam took a personal phone call, she was respecting Sam's
Privacy
4. The way you feel about yourself at any given time refers to your level of
Self-esteem
5. Being receptive means being open-
Minded
6. The amount of money you take home after your taxes are deducted is your _____ pay.
Net
7. When you use the fewest words possible to communicate an idea or thought, you are using
_____ language.
Concise, succinct
8. The division of a total market into smaller, more specific groups is called market _____
Segmentation
9. People who personally use a product to satisfy their wants or needs are the ultimate _____
Consumers
10. The process of using goods and services is
Consumption, consuming
11. The benefit that is lost when you decide to use scarce resources for one purpose rather than another is called the _____
Opportunity cost
12. What does the "S" in SMART goals stand for?
Specific
13. If Tanner Manufacturing can offer something better than its competitors, it has the
Competitive advantage
14. A promise made by the seller to the customer that the seller will refund the customer's purchase price if the product does not perform as expected is a(n) _____
Guarantee
15. What sales technique involves attempts to increase the customer's purchase by recommending additional items after the purchasing decision has been made?
Suggestion selling
16. The document or form that a business fills out to order goods is called a(n)
Purchase order (purchase agreement, purchase contract)
17. Corporations are governed by a(n)
Board of directors

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18. Employees should handle telephone calls from customers in a(n) ____ manner.
Professional (businesslike)
19. What type of market segmentation divides a market on the basis of its physical and social characteristics?
Demographic
20. The assistance that a government provides a business is called a(n)
Subsidy
21. What do licensees pay to licensors?
Royalties
22. What function allows an Internet user to jump from one Web page to another Web page?
Hyperlink
23. The plan of action to achieve marketing goals is referred to as marketing
Strategies
24. What type of promotion is used to create a certain image of a company?
Institutional (Corporate)
25. When obtaining a secured loan, a borrower pledges to the lender some valuable possession. The possession is referred to as
Collateral
26. What channel of distribution moves goods and services directly from the producer to the consumer or industrial user?
Direct (Direct distribution)
27. The rapid and unimpeded flow of capital, labor, and ideas across national borders is known as
Globalization
28. When more money flows out of the business than flows into the business, there is a(n) _____
Cash shortage (cash deficit, financial deficit, financial loss)
29. An organization's portion of the total industry sales in a specific market is known as market
Share
30. The process of collecting facts and figures is known as
Data gathering (data collection)
31. Taxes on imported goods are called
Tariffs
32. The particular assortment of goods and services that a business offers is its _____
Product mix
33. What tactic involves selling a package of items for a lower price than the combined price of the items when they are sold separately?
Product bundling (Price bundling)
34. An individual who generates unique ideas and processes is said to be
Creative

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35. What is the lowest point in the business cycle?
Trough
36. Rent and salaries are examples of _____ expenses.
Fixed (operating)

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Round 4

1. A business owned by one person is called a(n)
Sole Proprietorship (sole proprietor)
2. What type of credit account involves paying back a specific amount of money at regular intervals?
Installment
3. The resources used to create outputs are called
Inputs
4. The process of keeping and interpreting financial records is
Accounting (bookkeeping)
5. What function of management involves finding workers for the business?
Staffing (Human resources)
6. Who are the owners of a corporation?
Shareholders (Stockholders)
7. When two businesses combine to form one company, it is called a(n)
Merger
8. When obtaining an unsecured loan, the borrower's required to sign a(n) note.
Promissory
9. What type of warranty covers certain repairs or parts of an entire product?
Limited
10. What type of risk brings the possibility of loss, no change, or gain?
Speculative
11. To protect its new Invention from the unauthorized use of others, a company should obtain a(n)
Patent
12. In which type of partnership do both partners share unlimited liability?
General
13. The operations activity that monitors the amount of goods the business has on hand at any given time is
Inventory control
14. The fees that businesses pay to maintain their insurance policies are called
Premiums (insurance premiums)
15. A company that buys materials services, or goods that will be used to make other goods or that will be used in the operation of the company is called a(n) user.
Industrial
16. For the privilege of using their services credit-card providers often require users to pay annual
Fees (dues, charges)
17. A company sponsors a television ad to stimulate awareness about the importance of exercise to maintain good health. This is an example of _____ promotion.
Public service (cause, socially responsible)

