

Competency-Based  
Competitive Events  
\*Written Exam\*

Test Number 763

Booklet Number \_\_\_\_\_

# Technical Sales Representative

**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, marketing specialist, marketing supervisor, and manager/entrepreneur 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 illustrates a trend in technical selling:
  - A. Telemarketing
  - B. Point-of-purchase displays
  - C. Frequent-user programs
  - D. Business intelligence systems
2. What is likely to happen if a computer retailer consistently opens and closes its store at times that are different from what is posted on the door?
  - A. Customers will decide to shop elsewhere.
  - B. The computer retailer will have to pay a fine.
  - C. There will be an increase in customer traffic.
  - D. Employees will be more happy about their work schedule.
3. Which of the following is usually done first in the buying process:
  - A. Ordering goods and services
  - B. Identifying sources of supply
  - C. Preparing purchase orders
  - D. Negotiating discounted price
4. What action could a technical business take to promote a good relationship between the business and a vendor?
  - A. Providing feedback to the vendor
  - B. Paying bills after the second notice
  - C. Keeping a vendor diary
  - D. Changing vendors frequently
5. Which of the following factors should an electronics business take into consideration when ordering merchandise from a manufacturer or supplier:
  - A. Geographic data
  - B. Buying motives
  - C. Return policies
  - D. Planned markups
6. Net sales is calculated by subtracting which of the following from gross sales:
  - A. Sales returns
  - B. Ending inventory
  - C. Operating expenses
  - D. Cost of merchandise sold
7. The Geneva Pager Company had \$125,000 in revenue last month and expenses of \$132,000. This month, Geneva reduced expenses by \$21,000 and increased revenue to \$137,000. Calculate the company's profit or loss for these two months.
  - A. \$7,000 loss
  - B. \$19,000 profit
  - C. \$28,000 loss
  - D. \$109,000 profit
8. What type of information about equipment is important for technical businesses to keep in their records?
  - A. Inventory status
  - B. Mechanical repairs
  - C. Serial numbers
  - D. Production process
9. Why do cellular phone businesses develop operating budgets?
  - A. To estimate replacement costs
  - B. To monitor the managers' salaries
  - C. To calculate inventory levels
  - D. To organize the overall finances
10. Which of the following is a way that telecommunications businesses often use database software programs:
  - A. To calculate weekly payroll
  - B. To organize vendor information
  - C. To diagram work schedules
  - D. To prepare promotional material
11. Which of the following do many software businesses include on their web sites in order to obtain feedback from customers:
  - A. Return e-mail option
  - B. Portable document format
  - C. Electronic file attachment
  - D. Computer programming code
12. What category of business risk is caused by employees and customers?
  - A. Human
  - B. Economic
  - C. Natural
  - D. Uninsurable
13. To prevent point-of-sale fraud, electronics businesses usually develop
  - A. specific credit-card procedures.
  - B. procedures for making bank deposits.
  - C. guidelines for unlocking display cases.
  - D. techniques for monitoring hard-to-see areas on the sales floor.
14. Which of the following is an example of an unsafe condition in a technical business environment:
  - A. Barred windows
  - B. Faulty equipment
  - C. Mopped floors
  - D. Lighted property

