

Competency-Based  
Competitive Events  
\*Written Exam\*

Test Number 924  
Booklet Number \_\_\_\_\_

# Apparel and Accessories Marketing

**INSTRUCTIONS:** This is a timed, comprehensive exam for the occupational area identified above. Do not open this booklet until instructed to do so by the testing monitor. You will have \_\_\_\_\_ minutes to complete all questions.

This comprehensive exam was developed by the MarkED Resource Center. Items have been randomly selected from the MarkED Resource Center's Test-Item Bank and represent a variety of instructional areas. Competencies for this exam are at the prerequisite, career-sustaining, and marketing specialist levels. A descriptive test key, including question sources and answer rationale, has been provided the state DECA advisor.

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1. In order for a contract between two parties to be legally binding, one party must make an offer and the other party must accept the offer. This offer and acceptance meets the \_\_\_\_\_ provision.
  - A. competent parties
  - B. agreement
  - C. legality
  - D. consideration
2. Determine whether the following statement is true or false: Distribution can affect the success of an accessory company's products.
  - A. True, effective distribution decreases capital investment.
  - B. True, products must be at the right place at the right time.
  - C. False, distribution is only one small part of marketing.
  - D. False, quality products will succeed regardless of distribution.
3. What distribution channel is most often used to distribute consumer goods?
  - A. Producer to consumer
  - B. Producer to apparel retailer to consumer
  - C. Producer to wholesaler to apparel retailer to consumer
  - D. Producer to agent to wholesaler to apparel retailer to consumer
4. An advantage of using satellite tracking technology in distribution is that it enables clothing manufacturers to
  - A. analyze the contents of packages.
  - B. know where shipments are at all times.
  - C. reroute deliveries based on weather conditions.
  - D. obtain information about competitors.
5. Accessory businesses that implement slotting allowances to distribute products make it difficult for
  - A. large companies to reduce their competition.
  - B. small companies to compete in the marketplace.
  - C. manufacturers to meet customer demand.
  - D. intermediaries to make a reasonable profit.
6. Which of the following is a marketing activity that clothing stores should coordinate with distribution:
  - A. Management
  - B. Purchasing
  - C. Promotion
  - D. Organizing
7. What might result if a shoe manufacturer begins to sell directly to large retailers rather than through traditional wholesalers?
  - A. Horizontal channel conflict
  - B. Vertical channel conflict
  - C. Exclusive distribution
  - D. Reverse distribution
8. Putting forth effort in order to understand what is being said is called
  - A. communication.
  - B. active listening.
  - C. listening.
  - D. nonverbal communication.
9. Apparel store employees who participate in group discussions should present their ideas and opinions in a(n)
  - A. written format.
  - B. assertive manner.
  - C. argumentative way.
  - D. nonverbal style.
10. A characteristic of simple memorandums written by apparel store employees is that they usually are intended to be read by a(n)
  - A. internal audience.
  - B. board of directors.
  - C. planning committee.
  - D. group of suppliers.



11. Discount clothing store employees who accurately direct customers to other locations within the store are promoting customer \_\_\_\_\_.
- A. complaints.
  - B. honesty.
  - C. curiosity.
  - D. goodwill.
12. An unhappy customer wants to return some sweaters. The salesperson listens well and is polite and courteous to the customer. As a result of this professional approach, the customer leaves the clothing store satisfied. This is an example of \_\_\_\_\_.
- A. increasing sales through suggestion selling.
  - B. reducing employee turnover.
  - C. providing quality products.
  - D. building positive customer relations.
13. Sharon is an order processor for a sportswear manufacturer that prohibits her from eating at her work station so she won't be tempted to eat while talking with customers. This is an example of a(n) \_\_\_\_\_ policy.
- A. employee
  - B. service
  - C. product
  - D. customer
14. What method of checking incoming apparel goods is described as follows: The receiving worker inspects the construction, style, materials, or other characteristics of the goods.
- A. Blind check
  - B. Random check
  - C. Quality check
  - D. Direct check
15. Priority processing is appropriate for accessory products that need \_\_\_\_\_.
- A. to be back ordered.
  - B. to be promoted.
  - C. immediate handling.
  - D. a lot of storage space.
16. The most effective way for a menswear store to determine the exact quantity and value of its stock is to take a(n) \_\_\_\_\_ inventory.
- A. perpetual
  - B. opening
  - C. book
  - D. physical
17. Which of the following best describes a consumer good or service:
- A. A product that can only be used once
  - B. A product purchased by individuals for personal use
  - C. A product that can be used repeatedly
  - D. A product purchased by businesses for industrial use
18. Determine the type of utility being described in the following situation: A clothing shop conducts a back-to-school sale during the month of August.
- A. Form
  - B. Possession
  - C. Time
  - D. Place
19. Your firm is considering producing a new hiking boot. Research shows that there is definitely a demand for the boot and that there are currently only two other producers of this boot. Which of the following might prevent your firm from producing this hiking boot:
- A. Consumer expectations
  - B. Product utility
  - C. Cost of production
  - D. Promotional considerations
20. A business can be described as a(n) \_\_\_\_\_.
- A. reasonable way to make a profit.
  - B. disorganized method of manufacturing products.
  - C. organized effort to produce goods and services.
  - D. unreasonable means for increasing revenues.