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18. What type of policy sets the levels of government spending and taxation?
Fiscal
19. What type of goal involves mastering a new skill?
Learning (Educational, Personal)
20. Companies transfer business risk by purchasing
Insurance (business insurance)
21. A print advertisement's headline is used to stimulate
Curiosity (interest)
22. When a country can produce a good or service at which it is relatively more efficient than other nations, it has a(n) ____ advantage.
Comparative
23. What type of analysis involves determining a firm's current business status and the direction in which it is headed?
Situation (Situation analysis)
24. The blend of marketing communication channels that a business uses to send its messages to its customers is known as the
Promotional mix
25. A court order forbidding someone from carrying out an act is called a(n) ____
Injunction
26. The difference between a nation's imports and its exports is called the
Balance of trade
27. "Like a good neighbor, State Farm is there," is an example of a(n)
Slogan (tagline, jingle)
28. Gift-giving in a sales situation may present an ethical dilemma because it can be viewed as a form of

Bribery
29. When negotiating, you must often make
Concessions (compromises)
30. The value of a currency in relation to another country's currency is the currency ____
Exchange rate
31. The Geico Insurance Company's gecko is an example of a(n)
Trade character
32. Limits on the number of imports or exports that move into or out of a county are known as
Quotas
33. When an item is built to last a long time, it is a(n) _____ product.
Durable
34. What type of chart lists the characteristics and advantages of a product?
Feature-benefit (benefit-feature)

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35. A company pressure strategy in which the business is closed temporarily, and the employees are not permitted to work, is called a(n)
Lockout
36. A prediction of future sales over a specific period of time is called a(n)
Sales forecast
37. What type of unemployment is affected by the time of the year?
Seasonal
38. What situation exists when the sale of one of a company's products takes away sales from another of its products?
Cannibalization
39. A marketing-research firm gathers participants and has them taste and provide feedback about a new soup. What type of marketing-research method is the firm using?
Focus group
40. Because Tara likes a particular line of hair-care products, she tells her family, friends, and colleagues about the products. This is an example of _____ promotion.
Word-of-mouth
41. A document containing a written set of questions that is designed to gather specific data is called a(n) _____.
Survey (questionnaire)

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Round 5

1. Dividing a market on the basis of consumers' lifestyles and personalities is called
Psychographic segmentation
2. The usefulness created by altering the state or shape of an item is called
Form utility
3. The goal of conflict resolution is reaching a(n)
Agreement (resolution)
4. After a job interview the job applicant should write a(n)
Follow-up letter (e-mail thank you)
5. An indication of how changes in price will affect changes in the amount demanded and supplied is
Elasticity
6. If you can view your idea in an unbiased manner, then you are being
Objective (open-minded)
7. Water and land are types of _____ resources.
Natural
8. The operations activity that manages the flow of goods and services from production to consumption is
Logistics (supply chain management, distribution)
9. What term describes the activities that a business uses to interact with the people who purchase its products?
Customer relations (Customer service)
10. What form of promotion is a retailer using when it promotes its extended hours and new locations?
Patronage
11. One large insurance company buys several small insurance companies. This is an example of
Consolidation (an acquisition)
12. What type of channel conflict occurs among channel members at the same level?
Horizontal
13. Gap and American Eagle are direct _____
Competitors
14. 7-Eleven convenience stores, Subway restaurants, and Hampton Hotels are examples of what form of business ownership?
Franchise (Franchises, Franchising)
15. Employees can reinforce their service orientation by exhibiting consistent
Behavior (behaviors, attitudes)
16. What type of control is used to ensure the degree of excellence of a good or service?
Quality
17. A period of diminishing economic activity is called a(n)
Contraction