15. An effective fire-prevention program requires that the computer business's employees know the exact location of all
- A. electrical outlets.
  - B. hazardous materials.
  - C. fire extinguishers.
  - D. emergency services.
16. The local scouts have offered to clean up a software company's parking lot and grounds in exchange for new computer games. The company's contract with the scouts should be written so that it is not
- A. longer than one page.
  - B. full of technical terms.
  - C. based on forecasts.
  - D. open to multiple interpretations.
17. Which of the following situations is an example of a software business violating the Equal Pay Act:
- A. Paying bonuses to men for accomplishing specific sales goals
  - B. Paying a different wage to men and women doing the same work
  - C. Paying a different wage to men and women doing comparable work
  - D. Paying a higher wage to women who have many years of seniority
18. A digital camera manufacturer was fined \$2 million for dumping toxic waste in the local river. What federal environmental regulation did the company violate?
- A. Clean Air Act
  - B. Food Quality Act
  - C. Clean Water Act
  - D. Endangered Species Act
19. What should a pager company employee do if a customer calls asking for information that the employee doesn't have?
- A. Ask the customer to call back later
  - B. Offer to get the information and call back
  - C. Ask why the customer needs the information
  - D. Suggest that the customer call someone else
20. What part of a complex written report usually contains the printed materials that support the information presented in the report?
- A. Summary
  - B. Appendix
  - C. Analysis
  - D. Conclusion
21. Supervisors can encourage employees to comply with their instructions by putting the directions in the form of a
- A. demand.
  - B. survey.
  - C. order.
  - D. request.
22. A computer store manager who is conducting a staff meeting encourages all employees to participate by asking them to suggest their solutions to problems in writing and then to privately vote for the best solution. What technique is the manager using?
- A. Brainstorming
  - B. Quality circles
  - C. Role-playing
  - D. Nominal group
23. What is one of the advantages to businesses of using electronic data processing and computerized inventory systems in the distribution function?
- A. Saves time
  - B. Reduces turnover
  - C. Increases capital
  - D. Increases average stock on hand
24. An electronics store prepares an invoice for a customer who has purchased the following: four items at \$31.35 each and three items at \$26.95 each. If shipping costs are \$19.80, what is the total amount of the invoice?
- A. \$219.85
  - B. \$226.05
  - C. \$231.25
  - D. \$269.35
25. Which of the following is an important requirement for a cellular phone business's storage area:
- A. It must be heated.
  - B. It must be accessible to employees.
  - C. It must be large.
  - D. It must be within the business facility.
26. One reason why it is important for a business to coordinate the distribution and promotion of a new technical product is to make sure that the product is
- A. attractive to all customers.
  - B. designed to appeal to a target market.
  - C. competitively priced.
  - D. available when customers want it.
27. How would a business's computers be classified?
- A. As parts
  - B. As supplies
  - C. As equipment
  - D. As an installation

28. Many electronics stores have extended hours between Thanksgiving and Christmas. In this situation, marketing has affected \_\_\_\_\_ utility.
- A. place  
B. profit  
C. time  
D. possession
29. Specialization by trade or profession, specialization by stage of production, and specialization by task are three main forms of specialization of
- A. capital goods.  
B. natural resources.  
C. human resources.  
D. division of labor.
30. The category of GDP called gross private domestic investment includes
- A. all purchases of capital goods.  
B. all exports of goods and services.  
C. purchases made by private individuals.  
D. inventories held over from previous years.
31. Sales are falling off, production and employment are in decline, and the general feeling among businesspeople is that times are bad. This information indicates that the business cycle is in the \_\_\_\_\_ phase.
- A. expansion  
B. contraction  
C. peak  
D. inflation
32. One reason some U.S. computer businesses move their facilities to other countries is to
- A. establish trade centers.  
B. reduce their labor costs.  
C. help underdeveloped nations.  
D. deal with unstable governments.
33. Which of the following is one way that businesses use the technology of electronic funds transfer:
- A. To pay employees  
B. To manage trusts  
C. To process loans  
D. To endorse checks
34. Why is it important for a technical business that intends to accept credit cards to shop around before selecting a credit-card company?
- A. To arrange for financing  
B. To develop a relationship  
C. To obtain the best rate  
D. To complete an application
35. Many electronics businesses seek trade credit because this kind of credit enables them to
- A. obtain goods without immediate payment.  
B. offer more credit to their own customers.  
C. qualify for an unsecured loan.  
D. earn credits toward future purchases.
36. An example of a benefit of a marketing-information management system is that technical marketers
- A. obtain scattered information.  
B. gain a broad perspective of the market.  
C. receive information that is not timely.  
D. obtain a collection of inappropriate data.
37. In order to be of benefit to the software business, marketing research needs to be
- A. extensive.  
B. expensive.  
C. accurate.  
D. widespread.
38. Bar code scanners and valued-customer cards collect information on customer preferences and buying habits. Businesses often store this information in a computer
- A. web site.  
B. advertisement.  
C. modem.  
D. database.
39. Which of the following is an example of range:
- A. Most consumers rent six DVDs per month.  
B. Consumers rent between five and ten DVDs per month.  
C. Consumers rent an average of eight DVDs per month.  
D. Half of all consumers rent more than seven DVDs per month.
40. Based on the information in the following frequency table, what percentage of the 500 respondents answered "somewhat satisfied":

Value Label	Value Code	Frequency
Very Satisfied	1	50
Satisfied	2	90
Somewhat Satisfied	3	150
Somewhat Dissatisfied	4	100
Dissatisfied	5	75
Very Dissatisfied	6	35