21. Which of the following employees is the most productive if employee A works eight hours and assembles 75 watches; employee B works six hours and assembles 60 watches; employee C works four hours and assembles 38 watches; and employee D works 10 hours and assembles 90 watches:
- A. Employee C
  - B. Employee A
  - C. Employee B
  - D. Employee D
22. Why might jewelry businesses decide to hold on to expensive diamond earrings to sell later when the economy is experiencing high levels of inflation?
- A. Income will remain constant.
  - B. Taxes will limit production.
  - C. Cash will be in short supply.
  - D. Prices will continue to rise.
23. Which of the following actions would a government take to increase international trade:
- A. Establishment of trade centers
  - B. Establishment of tariffs
  - C. Establishment of quotas
  - D. Establishment of product standards
24. Which of the following is not a desirable personal trait in business:
- A. Procrastination
  - B. Industriousness
  - C. Assertiveness
  - D. Initiative
25. When Terry was told that his job responsibilities would soon change, he responded that he would be glad to learn new skills. Terry has an attitude of \_\_\_\_\_ change.
- A. requesting
  - B. welcoming
  - C. resisting
  - D. dreading
26. When sportswear store salespeople show sincere concern for the feelings of customers, they are demonstrating
- A. conviction.
  - B. objectivity.
  - C. appreciation.
  - D. empathy.
27. The term verbal assertiveness refers to any form of assertive behavior which involves
- A. words.
  - B. eye contact.
  - C. posture.
  - D. facial expression.
28. Being humble is an example of what type of behavior that builds positive working relationships?
- A. Carrying your own weight
  - B. Demonstrating courtesy and respect
  - C. Getting to know others on your work team
  - D. Having a good attitude
29. A leader who imagines a better way of doing things is exhibiting the trait of
- A. discipline.
  - B. awareness.
  - C. creativity.
  - D. empathy.
30. By understanding the time value of money concept, you know that
- A. time and money are related by due date.
  - B. it is better to receive \$101 a year from now than \$100 today.
  - C. saving money can buy time on debt payment.
  - D. it is better to receive \$100 today than \$101 a year from now.
31. Which of the following would not be a reason for a dress shop to offer credit to consumers:
- A. To create savings for the shop
  - B. To encourage consumer purchases
  - C. To build goodwill
  - D. To create customer loyalty
32. An individual who decides to save a certain amount every month in order to have enough money on hand to buy a car in two years is
- A. opening an account.
  - B. making an investment.
  - C. setting financial goals.
  - D. analyzing economic conditions.



