



Competency Based Competitive Events Written Exam Sample

Technical Sales



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1. Which of the following was developed to eliminate trade barriers between three specific countries:

- A. North Atlantic Treaty Organization
- B. European Union
- C. North American Free Trade Agreement
- D. Southeast Asian Group

2. Which of the following is an example of a government's fiscal policy:

- A. Decreasing inflation
- B. Increasing taxes
- C. Increasing employment
- D. Decreasing prices

3. What do all technical firms need to be aware of in regard to the accounting process?

- A. Management styles
- B. Legal considerations
- C. System specifications
- D. Research techniques

4. Which of the following often determines the usefulness of marketing research briefs:

- A. Ease of understanding
- B. Type of documentation
- C. Length of analysis
- D. Style of format

5. Which of the following is an example of a quality-control measure:

- A. Inspect purchased parts used to manufacture products
- B. Analyze the cost of each type of equipment
- C. Review the function of the production process
- D. Generate a list of potential customers in specific areas

6. What do telecommunications businesses develop to be able to link performance measures to the financial outcomes of marketing?

- A. Bookkeeping methods
- B. Operational tactics
- C. Positioning procedures
- D. Quantifying strategies

7. "If this fax machine does not perform to your satisfaction, we will give you your money back." This statement is an example of a(n)

- A. special guarantee.
- B. express warranty.
- C. warranty.
- D. guarantee.

8. An advantage of participating in technical industry trade shows to locate sales contacts is that the cost of participating in trade shows is usually less than the cost of

- A. visual merchandising.
- B. obtaining publicity.
- C. traditional advertising.
- D. finding salespeople.

9. When selling technical products to groups, salespeople should be prepared to deal with the

- A. dominant members.
- B. local competitors.
- C. former suppliers.
- D. company stockholders.

10. When sales managers evaluate technical salespeople on the basis of their attitude and product knowledge, managers are using a(n) _____ form of measurement.

- A. subjective
- B. objective
- C. quantitative
- D. competitive

1. C

North American Free Trade Agreement. The North American Free Trade Agreement (NAFTA) is a trade agreement between Canada, Mexico, and the United States to lower trade barriers. The purpose is to promote and encourage free trade among these three countries. The European Union is the European trading bloc that promotes economic development and free trade among the member European nations. The North Atlantic Treaty Organization (NATO) is an alliance of 26 North American and European countries. The Southeast Asian Group does not exist.

SOURCE: BL:004

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (p. 79). New York: Glencoe/McGraw-Hill

2. B

Increasing taxes. A fiscal policy is the government policy that sets levels of government spending and taxation. One way that a government changes its fiscal policy is by increasing taxes. This might be necessary to generate more revenue to cover increased government spending, or the government might increase taxes to slow the economy and control inflation. The result of a government's fiscal policy might be decreased inflation and increased employment. Decreasing prices is not a government fiscal policy.

SOURCE: EC:074

SOURCE: McConnell, C.R., & Brue, S.L. (2005). *Economics: Principles, problems, and policies* (16th ed.) [pp. 214-215]. Boston: McGraw-Hill/Irwin.

3. B

Legal considerations. There are laws that regulate the reporting of financial information. Since accounting is the process of keeping and interpreting financial records, all technical firms need to be aware of legal considerations and understand what is legal and what is not. For example, there are laws regulating the way that technical firms report income and pay taxes. If technical firms violate the law, they may be fined or face other types of legal action. In regard to the accounting process, it is not necessary for all technical firms to be aware of management styles, system specifications, or research techniques.

SOURCE: FI:353

SOURCE: Cunningham, B.M., Nikolai, L.A., & Bazley, J.D. (2000). *Accounting: Information for business decisions* (pp. 9-11). Orlando, FL: Harcourt.

4. A

Ease of understanding. Marketing research briefs are useful if they are easy to understand. In many situations, the topic of the research is complex or technical. Explaining the purpose of the research in terms that are easy to understand will make the brief useful to those who rely on it to make decisions. The type of documentation, the length of analysis, and the style of format are not factors that determine the usefulness of marketing research briefs.

SOURCE: IM:291

SOURCE: Churchill, G. (2001). *Basic marketing research* (4th ed.) [pp. 768-774]. Mason, OH: South-Western.

