



Competency Based
Competitive Events
Written Exam Sample

Food Marketing Series Associate Level

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1. The food marketing industry consists of business activities that are primarily related to the production, distribution, and sale of
- A. edible products.
 - B. intangible goods.
 - C. raw materials.
 - D. dining services.

A

Edible products. Food marketing encompasses many business activities including the agricultural production, preparation efforts, distribution, and sale to the end user of edible goods (e.g., fruit, canned soup). Intangible goods are items that cannot be touched, smelled, tasted, heard, or seen. Food products are tangible goods. Raw materials are items in their natural state or condition. Although food marketing does include the sale of some raw goods (e.g., fruits and vegetables) it also includes prepacked items (e.g., macaroni and cheese) and prepared foods (e.g., deli sandwiches). Services, such as those provided to customers in a restaurant, are intangible products.

SOURCE: BA:065

SOURCE: Faculty of Agricultural Sciences, The Univ. of British Columbia. (n.d.). *Food, Nutrition, and Health*. Retrieved February 2, 2004, from <http://www.agsci.ubc.ca/fnh/index.htm>

2. Which of the following is an example of a product that grocery store employees should monitor to verify that the item is maintained at the appropriate temperature:
- A. Box of cereal
 - B. Jar of mayonnaise
 - C. Carton of eggs
 - D. Package of pasta

C

Carton of eggs. Harmful bacteria can grow in food that is not maintained at a particular temperature. If a person consumes bacteria-infected food, the individual might become seriously ill. To make sure food is safe, the display unit and its contents should be checked several times a day. Eggs, dairy products, meats, and frozen goods are kept in cold temperature-regulated units to prevent spoilage. Many prepared deli entrees require warm heating units to keep the food fresh (e.g., chicken). Checking temperatures several times a day reduces the risk of food going bad because of a broken unit, which might affect the overall temperature of the product it holds. Cereal and pasta are dry, prepacked goods and do not generally require special temperatures for storage. Mayonnaise is stored on shelves and does not require temperature monitoring.

SOURCE: BA:089

SOURCE: p. 292, Lodging Management Program: Year Two. Educational Institute of the American Hotel & Motel Association, 2000.

3. Which of the following statements is true regarding the storage of supermarket products:
- A. Space allocation is a minor consideration when determining product storage needs.
 - B. Most supermarkets store cleaning and household items near processed food products.
 - C. Individual product categories are similar in terms of storage needs and requirements.
 - D. Product accessibility is a primary factor when designing storage areas in supermarkets.

D

Product accessibility is a primary factor when designing storage areas in supermarkets. To maneuver larger, bulkier products and quick-selling items from the storage area to the selling floor, it is best to store the items in convenient and easy-to-reach locations. For example, 75-pound bags of dog food might be stored in a location that is close to the selling floor instead of the very back of the storage area. Space allocation is a primary consideration when determining storage needs. For example, small, slow-moving products need less storage space than large products with a high turnover rate. To reduce or remove the risk of contamination, cleaning and household items are not stored near food items. Items such as meat, dairy, and frozen goods must be stored in temperature-regulated areas. Boxes containing paper products or canned goods are often stored on pallets or racks in dry areas.

SOURCE: DS:087

SOURCE: pp. 198-199, 202, Restaurant Management: Customers, Operations, and Employees. Mill, R.C., Prentice Hall, 1998.

4. What type of computer software might a grocery store use to pay invoices from vendors?
- A. Spreadsheet
 - B. Word-processing
 - C. Database
 - D. Check-writing

D

Check-writing. Many grocery stores use check-writing software to prepare paper checks. The computer

software can be programmed to print the necessary information on checks that are sent to vendors in payment for invoices. The software also maintains a record of the payment. Spreadsheet software is used for calculations. Word-processing software is used to create written documents. Database software is used to organize information.

SOURCE: FI:038

SOURCE: p. 372, Intro to Business. Egglund, S.A.; Dlabay, L.R.; & Burrow, J.L., Thomson/South-Western, 5th ed., 2004.

5. Which of the following types of purchases might require supermarket cashiers to request photo identification from customers to verify age:
- | | |
|----------------|--------------------------|
| A. Beer | C. Seltzer |
| B. Tonic water | D. Caffeinated beverages |

A

Beer. Many governments restrict the purchase of alcoholic beverages by age. A cashier should ask anyone who is purchasing alcoholic beverages to present proper identification. Identification is necessary to verify that the customer is of legal age to purchase alcohol because the supermarket, and possibly the cashier, can be sued or fined if alcohol is sold to an underage person. Identification should include the customer's name, birth date, and photograph. Tonic water, seltzer, and caffeinated beverages are not types of alcoholic beverages.