33. Calculate a shoe store's ending cash balance based on the following information: beginning cash balance of \$1,825, total cash receipts of \$3,440, operating expenses of \$1,675, and inventory purchases of \$2,950.
- A. \$640  
B. \$615  
C. \$590  
D. \$775
34. In budgeting, utility bills, salaries, advertising, equipment purchases, taxes, and loans are examples of
- A. business expense.  
B. financial goals.  
C. spending controls.  
D. business income.
35. A clothing store owner completes a bank deposit slip listing \$243.85 in cash and \$3,928.50 in checks. If the owner indicates \$75 cash back, what is the amount of the deposit?
- A. \$4,043.35  
B. \$4,097.35  
C. \$4,128.35  
D. \$4,172.35
36. What factor does an accessory manufacturer consider when it needs to make decisions about when to develop new products or when to change prices?
- A. Selling procedures  
B. Promotional research  
C. Advertising data  
D. Marketing information
37. What characteristic of useful marketing information requires the information to be closely related to the situation in order to be of the most use?
- A. Relevancy  
B. Accessibility  
C. Timeliness  
D. Sufficiency
38. So a clothing store can retrieve current customer and internal marketing information from a central location, it may use which of the following technological tools:
- A. Opt-in e-mail  
B. Presentation software  
C. A database  
D. A CAD program
39. Which of the following is most likely to have a marketing-research department:
- A. Local charity  
B. Small bridal salon  
C. Leading shoe manufacturer  
D. Successful politician
40. Which element of marketing refers to the various types of communication that apparel marketers use to inform, persuade, or remind customers of their products?
- A. Product  
B. Price  
C. Place  
D. Promotion
41. Market segmentation has become important because today's consumers
- A. seldom change their reasons for buying.  
B. care most about a product's price.  
C. have similar basic needs and wants.  
D. are very discerning and selective.
42. One of the main reasons for developing a marketing plan is to identify the strategies necessary to achieve the marketing
- A. mix.  
B. functions.  
C. objectives.  
D. share.
43. What types of environmental factors do shoe store chains often consider when conducting a situational analysis?
- A. Physical and personal  
B. Internal and external  
C. Ethical and legal  
D. Formal and informal
44. In which of the following situations might a chain of menswear stores decide to increase its sales forecast from \$10 million to \$12 million for the coming year:
- A. Inflation rate increases by 3%.  
B. Demand for products is leveling off.  
C. One major competitor leaves the market.  
D. Population of market area decreases by 5%.

45. Clothing stores often use advanced database technology to obtain information such as zip codes of customers and amount of spending in order to more effectively
- A. target the market and improve service.
  - B. forecast the volume of future sales.
  - C. monitor levels of inventory.
  - D. order the merchandise that customers want.
46. In recent years, consumers in North America have been purchasing sweaters, jackets, and coats that are assembled in foreign lands such as China. This continuing growth of foreign trade in North America is an example of
- A. import penetration.
  - B. textile transshipping.
  - C. a trade deficit.
  - D. a comparative advantage.
47. When creating and posting information to a web site, one of the most important considerations is the
- A. opening page.
  - B. search engine.
  - C. domain name.
  - D. shopping cart.
48. The two best ways to send a document by e-mail are by
- A. including it as a file attachment or by pasting it into the body of the e-mail.
  - B. rekeying the document as an e-mail or by sending a file attachment.
  - C. rekeying the document in the e-mail or by creating a hyperlink to the document.
  - D. creating a hyperlink to the document or by pasting it into the body of an e-mail.
49. What type of software program allows businesspeople to combine graphics, transparencies, slides, and text for an on-screen display of information?
- A. Operating
  - B. Application
  - C. Presentation
  - D. Publishing
50. One way that T-shirt shop employees can help to prevent accidents is by practicing
- A. security procedures.
  - B. first-aid techniques.
  - C. emergency methods.
  - D. good health habits.
51. In order to prevent credit-card fraud, jewelry stores often instruct their employees to check the \_\_\_\_\_ on the back of the card.
- A. expiration date
  - B. customer's signature
  - C. account number
  - D. identification code
52. What do clothing store managers need to be able to manage projects effectively?
- A. Authority
  - B. Freedom
  - C. Self-interest
  - D. Pessimism
53. Which of the following is one way that the employees of a bridal salon can help the salon to control expenses:
- A. By holding up coworkers' projects
  - B. By overcharging customers for services
  - C. By treating customers efficiently
  - D. By borrowing company property
54. Why is good housekeeping important to a clothing store?
- A. Good housekeeping prevents customer complaints.
  - B. All stores must meet housekeeping standards.
  - C. A clean store is more appealing to customers.
  - D. Good housekeeping creates an exclusive image.
55. It is often difficult for people to see themselves clearly because they are unable to be
- A. adaptable.
  - B. objective.
  - C. creative.
  - D. subjective.



