

Competency-Based  
Competitive Events  
\*Written Exam\*

Test Number 877  
Booklet Number \_\_\_\_\_

# Food Marketing

## Associate Level

**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. Which of the following is an important aspect of merchandising food:
  - A. Having goods available when needed
  - B. Developing ways to improve goods
  - C. Advertising goods to customers
  - D. Using techniques to sell goods
2. What type of partnership arrangement might restrict a grocery store partner's liability?
  - A. Limited
  - B. Franchise
  - C. "S"
  - D. Close
3. Supermarket employees need to use the correct words in written communication in order to make sure that the receiver \_\_\_\_\_ the message.
  - A. accepts
  - B. agrees with
  - C. understands
  - D. approves of
4. The owner of Bob's Bargain Supermarket has prepared a one-page report to inform the staff about current sales volume. This is an example of a(n) \_\_\_\_\_ report.
  - A. informal
  - B. complex
  - C. activity
  - D. analytical
5. Which of the following components of a business letter includes the date:
  - A. Body
  - B. Inside address
  - C. Heading
  - D. Salutation
6. Which of the following types of messages presents evaluative information:
  - A. Analytic
  - B. Explanatory
  - C. Simple
  - D. Complex
7. As a food product moves from producer to consumer, it takes a channel of distribution. This is the \_\_\_\_\_ the food product takes.
  - A. time
  - B. route
  - C. waterway
  - D. mode of transportation
8. What distribution channel is most often used to distribute consumer goods by a small grocer?
  - A. Producer to wholesaler to retailer to consumer
  - B. Producer to retailer to consumer
  - C. Producer to consumer
  - D. Producer to agent to wholesaler to retailer to consumer
9. What is one way that the YUM Cereal Company can use satellite technology in the distribution function?
  - A. To track shipments
  - B. To gain remote access
  - C. To locate vendors
  - D. To download orders
10. Which of the following is an example of distributing goods through a gray-market strategy:
  - A. A business sells brand-name food products to customers in foreign countries for a lower price than they can get domestically.
  - B. A franchisee obtains a license to sell a well-recognized brand of food products through her/his store.
  - C. An Asian-based company establishes an Internet web site to sell its food products directly to European consumers.
  - D. A local store has exclusive distribution rights to sell expensive food goods for a Swiss manufacturer.

11. In the food marketing industry, a main goal of physical distribution is to increase customer service and at the same time
- A. increase inventories and warehouse capacity.
  - B. decrease inventories and costs.
  - C. decrease cost and transit time.
  - D. increase transit time and warehouse capacity.
12. Which of the following products should be moved through the receiving process the fastest:
- A. Canned fruit
  - B. Tea
  - C. Fresh spinach
  - D. Jars of pickles
13. Stock kept available in or near the sales area of a gourmet food shop, rather than in the stockroom/warehouse, is called \_\_\_\_\_ stock.
- A. reserve
  - B. forward
  - C. closed-display
  - D. point-of-purchase
14. Calculate a grocery store's inventory shrinkage if it has opening stock value of \$345,000, stock purchases of \$62,500, net sales transactions of \$287,250, and periodic stock count of \$116,400.
- A. \$5,750
  - B. \$2,250
  - C. \$4,450
  - D. \$3,850
15. What is a supermarket doing when it makes sure a sufficient supply of advertised items is available for a special sale?
- A. Developing a relationship with a vendor
  - B. Coordinating distribution with promotion
  - C. Communicating information about a product
  - D. Arranging a method of transportation
16. If today is September 10, which of the following milk carton "sell dates" is sequentially organized so that a supermarket customer first sees the oldest products in the display case?
- A. September 25, September 23, and September 18
  - B. September 19, September 17, and September 15
  - C. September 27, September 25, and September 21
  - D. September 14, September 17, and September 19
17. What is one of the functions of rack jobbers in the food distribution process?
- A. Representing cereal producers
  - B. Selling goods to customers
  - C. Negotiating selling prices
  - D. Maintaining store displays
18. John has decided to open a small bakery. He said, "I know it will be expensive, take a lot of time, and I'll have to give up buying a new car, but it'll pay off in the long run." Which of the following economic terms applies to this decision:
- A. Factors of production
  - B. Product differentiation
  - C. Marginal cost
  - D. Opportunity cost
19. One of the ways in which food marketing businesses can be socially responsible is by using research and development in order to
- A. create more jobs.
  - B. balance corporate budgets.
  - C. create new and better products.
  - D. gain governmental grants.
20. The Tasty Pastry Shop sells many kinds of pastries to its customers. The Tasty Pastry Shop would be referred to as a(n)
- A. utility.
  - B. economic resource.
  - C. business.
  - D. not-for-profit company.
21. Which of the following was passed to prevent price discrimination:
- A. Robinson-Patman Act
  - B. Wheeler Lea Act
  - C. Sherman Act
  - D. Federal Food, Drug, and Cosmetic Act

