

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

Question 1 of 10

What type of demand is applied when decreasing the price of steak from \$8 to \$5 per pound causing more people to purchase?

- A)** Surplus
- B)** Elasticity
- C)** Shortage
- D)** Inelasticity

Question 2 of 10

What advantage does e-commerce and digital marketing have to retail sales?

- A)** Open 24 hours/365 days
- B)** Additional middlemen
- C)** Increased advertising costs
- D)** Fewer product options

Question 3 of 10

Which generation will MOST LIKELY use assisted living facilities?

- A)** Generation X
- B)** Generation Z
- C)** Baby Boomers
- D)** Generation Y

Question 4 of 10

KFC and A&W are combined together in one location. What brand strategy is being used?

- A) Family branding
- B) Co-branding
- C) Individual branding
- D) Mixed branding

Question 5 of 10

Why have internet sales increased in popularity?

- A) Absence of regulations
- B) Lack of visibility
- C) Limited product line
- D) Mobile applications

Question 6 of 10

Which element is part of the promotional mix?

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

Question 7 of 10

A focus group is part of what type of market research?

- A) Quantitative
- B) Experimental
- C) Observational
- D) Qualitative

Question 8 of 10

Who are the resellers that buy, store, and sell goods to retailers?

- A) Agents
- B) Business owners
- C) Retailers
- D) Wholesalers

Question 9 of 10

Which type of business has only one owner?

- A) Corporation
- B) Sole proprietorship
- C) Limited liability
- D) Partnership

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