56. The job interviewer told Elizabeth at the end of the interview that he couldn't offer her the job because she lacked a particular skill that the job required. Elizabeth's next step should be to
- A. write the interviewer a follow-up letter.
  - B. look for another similar job opportunity.
  - C. file a formal complaint with the EEOC.
  - D. look for training in the required job skill.
57. A gathering of suppliers whose objective is to display their apparel and accessory merchandise for buyers is called a
- A. union meeting.
  - B. career fair.
  - C. trade show.
  - D. planning session.
58. Which of the following career opportunities in apparel retailing involves keeping the store updated on current styles and trends:
- A. Fashion director
  - B. Assistant buyer
  - C. Operations manager
  - D. Distribution planner
59. Pants, shirts, and dresses are examples of items that make up the \_\_\_\_\_ segment of the fashion industry.
- A. adornment
  - B. accessory
  - C. fiber
  - D. apparel
60. Which of the following statements concerning time management is false:
- A. Managing your time effectively will increase personal stress and frustration.
  - B. Time management allows more time for personal activities.
  - C. Managing your time will increase your productivity.
  - D. You will be a more organized person if you learn to control your time.
61. What do specialty boutiques expect to make when they set prices on goods and services?
- A. Quotas
  - B. Payments
  - C. Profits
  - D. Salaries
62. Bar code symbols that are scanned into computers and used to identify and total information such as the selling prices for accessory products are also called
- A. Unified Pricing Criteria.
  - B. Uniform Resource Locators.
  - C. United Rating Systems.
  - D. Universal Product Codes.
63. The selling price of a leather purse is increasing because the manufacturer must pay more for raw materials to make the purse. What is the primary factor for the price increase?
- A. Variable costs
  - B. Government regulation
  - C. Consumer demand
  - D. Economic conditions
64. What helps product planners predict whether a new watch will be successful before a business makes a major investment?
- A. Product life cycles
  - B. Marketing information
  - C. Product monitoring
  - D. Company goals
65. Which of the following technological tools helps a discount clothing store's employees simultaneously access the same information about the business's products:
- A. Micro-portal
  - B. Intranet
  - C. Memory card
  - D. Generator
66. When using mind mapping to generate product ideas, you begin by writing down the main problem or
- A. supporting facts.
  - B. market opportunity.
  - C. primary associations.
  - D. situational analysis.
67. The importance of grades and standards increases as international trade
- A. decreases.
  - B. increases.
  - C. fluctuates.
  - D. remains unchanged.

68. The government agency that has a broader influence on marketing activities than any other agency is the
- A. Federal Trade Commission.
  - B. Food and Drug Administration.
  - C. Federal Communications Commission.
  - D. Consumer Product Safety Commission.
69. Which of the following is a reason why a menswear store might choose to expand its product mix:
- A. To reduce costs
  - B. To increase sales
  - C. To increase risks
  - D. To reduce liability
70. The buyer for Shoe Carnival wants to know the open-to-buy for the month. If planned purchases are \$24,500, merchandise received is \$8,900, and merchandise on order is \$6,400, the present OTB would be
- A. \$9,200.
  - B. \$2,500.
  - C. \$15,300.
  - D. \$35,900.
71. A characteristic of product bundling is that an accessory store sells several products together for a(n)
- A. unlimited time.
  - B. higher interest rate.
  - C. higher profit margin.
  - D. reduced price.
72. Some of the major couture houses of Paris have altered their marketing strategies because of the
- A. success of the ready-to-wear industry.
  - B. increased media coverage of fashion.
  - C. popularity of licensing arrangements.
  - D. rapid changes in the world of fashion.
73. While brands are often associated with large, well-known apparel companies, small apparel businesses and services are also brands because they
- A. are preferred by customers over larger companies and products.
  - B. are just as necessary to the economy.
  - C. also have customer perceptions and associations.
  - D. will all eventually grow into larger, well-known organizations.
74. If possible, a fashion retailer that must borrow money to buy inventory should wait until the
- A. store's storage space is filled.
  - B. fashion season is over.
  - C. stock turnover decreases.
  - D. interest rates go down.
75. Well-planned promotions should communicate to customers specific information about
- A. product usage.
  - B. competitors' products.
  - C. the accessory shop and its products.
  - D. the accessory shop's sales revenues.
76. One reason that some groups are critical of promotional practices is because they think that promotions
- A. manipulate consumers.
  - B. eliminate stereotypes.
  - C. are error free.
  - D. reduce people's fears.
77. Which of the following statements is true about regulating promotional activities:
- A. A clothing business must understand that the laws governing promotional activities vary by country.
  - B. Clothing businesses must submit all promotional materials to the International Ad Coalition for approval.
  - C. Governments bear the sole responsibility of monitoring promotional materials and regulations.
  - D. Most countries have a system of checks and balances to verify that promotion regulations are fair.
78. Newspapers are a type of print media that can be classified by
- A. type of programming.
  - B. frequency of publication.
  - C. day parts.
  - D. purchase option.