5. A

Inspect purchased parts used to manufacture products. Quality control involves ensuring the degree of excellence of a good or service. To accomplish this, businesses often identify quality-control measures that they can use to expedite the workflow. An example of a quality-control measure is inspecting purchased parts used to manufacture products. By inspecting the parts, a business can make sure they are not faulty. If faulty parts are used in the manufacturing process, the resulting products may also be faulty. Analyzing the cost of each type of equipment, reviewing the function of the production process, and generating a list of potential customers in specific areas are not examples of quality-control measures.

SOURCE: OP:163

SOURCE: Van Weele, A.J. (2002). *Purchasing and supply chain management: Analysis, planning and practice* (3rd ed.) [pp. 191-192]. London: Thomson Learning.

6. D

Quantifying strategies. Quantifying strategies are methods of determining or measuring amounts or quantities. When linking performance measures to the financial outcomes of marketing, telecommunication businesses need ways to find out if sufficient quantities, whether in money or volume, were achieved to make the marketing effort worthwhile. For example, one strategy might involve calculating if increasing price by a certain percent resulted in the planned increase in sales revenue. If increasing price had a negative effect on sales, the money spent was not worth the return on investment. Telecommunications businesses do not develop operational tactics, positioning procedures, or bookkeeping methods to link performance measures to the financial outcomes of marketing.

SOURCE: MP:020

SOURCE: Davis, J. (2007). *Measuring marketing: 103 key metrics every marketer needs* (pp. xiii, 167-169). Hoboken, NJ: John Wiley & Sons.

7. D

Guarantee. A guarantee is a promise made to the consumer that a product's purchase price will be refunded if the fax machine is not satisfactory. A warranty is a promise made by the seller to the consumer that the seller will repair or replace a fax machine that does not perform as expected. An express warranty is a warranty that is written or expressed verbally. A special guarantee is a fictitious term.

SOURCE: PM:020

SOURCE: PP LAP 4—Warranties and Guarantees

8. C

Traditional advertising. When evaluating whether to participate in trade shows, businesses in the technical industry consider several factors. One of the factors is the cost of participating in comparison to the cost of other types of promotional activities, such as traditional advertising. In many cases, it is more cost effective for a technical business to participate in trade shows to locate sales contacts than to pay for media advertising, which is often expensive. Technical businesses with limited promotional budgets may decide that trade shows are the best way to contact potential customers. Publicity is free. Visual merchandising is display. Finding salespeople is not a factor when deciding whether to participate in trade shows.

SOURCE: PR:255

SOURCE: Semenik, R.J. (2002). *Promotion and integrated marketing communications* (p. 404). Mason, OH: South-Western.

9. A

Dominant members. Selling to groups is often more difficult than selling to one person because of the number of people involved in making the buying decision. A salesperson should encourage interaction among all members of the group and give each member an opportunity to participate. A salesperson should keep dominant members from taking control of the conversation so everyone has an opportunity to speak. Effectively dealing with the dominant members is important because other members often have good ideas but do not share them because the dominant members do all of the talking. During the actual selling process, salespeople do not deal with local competitors, former suppliers, or company stockholders.

SOURCE: SE:073

SOURCE: Futrell, C.M. (1999). *Fundamentals of selling: Customers for life* (6th ed.) [pp. 268-271]. Boston: Irwin/McGraw-Hill.

10. A

Subjective. Subjective criteria are judged and rated by managers based on how they view a technical salesperson's performance. Subjective criteria are more difficult to measure because of individual perceptions and opinions. An example of a subjective criterion is product knowledge, which evaluates a salesperson's knowledge of products and prices. Another subjective criterion is attitude. For example, if a sales manager believes that salespeople have positive attitudes and are well informed and knowledgeable, they will receive favorable evaluations. Objective measurements are statistics and data that are easily obtained from company records and reports. Quantitative factors provide measurable criteria because they can be compared to numerical goals.

Competitive is not a form of measurement.

SOURCE: SE:288

SOURCE: Churchill, G.A., Ford, N.M., Walker, O.C., Johnston, M.W., & Tanner, J.F. (2000). *Sales force management* (6th ed.) [pp. 569-573]. Boston: Irwin/McGraw-Hill.