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18. What type of cultural barrier exists if one businessperson speaks only French and the other businessperson speaks only German?
Language
19. A product-mix strategy in which a business creates a certain image or impression of a product in the minds of customers is known as
Positioning
20. The promotional mix consists of advertising, sales promotion, publicity and
Personal selling
21. A statement by an identified user of a product proclaiming the benefits received from the use of the product is known as a(n) _____
Testimonial
22. Estimates as to when, where, and how much money will come into and go out of the business are summarized in a(n)
Cash flow statement
23. If the depth of a business's product mix offers few items in the product line the business has a(n) _____ product mix.
Shallow
24. When one nation has the ability to produce a good or service with less resources than another nation, it is said to have a(n)
Absolute advantage
25. What type of production involves rapidly making large quantities of a good?
Mass
26. What type of research is conducted for the purpose at hand?
Primary
27. The nonpersonal presentation of ideas, images, goods and services that is paid for is called
Advertising
28. When a business prices products to deliberately drive a competitor out of business. it is using an illegal tactic called _____ pricing
Predatory
29. The principles by which you live are your
Values
30. The total demand for an economy's products is known as _____ demand.
Aggregate
31. The process in which a neutral, third person works to help opposing parties resolve a conflict is known as _____
Mediation (arbitration)
32. Coupons, rebates, and point-of-sale displays are examples of
Sales promotions
33. When a nation implements activities that are designed to safeguard domestic industries against foreign competition by limiting trade with other countries, it is engaged in a practice called
Protectionism

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34. What situation exists when a country imports more than it exports?
Trade deficit
35. What branding strategy involves plain Packaging, low product quality and price, and little, if any, promotion?
Generic (Unbranded)
36. During what stage of a product's life cycle do promotional activities focus on Pointing out the differences between the product and competing products?
Growth
37. The remaining income after all expenses are paid is called
Profit (net profit)
38. When people bring their cultural views and experiences to other cultures and feel conflicted about them, they are said to have cultural
Baggage (differences)

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Round 6

1. True data or information are
Facts
2. A wholesaler is an example of a(n) _____
Intermediary (middleman, channel member)
3. The sum of a person's knowledge, skills, health, and values is called
Human capital
4. What process involves assessing, processing, maintaining, evaluating, and disseminating knowledge, facts, or data to assist in business decision making?
Information management
5. A person whose behavior is imitated by others is called a(n)
Role model (mentor)
6. What process involves obtaining funds and using them to achieve business goals?
Financing (Finance)
7. Another term for a market economy or market system is
Private enterprise (free enterprise)
8. The process of planning, staffing, leading, and organizing employees is _____ management
Human resources
9. A qualified lead is a sales
Prospect
10. When Sarah adjusts her opinions and behaviors to value people and ideas from different countries, she exhibits
Cultural sensitivity
11. A market structure in which there are relatively few sellers, and industry leaders usually determine prices is called a(n)
Oligopoly
12. When people have difficulty distinguishing between important and unimportant information they may be experiencing information
Overload
13. Mr. Conrad is extremely confident in his product knowledge, and feels that he knows more about technical products than the salesperson. Mr. Conrad is a(n) ___ customer
Domineering/superior (know-it-all)
14. An employee who has the ability to respond appropriately to changes as they occur is demonstrating _____
Adaptability (flexibility)
15. What is a common union pressure strategy that involves union members standing near a company's entrance during a strike or conflict often carrying signs and chanting slogans?
Picketing
16. The process of convincing or influencing an individual to take a certain course of action is called
Persuasion (Persuading)

