Sample Test Name: Marketing

(These items were developed by teachers for the Technical Skills Assessment. Below is a sample item for each program standard.)

Question 1 of 10

At what phase of an economic business cycle does a business expect to pay a high interest rate on a loan?

- **A)** Contraction
- **B)** Peak
- **C)** Trough
- **D)** Expansion

Question 2 of 10

Which function of marketing addresses delivery of product to the end user?

- **A)** Distribution
- **B)** Promotion
- **C)** Pricing
- **D)** Selling

Question 3 of 10

How does the fast-food industry target people with healthy lifestyles?

- **A)** Promotional meals
- **B)** Convenient options
- **C)** Nutritional information
- **D)** Combo meals

Question 4 of 10

What is one key consideration in designing a company's website?

- A) Social
- B) User experience
- C) Company
- D) Clicks and hits

Question 5 of 10

"We would love to take the Alaskan cruise, but we have to replace our washer and dryer." This is what type of objection?

- A) Price
- B) Source
- C) Time
- D) Need

Question 6 of 10

Which element is part of the promotional mix?

- A) Licensure
- B) Advertising
- C) Distribution
- D) Pricing

Question 7 of 10

What is the MOST effective software program for compiling tables and charts based on research?

- A) Publisher
- B) Word
- C) Access
- D) Excel

Question 8 of 10

In what stage of the product life cycle do businesses experience strong sales and profit?

- **A)** Introduction
- **B)** Decline
- **C)** Maturity
- **D)** Growth

Question 9 of 10

What is the MAJOR benefit of an LLC business ownership?

- **A)** Public ownership
- **B)** Limited liability
- **C)** Lower taxes
- **D)** Restricted partners

Question 10 of 10

What is adding a dollar amount to the cost of a product called?

- **A)** Cost-plus pricing
- **B)** Discount pricing
- **C)** Markup pricing
- **D)** Demand pricing

Marketing Sample Test Answer Key

Question	Answer
1.	B
2.	A
3.	C
4.	B
5.	D
6.	B
7.	D
8.	D
9.	B
10.	C