- A. 25%  
B. 30%  
C. 35%  
D. 40%

41. An international electronics company that wants to add laser printers to its product mix has determined there are four major brands that currently hold the majority of the market share for that product. The strengths and weaknesses of each potential competitor have been examined. This is an example of a(n)
- A. action plan.
  - B. marketing strategy.
  - C. situation analysis.
  - D. purpose and mission.
42. A pager company's sales forecast is an estimate for a given period of time of what its \_\_\_\_\_ will be.
- A. total sales
  - B. sales quotas
  - C. sales expenses
  - D. market potential
43. Which of the following questions would be the most critical in determining a good location for a cellular phone business:
- A. Who are my customers?
  - B. Where can financing be obtained?
  - C. What wages will employees expect to receive?
  - D. What type of background will managers need?
44. What information about customers do technical businesses need to obtain to develop an accurate client profile?
- A. Social background
  - B. Political preference
  - C. Product knowledge
  - D. Intelligence level
45. The only way that a team can carry out its assignment in a satisfactory manner is when the team members
- A. cooperate with each other.
  - B. are appointed by management.
  - C. all have the same opinions.
  - D. are dominated by the leader.
46. One way that a service strategy assists managers in developing a customer-service mindset among employees is by
- A. creating a set of concrete rules that employees must follow.
  - B. directing the employees to think of the customer's priorities first.
  - C. developing an incentive program to reward customers for their loyalty.
  - D. helping the managers define who provides the best service in the organization.
47. Which of the following approaches would help workers involved in conflict to negotiate a solution to the problem that is satisfactory to all:
- A. Being determined to win
  - B. Being willing to compromise
  - C. Knowing how to manipulate
  - D. Having a set outcome in mind
48. Which of the following is a factor that may cause technical employees to feel stressed:
- A. Nature of the job
  - B. Inability to sleep
  - C. Constant tiredness
  - D. Difficulty breathing
49. A retail sales manager is approached by a customer who wants to return a defective DVD player that was recently purchased from the store. The sales manager should
- A. offer to exchange the defective product with a new DVD player.
  - B. provide the customer with a list of local electronic repair shops.
  - C. tell the customer to call the manufacturer to arrange an item return.
  - D. offer the customer a small discount if a higher quality product is purchased.
50. Specialty Computers is a small company that needs to hire another warehouse worker. The warehouse manager wants to include the phrase, "requires heavy lifting" in the employment ad. It is ethical to use this phrase only when the job
- A. would be better performed by males.
  - B. would be better performed by females.
  - C. actually requires heavy lifting.
  - D. actually requires light lifting.
51. The receiving department of a small electronics store employs two stock clerks who each work six-hour shifts. What is the most effective work schedule if the store receives deliveries between the hours of 7–8 a.m., 9–11 a.m., and 1–3 p.m.?
- A. Clerk 1: 8 a.m. to 2 p.m.; Clerk 2: 2 to 8 p.m.
  - B. Clerk 1: 6 a.m. to noon; Clerk 2: 9 a.m. to 3 p.m.
  - C. Clerk 1: 10 a.m. to 4 p.m.; Clerk 2: 8 a.m. to 2 p.m.
  - D. Clerk 1: 12 noon to 6 p.m.; Clerk 2: 6 p.m. to midnight
52. How can poorly written job ads create problems for the telecommunications business?
- A. They may not be accepted for publication.
  - B. They are likely to attract unreliable applicants.
  - C. They may give applicants unrealistic expectations.
  - D. They will attract too large a pool of applicants.