SOURCE: IS:026

SOURCE: pp. 361-362, Lodging Management Program: Year Two. Educational Institute of the American Hotel & Motel Association, 2000.

6. What product would most likely be subject to a governmental grading process prior to distribution?
- | | |
|----------------------|-----------------|
| A. Lawn mower | C. CD player |
| B. Athletic footwear | D. Canned fruit |

D

Canned fruit. Many food products must meet various standards before being distributed for end-user consumption. Sometimes the standards are established in different levels known as grades. Meat, eggs, fruits, and vegetables are subject to grading. Although grading is possible for lawn mowers, athletic footwear, and CD players, these items are not the most likely candidates for the grading process.

SOURCE: PM:019

SOURCE: PM LAP 8--Grades and Standards

7. The primary cost factors that food marketers must consider when developing a direct advertising campaign include list acquisition, delivery, and
- | | |
|----------------|---------------|
| A. inventory. | C. research. |
| B. production. | D. follow-up. |

B

Production. The development or production of the direct advertising campaign might include the layout and printing costs of a brochure or catalog. Production needs are often outsourced to other companies and can be very expensive. Therefore, production costs are primary considerations when developing a direct advertising campaign. Inventory refers to the product that a company has available in stock. Research is the act of collecting information. Although research may cost a company money in terms of locating vendors (e.g., printers), this is not usually as costly as production. Therefore, research is not a primary cost. Follow-up is the determination of a customer's satisfaction with a good or service after a sales presentation regardless of whether or not a sale was made.

SOURCE: PR:089

SOURCE: p. 529, Contemporary Advertising. Arens, W.F., Irwin/McGraw-Hill, 7th ed., 1999.

8. What theme is most likely associated with supermarket displays that include beverages, party hats, paper products, and snack foods?
- | | |
|--------------------|-----------------|
| A. New Year | C. Halloween |
| B. Valentine's Day | D. Mother's Day |

A

New Year. Many regions of the world recognize the new year by celebrating and attending parties. New Year's parties are considered events where snack foods (e.g., chips, cookies, crackers) and beverages are generally served. Paper products such as napkins, plates cups, confetti, and party hats are also goods that are generally purchased for this type of event. Valentine's Day displays might include items such as heart-shaped baked goods, candy, and red and pink paper products. Halloween, which is celebrated by many

countries in October, is often associated with ghosts, black cats, witches, and pumpkins. Food displays at this time of year might include candy, black and orange balloons, and masks. A Mother's Day display might include cards, flowers, candy, or baked goods.

SOURCE: PR:077

SOURCE: pp. 408, 410, The World of Fashion Merchandising. Wolfe, M.G., Goodheart-Willcox Co., 1998.

9. A supermarket customer requests information regarding the most tender cut of veal. A supermarket employee might suggest that the customer purchase the _____ cut.
- A. rib
 - B. breast
 - C. side
 - D. shoulder

A

Rib. Veal is meat that comes from young cattle. The most tender parts of the calf are the rib cuts and the loin cuts. Breast meat is a cut that comes from poultry. Side cuts are from pork. Shoulder cuts are common meat cuts for lamb and pork.

SOURCE: SE:141

SOURCE: pp. 76-79, The Waiting Game: The Ultimate Guide to Waiting Tables. Kirkham, M.; Weiss, P.; Crawford, B., Twenty Per Cent, Inc., 2000.

10. In what part of a sales letter should a specialty food market tell customers to return an enclosed postcard, send for a free gift, call for additional information, or fill out an order blank?
- A. Selling paragraph
 - B. Opening paragraph
 - C. Headline
 - D. Closing paragraph

D

Closing paragraph. The components of a sales letter are the headline, opening paragraph, body, closing paragraph, and closing. The closing paragraph is the call to action for customers. This urges them to buy right away and gives them means by which to do so. Directions to the customer need to be very specific to ensure that they follow through and respond promptly. There is no selling paragraph in a sales letter. The opening paragraph is used to attract attention and solidify the company and product name in the mind of the reader. The headline comes at the beginning of the letter and should not ask customers to take action because they have yet to hear about the product's features and benefits.

SOURCE: SE:118

SOURCE: p. 348, Communicating for Success. Hyden, J.S.; Jordan, A.K.; Steinauer, M.H.; Jones, M.J., South-Western Educational Publishing, 2nd ed., 1999.