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17. What section of the marketing plan quickly helps the audience understand the purpose of the marketing plan?
Executive summary
18. Businesses use computer passwords and firewalls as methods of maintaining
Security (privacy, confidentiality)
19. What activity involves connecting with others to identify employment opportunities?
Networking
20. Another term for junk e-mail is
Spam
21. In relation to statistical data, another term for average is _____
Mean
22. What type of product benefit requires little or no explanation by a salesperson?
Obvious
23. How people use the 24 hours in their day is known as
Time management
24. Another term for a progress report is _____ report.
Status
25. Debts, such as money the business owes, are known as
Liabilities
26. When you are speaking in front of an audience you are making an oral
Presentation (speech)
27. When colleagues are willing to work together to accomplish a common goal, they are exhibiting
behavior
Collaborative (cooperative, team work)
28. The number of product lines that a company carries is the product
Width
29. The way that a company sets up its workflow is its organizational _____
Structure (design, chart)
30. Events where businesses display and/or demonstrate their products to build sales leads and interest
are called trade
Shows
31. The "S" in a SWOT analysis stands for the business's
Strengths
32. When inflation increases, consumers' buying power
Decreases (lowers, drops, declines, reduces, falls, diminishes lessens)
33. What term describes the amount of money that a business pays for the product it will sell?
Cost of goods sold (Cost of sales)

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34. What form of promotion involves the nonpersonal presentation of ideas or products that is not paid for by the company or individual which benefits from or is harmed by it?
Publicity
35. Recipes and formulas are examples of
Trade secrets
36. In which component of a marketing plan should businesspeople place charts and graphs?
Appendices (Appendix)
37. What category of advertising media includes printed newspapers and magazines?
Publications (Print, Print media)
38. What type of scale in marketing research measures the respondents' level of agreement with a statement?
Likert
39. What type of illegal agreement involves requiring customers to buy other products in order to obtain the desired goods and services?
Tying (Tying agreement)
40. The production method in which the product moves past workers who each do one assigned production task is called a(n)
Assembly line
41. What marketing research technique involves watching customers' shopping habits?
Observation
42. What products are purchased frequently and without much thought or effort?
Convenience (Convenience goods, convenience items)
43. The elements that are instantly recognized as representing a particular business create the brand's _____
Identity

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Round 7

1. What type of market segmentation considers the location of consumers?
Geographic
2. Continuously monitoring your bank accounts can reduce risks associated with identity
Theft
3. When obtaining a loan, the amount of money being borrowed is called the _____.
Principle
4. Tram helps Lindsey reach her true potential by assisting her to overcome the barriers that are preventing Lindsey from achieving her goals. Traci is an example of a(n)
Coach (mentor, counselor, advisor)
5. Tangible items that are consumed within a short time are _____ goods.
Nondurable (perishable)
6. In selling, a physical characteristic of a product is a(n) _____.
Feature
7. Haircuts landscaping and legal advice are examples of economic
Services
8. When followers believe in their leader, the leader has
Credibility
9. Another name for an earnings statement is
Income state lent (profit-and-loss statement)
10. The high point of economic prosperity is called the
Peak
11. Mara told her insurance agent about a friend who is interested in purchasing car insurance Mara is providing her insurance agent with a(n) _____.
Referral (sales lead)
12. Another term for a bill is
Invoice
13. When Bella did not immediately respond to a statement made by the other party during a negotiation what negotiating technique did she use?
Silence
14. What law in economics states that adding more resources does not proportionately increase productivity at some point in the production process?
Diminishing returns
15. What creative-thinking technique involves identifying as many different ideas as possible during a certain time frame?
Brainstorming
16. Introduction, growth, maturity and decline are stages of the product
Life cycle