53. Which of the following tests would be used to evaluate a job applicant's ability to learn a particular kind of job:
- A. Polygraph
  - B. Personality
  - C. Aptitude
  - D. Work sample
54. You have been asked to prepare guidelines for the new-employee orientation program. What would be an appropriate guideline to include?
- A. Use technical language in your explanations.
  - B. Provide adequate time for initial training sessions.
  - C. Hold the orientation near an employee's work station.
  - D. Instruct new employees to avoid asking questions of coworkers.
55. Which of the following is a true statement about training methods:
- A. There is no one best method of training and development.
  - B. Assessment centers are used frequently by small organizations.
  - C. The conference method helps trainees understand their feelings.
  - D. Behavior modeling can be psychologically dangerous for some people.
56. One characteristic of a good leader is that s/he \_\_\_\_\_ subordinates.
- A. orders
  - B. guides
  - C. commands
  - D. dominates
57. How does good communication make a supervisor's job easier?
- A. It ensures that workers will meet deadlines.
  - B. It helps the supervisor to explain jobs to workers.
  - C. It helps the supervisor to work alongside employees.
  - D. It keeps negative feedback from reaching management.
58. Sandy has noticed that one of the cashiers has been making frequent mistakes when handling charge sales. When should Sandy discuss the problem with the employee?
- A. As soon as possible in private
  - B. During the annual employee evaluation
  - C. During the next department meeting
  - D. Next time the cashier makes a mistake
59. Which of the following would not be part of the responsibilities of a cellular phone business's maintenance department:
- A. Changing a business's layout
  - B. Inspecting mechanical equipment
  - C. Selling goods
  - D. Routine repairs
60. When an electronics business plans a program that will provide regular inspections; operational checks; cleaning, adjusting, and lubricating of the business's equipment, the business is planning a \_\_\_\_\_ program.
- A. purchasing
  - B. replacement
  - C. renovation
  - D. maintenance
61. A cellular phone business bought \$465,000 worth of goods to sell last year and 8% more than that to sell this year. Calculate the amount the business should include in next year's merchandising budget if it expects to sell an additional 7% next year.
- A. \$495,875
  - B. \$497,550
  - C. \$534,750
  - D. \$537,354
62. If a pager business's net sales were \$71,900, expenses were \$21,000, and cost of goods sold was \$42,000, what would be the amount of net profit?
- A. \$2,990
  - B. \$5,090
  - C. \$6,300
  - D. \$8,900
63. A computer business's planners should study the external factors that influence the firm's success. This process is referred to as a(n)
- A. situational analysis.
  - B. formulation of strategies.
  - C. demographic profile.
  - D. environmental analysis.
64. Which of the following is an example of financial information that a start-up software company should avoid including in a business plan intended to attract investors:
- A. Projected break-even date
  - B. Optimistic cash flow projections
  - C. Realistic monthly sales projections
  - D. Estimated annual operating expenses
65. Time management usually helps to increase your
- A. workload.
  - B. self-esteem.
  - C. stress level.
  - D. sense of frustration.

66. Individuals often succeed in occupations that require the skills that match their  
A. values. C. behaviors.  
B. aptitudes. D. attitudes.
67. Most telecommunications businesses expect that a person responding to a help-wanted ad will send a résumé and a  
A. letter of application. C. letter of reference.  
B. transcript of school records. D. listing of previous employment.
68. A three-day exhibition in a convention hall featuring the most up-to-date computer equipment, software, and related goods is an example of which of the following:  
A. Trade show C. Floor plan  
B. Central market D. Warehouse club
69. A successful technical salesperson needs to be a(n)  
A. strong closer. C. great talker.  
B. active listener. D. sharp dresser.
70. Which of the following marketing factors involves decisions about shipping, handling, and storage of computer equipment:  
A. Pricing C. Place  
B. Promotion D. Product
71. Which of the following is considered legal in all states:  
A. Showing the price per unit along with the total price of the item  
B. Agreeing on a product's price with other businesses that sell the product  
C. Selling products below cost in order to attract customers to the business  
D. Treating channel members differently as to the terms and conditions of sale
72. A business negotiates a chain trade discount of 30/20/5% on a color ink-jet printer that is list priced at \$250. What is the final cost of the printer to the business?  
A. \$125 C. \$133  
B. \$128 D. \$136
73. To many consumers, high prices are an indication of  
A. high quality. C. loss leaders.  
B. rapid turnover. D. promotional pricing.
74. Barney's Computers advertises that the company provides delivery and instruction to purchasers of computer packages. Barney's is offering \_\_\_\_\_ services.  
A. pure C. design  
B. product-screening D. product-related
75. When an electronics company reduces the number of products in its product mix, the company is implementing a(n) \_\_\_\_\_ strategy.  
A. alteration C. expansion  
B. positioning D. contraction
76. An effective brand makes emotional and rational connections with customer's primarily through  
A. touch points. C. core values.  
B. employee input. D. identity elements.
77. Which of the following types of lighting can be used to concentrate light on a particular area:  
A. Neon C. Fluorescent  
B. Halogen D. Incandescent
78. For most technical businesses, the ultimate goal of using promotion is to  
A. sell goods or services. C. control consumer demand.  
B. introduce new products. D. get people into the business.
79. A local digital-camera store is having a sale. Which advertising medium would be most effective in promoting the sale to the store's clientele?  
A. Broadcast C. Magazine  
B. Direct mail D. Out-of-home
80. One of the calculations used by advertisers in determining media costs is comparing the  
A. cost per million (CPM). C. schedule of discounts.  
B. flat rate and spot rate. D. cost per thousand (CPM).