33. Food marketing businesses that offer revolving charge accounts and send customers updated statements showing the status of their accounts are following which federal law?
- A. Equal Credit Opportunity Act
  - B. Truth-in-Lending Act
  - C. Fair Credit Billing Act
  - D. Fair Credit Reporting Act
34. The primary reason that people review their personal credit reports is to
- A. change or update their credit ratings.
  - B. verify that the credit agencies have correct information.
  - C. ensure that they obtain bank loans.
  - D. eliminate the risk of identity theft.
35. When a supermarket employee was injured in an auto accident on his/her way to work, what kind of insurance paid his/her hospital bill?
- A. Disability
  - B. Health
  - C. Term
  - D. Life
36. A grocery store has inventory valued at \$750,000. This amount would appear in the grocery store's balance sheet under
- A. income.
  - B. liabilities.
  - C. cash.
  - D. current assets.
37. What is the base figure for calculating the amount of sales tax a grocery store owes to the state if it had gross sales of \$549,210 and exempt sales of \$29,925?
- A. \$579,135
  - B. \$549,210
  - C. \$564,172
  - D. \$519,285
38. Which of the following is one way that food manufacturers use marketing information:
- A. To determine credit scores
  - B. To develop new products
  - C. To change economic trends
  - D. To prepare sales invoices
39. Which of the following is a type of primary data that food marketers collect:
- A. Budget figures
  - B. Sales records
  - C. Product demand
  - D. Customer complaints
40. Why do many supermarkets place a cookie on a user's hard drive when the user visits the supermarket's web site?
- A. To regulate the user's access to information
  - B. To make it easy for the user to find the web site
  - C. To track the number of times the user buys a product
  - D. To guarantee that the web site is secure
41. Which of the following is a technique that supermarket chains can use to monitor their competitors' activities:
- A. Studying regional data
  - B. Analyzing economic factors
  - C. Reading annual reports
  - D. Reviewing buying motives
42. What process might a food distributor use to enter marketing data into a computer for analysis?
- A. Screening
  - B. Editing
  - C. Keyboarding
  - D. Tabulating
43. To reach their goal, food marketers plan the route they believe to be
- A. reasonable.
  - B. efficient.
  - C. straight.
  - D. easy.

44. Which of the following represents division of a market on the basis of consumers' lifestyles and personalities:
- A. Psychographic segmentation
  - B. Demographic segmentation
  - C. Geographic segmentation
  - D. Behavioral segmentation
45. When a supermarket chain develops a comprehensive marketing plan, it should always include objectives that are
- A. inflexible.
  - B. vague.
  - C. short-term.
  - D. action-oriented.
46. If you were trying to convince a soup distributor to use quantitative sales forecasting, which of the following factors would you stress:
- A. Factual basis
  - B. Variety of opinions
  - C. Minimal cost
  - D. Ease with which findings are understood
47. Which of the following might be part of a supermarket employee's job even though it would not be in his/her job description:
- A. Answering the business's telephone
  - B. Writing letters to customers
  - C. Directing customers to other locations
  - D. Keeping the business's financial records
48. Which of the following is a benefit to consumers of the exchanges that occur as a result of marketing:
- A. Gaining repeat business
  - B. Making maximum profits
  - C. Obtaining items when needed
  - D. Determining how to meet wants
49. What type of technology does a food distributor often use to communicate with its salespeople while they are traveling from customer to customer?
- A. Cellular phones
  - B. Data processing
  - C. Fax machines
  - D. Voice recognition
50. Which of the following is a capability of a presentation software program:
- A. Combining animation and sound
  - B. Copying and printing documents
  - C. Connecting several computers
  - D. Calculating mathematical data
51. An advantage to a supermarket chain that uses collaborative computer software is that its employees can share information quickly, which increases their
- A. profits.
  - B. independence.
  - C. productivity.
  - D. motivation.
52. A chain of supermarkets that has a group of employees who are responsible for selecting the approved suppliers of specific food products is using the process of
- A. team negotiating.
  - B. central buying.
  - C. vendor organizing.
  - D. expense budgeting.
53. What do supermarket deli departments need to consider to prevent spoilage when storing food products?
- A. Portion sizes
  - B. Grading systems
  - C. Time limits
  - D. Delivery dates
54. The Occupational Safety and Health Administration (OSHA) is a federal government agency that tries to prevent
- A. high levels of unemployment.
  - B. hazards in the workplace.
  - C. employee theft.
  - D. natural risks.
55. In a supermarket, which of the following is an example of point-of-sale fraud:
- A. Vendors taking funds from the register
  - B. Competitors accessing computer files
  - C. Customers replacing price tags
  - D. Employees undercharging their friends