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17. What form of promotion involves the delivery of printed catalogs, booklets postcards that are delivered through the postal service?
Direct mail (Printed direct mail)
18. What instructional method is being used when trainees are moved periodically from one job to another in order to broaden the trainees perspective of the business?
Job rotation
19. Offering praise is one way to _____ team members,
Motivate (encourage)
20. Twitter, Facebook, and Myspace are examples of _____ media.
Social (electronic, digital)
21. The party with the most power in a negotiation is said to have
Leverage (the advantage)
22. What phase of the product-development process involves indentifying new-product ideas that may be unworkable?
Screening
23. When you put off until tomorrow what you could get done today, you are
Procrastinating
24. All the opportunities that businesses have to connect with customers and reinforce their brand values are known as
Touch points
25. The final market value of the total output of all goods and services produced within a country's geographic boundaries during a year's time is known as the
Gross domestic product (GDP)
26. When employees accomplish a task with a minimal expenditure of time and effort, they are helping to increase the business's _____
Efficiency (Productivity)
27. Cyclical unemployment occurs during periods of time when there is low demand for workers due to changes in the
Business cycle
28. In statistics, the answer given by the most survey respondents is called the
Mode
29. The money that a business collects is known as its cash _____
Receipts (Accounts receivable, income, revenue)
30. The general direction in which people or events are moving is known as
Trends
31. An illegal activity in which a business charges different customers different prices for similar amounts and types of products is called price
Discrimination
32. What motivational theory suggests that people's buying needs are classified in order of importance from basic to complex needs?
Maslow's hierarchy of needs

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33. What product-mix strategy involves adding a lower price product or product line to the company's product mix?
Trading down
34. Conflict occurring at different levels of the distribution channel is called _____ conflict.
Vertical
35. Time marketing plan is a component of the company's
Business plan
36. Employees who rely on one another to perform various aspects of their jobs are said to be
Interdependent
37. During which stage of the product life cycle do sales peak?
Maturity
38. When a salesperson implements activities to develop long-term customer relationships s/he is working to build a loyal
Clientele (customer base, customer following)
39. The process of choosing a representative group of people to survey is called
Sampling
40. When Ben attended a business seminar to learn about changes in his field of expertise, he was participating in _____ activities.
Professional-development (continuing-education)
41. What form of word-of-mouth communication involves a very high pass-along rate from person to person and most often occurs through computer applications?
Viral (Viral marketing, Buzz, Buzz marketing)
42. The number of tasks involved in a job and the frequency with which they occur is referred to as job
Scope
43. Press releases are developed by the business's _____ department,
Public-relations
44. What process involves ranking your daily activities in the order of their importance?
Prioritizing
45. When a business uses a written work without the owner's permission the business is engaging in _____ infringement.
Copyright
46. When aggregate demand increases, production activities tend to
Increase (rise, grots, escalate)
47. To obtain bids from several vendors to carry out a specific service or project, businesses often send out a RFP, which is a(n)
Request for proposal
48. A statement of the expected outcomes of the research is called a(n) _____
Hypothesis

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49. To ensure that the production plant's machinery is working correctly, the plant manager conducts routine
Inspections (maintenance)
50. What illegal pricing tactic involves promoting a low-priced item to attract customers and then trying to sell a higher priced item to them?
Bait-and-switch (Bait-and-switch advertising)
51. Ethical behavior in customer relationship management involves ensuring that customers' personal information is kept
Confidential (secure, private)
52. When interest rates increase the demand for money
Decreases (lowers drops, declines reduces, falls, diminishes, lessens)
53. Visualization techniques are often used by employees to reduce
Stress (stress levels)
54. The text in an advertisement is known as
Copy
55. Honda, IBM, and Shell Oil are examples of _____ companies.
Multinational (international)
56. When a business evaluates factors such as the cost, competition, resources, profits and demand during the product-development process, it is conducting a(n) analysis.
Feasibility
57. To complete a project, the project manager had to obtain technical services from an outside consultant This is an example of what type of project resource?
Support (Support services, External, External services, Outsourced)
58. The change in cost involved in increasing or decreasing production is known as
Marginal cost
59. Businesses that are unable to pay their debts may take legal action by declaring _____
Bankruptcy
60. When you combine inputs, the result is
Outputs (output)