81. Which of the following should be included in a news release:  
A. Trite expressions  
B. White space and logo  
C. Who, what, when, why, and where  
D. Copy, illustration, and headline
82. A software manufacturer's offer to sell customers a specialty item at cost if the customers send proof they have purchased one of the company's regular products is an example of a \_\_\_\_\_ premium.  
A. sales-lead  
B. self-liquidating  
C. direct-sales  
D. point-of-purchase
83. When selecting products to be promoted, a cellular phone business should make sure that it can support the promotion with sufficient  
A. stock.  
B. employees.  
C. time.  
D. money.
84. Technical businesses can make use of their past advertisements in planning future promotions by  
A. using the DAGMAR model of evaluation.  
B. hiring a research firm to pretest new ads.  
C. comparing sales increases with the cost of ads.  
D. using the competitive parity method of budgeting.
85. One way that telecommunications salespeople often are able to gain the trust and confidence of their customers is by  
A. behaving ethically.  
B. entertaining lavishly.  
C. lowering prices.  
D. making promises.
86. How can technical salespeople convert complex terminology into more simple, easy-to-understand language?  
A. Use short, simple words and sentences and include a glossary at the beginning.  
B. Prospect only for those customers who can understand the most detailed, complicated concepts.  
C. Always substitute one-syllable words for more technical terms, even if the meaning is changed somewhat.  
D. Provide each of your customers with a dictionary, since they will need it often to decipher complex terms.
87. Which of the following is a type of product information the satellite dish salesperson could not get from customers:  
A. Testimonials  
B. Production information  
C. Personal feedback  
D. Competitors' information
88. The purpose of setting sales quotas is to  
A. plan and control sales activities.  
B. encourage high-pressure sales techniques.  
C. overstock the customers.  
D. keep sales incentives down.
89. Which of the following is characteristic of the fact-finder customer personality:  
A. Shops quickly  
B. Comparison shops  
C. Asks few questions  
D. Wants purchases to be noticed
90. Salesperson: "Where will you be using the computer?"  
Customer: "At home."  
Salesperson: "Do you have an office at home?"  
Customer: "Yes, but I am purchasing this computer for my children."  
Salesperson: "How old are your children?"
- The salesperson, in this example, is using a selling technique known as  
A. quizzing.  
B. relating.  
C. probing.  
D. inquiring.
91. What product features and benefits should an electronics salesperson emphasize to a customer?  
A. Those which are new  
B. Hidden features and benefits  
C. Obvious features and benefits  
D. Those that interest the customer
92. Prospecting will help technical salespeople focus their selling efforts on people who  
A. are most likely to buy.  
B. have time for meetings.  
C. have a positive attitude.  
D. know about their products.
93. Which of the following is information that copier salespeople usually include in the sales reports they submit to management:  
A. Territories  
B. Compensation  
C. Commission  
D. Itineraries



94. Which of the following is a disadvantage associated with decentralized training:
- A. Unrealistic settings
  - B. High cost of training
  - C. Fast pace of instruction
  - D. Less skilled instructors
95. What does it suggest when a computer store finds itself processing too many coupons?
- A. The store's costs are lower than normal.
  - B. No more coupons should be offered in the future.
  - C. Customers won't return unless they have another coupon.
  - D. The coupon expiration date should be extended for a longer period of time.
96. A pager business should not accept a customer's check if the check
- A. contains erasures.
  - B. contains legible writing.
  - C. is on an out-of-town bank.
  - D. is postdated within 30 days.
97. When an electronics store business is willing to obtain a specific item because a customer has requested the item, this is referred to as a
- A. want slip.
  - B. purchase order.
  - C. special order.
  - D. consignment sale.
98. In developing a sales-call pattern, the copier company sales manager should first look at
- A. generation of high commissions.
  - B. identifying the needs of the customer.
  - C. saving travel expenses.
  - D. control of performance.
99. Sales territories are usually not organized by
- A. geography.
  - B. customer.
  - C. product.
  - D. salesperson.
100. Which of the following is a disadvantage to a computer manufacturer of hiring independent sales representatives rather than a full-time sales staff:
- A. Pays on a commission basis
  - B. Loses control over the selling function
  - C. Covers the target market quickly
  - D. Requires limited direct supervision