79. The Franklin Clothing Company wants to provide readers of its print advertisement with a strong sales message about its sportswear. To achieve this objective, the Franklin Clothing Company will need to develop effective
- A. body copy.
  - B. tag lines.
  - C. white space.
  - D. illustrations.
80. Which of the following forms of direct mail is most likely to save money for a clothing business:
- A. Self-mailers
  - B. Color catalogs
  - C. Sales packets
  - D. Computer disks
81. Visual merchandising is important in self-service retailing because the accessory products usually must
- A. look identical.
  - B. fit in containers.
  - C. sell themselves.
  - D. be inexpensive.
82. A display worker dismantling an exhibit of shoes and purses should carefully remove the nails in order to
- A. prevent injuries.
  - B. use them again.
  - C. store the props.
  - D. clean the fixtures.
83. Which of the following would be best for hand lettering signs:
- A. Camel's hair brush
  - B. Radiograph pen
  - C. Ball-point pen
  - D. Coit pen
84. Which of the following usually is the last step in the process of developing a promotional plan:
- A. Evaluating the results
  - B. Paying for advertising
  - C. Allocating the funds
  - D. Implementing the plan
85. Josh has been told "no" about 10 times today by potential customers. He doesn't get discouraged or give up, however. He's determined to keep looking for ways to make sales. Which characteristic of a successful salesperson does Josh display:
- A. Product knowledge
  - B. Persistence and patience
  - C. Personal appearance
  - D. Ethics
86. Providing quality customer service on a consistent basis often helps sportswear store salespeople to increase sales to
- A. new prospects.
  - B. first-time buyers.
  - C. current customers.
  - D. major corporations.
87. Which of the following is a benefit to the shoe manufacturer salesperson of building a clientele:
- A. Acceptance of higher prices
  - B. Reduction of selling costs
  - C. Support of company image
  - D. Referrals from loyal customers
88. An internal factor that could influence the determination of a clothing company's selling policies is the
- A. availability of raw materials.
  - B. firm's research and development efforts.
  - C. wants and needs of customers.
  - D. firm's social responsibility.
89. One reason many salespeople for apparel manufacturers use e-mail to follow up with customers on a regular basis is because e-mail makes it possible to
- A. communicate instantly.
  - B. arrange delivery.
  - C. organize information.
  - D. schedule training.
90. Which of the following is an individual from whom accessory salespeople can obtain useful product information:
- A. Advertiser
  - B. Exporter
  - C. Customer
  - D. Competitor

91. How does a feature-benefit chart help a watch salesperson?
- A. Evaluates customer reaction to the presentation
  - B. Explains the store's compensation rate to the salesperson
  - C. Determines which features and benefits appeal to each customer
  - D. Provides a quick reference to the salesperson about the watch
92. The reason that the hem at the bottom of a garment should not be too narrow is so that
- A. the garment can be lengthened.
  - B. double rows of stitching can be used.
  - C. the hem can be turned up twice.
  - D. any raw edges will not be seen.
93. Which of the following types of men's outerwear might a salesperson recommend to a customer who wants warmth as well as traditional style:
- A. Rain poncho
  - B. Ski jacket
  - C. Trench coat
  - D. Denim blazer
94. Which of the following is not a type of customer approach to be used by a clothing store salesperson:
- A. Service
  - B. Merchandise
  - C. Welcome
  - D. Trial
95. The three basic models of suits for men are the American, the British, and the
- A. French.
  - B. designer.
  - C. European.
  - D. custom tailored.
96. Which of the following techniques might a menswear store salesperson use to try to sell goods to customers who say that they are just looking:
- A. Leave them entirely alone.
  - B. Ask personal questions.
  - C. Follow them around.
  - D. Point out specials.
97. Apparel retailers that use an independent delivery service rather than an in-store delivery system have
- A. a higher level of customer satisfaction.
  - B. a higher level of control over delivery services.
  - C. less money invested in offering delivery services.
  - D. greater flexibility in adjusting services to customers' needs.
98. What is the main reason a clothing store employee should know how to properly pack delicate apparel items?
- A. To wrap as a present
  - B. To prepare for shipment
  - C. To decrease wrinkling
  - D. To prevent breakage
99. A customer wants to return a dress that is the wrong size. The best procedure to follow in handling the return is to offer
- A. the customer a gift certificate.
  - B. to exchange the dress for another dress.
  - C. the customer a cash refund.
  - D. to sell the customer a more expensive dress.
100. A manager evaluates the production output of the T-shirt department by checking it against the production goals for that time period. This is an example of the \_\_\_\_\_ function of management.
- A. organizing
  - B. directing
  - C. controlling
  - D. planning