- A. Friends' opinions
- B. Parents' occupations

- C. Family history
- D. Their personality

62. When preparing an interview follow-up letter, what might applicants include that they forgot to mention during the interview?

- A. Important information
- B. Social Security number

- C. Personal background
- D. Position description

63. What is one of the main reasons for writing a letter of application?

- A. To describe activities
- B. To organize thoughts

- C. To give detailed data
- D. To attract attention

64. Individuals who are employed in occupations that require them to work with a lot of information and ideas are often able to enhance their careers by developing their \_\_\_\_\_ skills.

- A. manual
- B. physical

- C. mental
- D. natural

65. Publications that provide specific information about particular fields and new products and styles are known as

- A. consumer panels.
- B. trade journals.

- C. market papers.
- D. consumer surveys.

66. In the food marketing industry, retail merchandisers are usually responsible for

- A. training and motivating new employees.
- B. advertising the weekly specials.

- C. communicating messages to management.
- D. obtaining the products that customers want.

67. What might happen if a supermarket's customers feel that they are not getting the most value for their money?

- A. Sales remain the same.
- B. Sales increase.

- C. Customers spend money elsewhere.
- D. Customers purchase more.

90. Which of the following usually is included in a supermarket's promotional plan:
- A. Previous sales figures
  - B. Timetable for completion
  - C. Table of organization
  - D. Projected profit margins
91. A local grocer that wanted to promote a sale of national brands should coordinate the effort with the
- A. discounts offered by one radio station.
  - B. specials offered at the mall.
  - C. other similar businesses in the area.
  - D. manufacturers' promotional campaigns.
92. In the food marketing industry, which of the following situations is an example of a salesperson bribing a customer:
- A. Giving an inexpensive gift
  - B. Buying lunch during a sales call
  - C. Providing tickets to a community activity
  - D. Offering half of the commission on a sale
93. An advantage to food distributors of using mapping software to create sales territories is that the software allows the food distributors to
- A. develop travel routes.
  - B. assign specific salespeople.
  - C. view geographic characteristics.
  - D. experiment based on various criteria.
94. When a food manufacturer's promotional materials are used as sources of selling information, a salesperson may need to
- A. sort out useful selling facts.
  - B. use his/her own personal experience.
  - C. ask other salespeople for help.
  - D. call the Federal Trade Commission.
95. In order to prepare a feature-benefit chart, a food company's salesperson must know
- A. facts about the product.
  - B. facts about customers.
  - C. the number of products in stock.
  - D. the name of the product's intermediary.
96. When making a sales call, the first thing a food distributor's salesperson should do is to
- A. start the sales presentation.
  - B. make a clever joke or comment.
  - C. create a desire to buy.
  - D. establish a relationship with the customer.
97. Which of the following information should an industrial salesperson try to obtain before approaching a customer:
- A. Style of management
  - B. Form of ownership
  - C. List of employees
  - D. Type of business
98. Determine the appropriate method for a refrigerator salesperson to use when handling the following objection made by a supermarket owner. Supermarket owner: "The sticker on this new refrigeration unit indicates it is rated for high energy savings, but I'm sure a refrigeration unit this size will use too much electricity."
- A. Yes, but . . .
  - B. Inquiry
  - C. Denial
  - D. Demonstration
99. Why do supermarket cashiers compare the signature on a credit card with the signature on a credit sales form?
- A. So that the cashier can process the transaction in an efficient manner
  - B. To verify that the credit card has an authorization number
  - C. To reduce the risk of fraud by unauthorized cardholders
  - D. So that the cashier does not need to ask the customer for photo identification
100. When bagging merchandise, where should a supermarket employee place a bottle of liquid bleach?
- A. In the middle
  - B. On the top
  - C. On the bottom
  - D. By itself