

1. Samantha agrees to buy a bicycle from Tony for \$225. This is an example of a(n)
 - A. renegotiated agreement.
 - B. unilateral contract.
 - C. bilateral contract.
 - D. nonverbal agreement.

2. Certain environmental regulations require businesses to develop operating and production systems that are intended to
 - A. collect samples.
 - B. create waste.
 - C. consume resources.
 - D. control pollution.

3. A local dry cleaner develops, prints, and sends a direct-mail letter to select customers without using an outside advertising agency. This is an example of _____ distribution.
 - A. direct
 - B. intermediate
 - C. indirect
 - D. service

4. What is one of the advantages to businesses of using electronic data processing and computerized inventory systems in the distribution function?
 - A. Increases overhead
 - B. Reduces turnover
 - C. Saves time
 - D. Increases average stock on hand

5. What is one reason a supermarket might implement slotting allowances to distribute products?
 - A. To decrease the number of members in the distribution channel
 - B. To reduce conflict among distribution channel members
 - C. To increase the number of brands that the store carries
 - D. To lower the risks associated with stocking new products

6. To make sure products are available when customers want them, a business should coordinate promotion with
 - A. segmentation.
 - B. transportation.
 - C. distribution.
 - D. communication.

7. To minimize conflict among distribution channel members, channel relationships should be viewed as
 - A. non-binding contracts.
 - B. friendly rivalries.
 - C. employees.
 - D. partnerships.

8. Loretta says the following to a group of researchers to whom she is speaking:

“To back up my theory, studies presented in the *Wickham Journal of Health and Wellbeing* reveal that the survival rate for this particular disease increases by 38% when patients follow treatment option A.”

In this situation, Loretta is defending her position objectively by

- A. providing supporting information.
- B. stating a well-known fact.
- C. using emotional appeals.
- D. communicating a goal.

9. Which of the following is a true statement about listening skills while handling telephone calls:
- A. If you listen very carefully, you will not have to ask questions.
 - B. It is easy to listen while carrying on other activities.
 - C. Listening is a natural skill that doesn't require practice.
 - D. Being a good listener requires active listening skills.
10. Writing key points on notecards and then placing the cards in order of their importance is one way to
- A. revise facts.
 - B. access files.
 - C. organize information.
 - D. verify accuracy.
11. Deanna just finished writing an article that will be published in an industry-related magazine. Before she submits the article to the publisher, Deanna should
- A. develop a comprehensive outline of key points.
 - B. proofread it and correct grammatical errors.
 - C. determine if the topic will be of interest to the audience.
 - D. prepare the table of contents and a glossary of terms.
12. Mitchell is writing an email to a company asking for some information that he needs to complete a research project. What is the most effective way to close the message?
- A. I appreciate your help with this issue.
 - B. I need this information ASAP.
 - C. I wish you the best of luck.
 - D. I apologize for the inconvenience.
13. Which of the following might a manager send to corporate management on a regular basis to briefly summarize the work accomplished:
- A. Weekly activity report
 - B. Project proposal
 - C. Strategic plan
 - D. Business plan
14. The way you follow up with a customer when showing a customer-service mindset will vary according to
- A. the customer's level of frustration.
 - B. the type of service you have provided the person.
 - C. how far away the person is located.
 - D. how much attention your supervisor paid to the customer.
15. Mark is unhappy with the way his new shirt wrinkles, and he shows it to the salesperson. Mark's complaint is an example of a
- A. true complaint.
 - B. false accusation.
 - C. difficult customer.
 - D. hidden complaint.
16. Italian designer suits sold in exclusive men's apparel shops would be classified as _____ goods.
- A. convenience
 - B. shopping
 - C. specialty
 - D. intangible
17. Business ethics involve considering issues about what is
- A. positive and negative.
 - B. legal and illegal.
 - C. safe and unsafe.
 - D. right and wrong.

18. Which of the following is a general benefit profit provides:
- A. Better wages
 - B. More products
 - C. Higher prices
 - D. Better supplies
19. Coola Cola is a leading brand of soft drink in Istanbabwe. The leading brand of potato chips there is Crumbles. In preparing Coola Cola's new market-share strategy, what type of competition would management consider Crumbles to be?
- A. Franchise
 - B. Direct
 - C. Indirect
 - D. Wholesale
20. A real property tax is a tax that is levied on
- A. furniture and supplies.
 - B. land and buildings.
 - C. machinery and equipment.
 - D. natural resources.
21. Inflation has driven up prices at Allen's business, forcing him to reprint all his price lists and send notices out to clients. These expenses are known as
- A. price indexes.
 - B. commodities.
 - C. sampling errors.
 - D. menu costs.
22. What is the resulting condition when countries depend upon each other for products they cannot produce alone?
- A. Trade surplus
 - B. Economic interdependence
 - C. Comparative advantage
 - D. Trade deficit
23. Penny used her emotional intelligence to separate negative feelings from the positive action she could take in a situation. What benefit of emotional intelligence does this situation illustrate?
- A. The ability to be flexible
 - B. The ability to respond to criticism
 - C. The ability to communicate needs effectively
 - D. The ability to solve problems
24. The term that refers to your ability to guide or direct the actions of others is
- A. receptivity.
 - B. leadership.
 - C. initiative.
 - D. dependability.
25. Sasha goes above and beyond at her job. She takes on additional responsibilities and volunteers to complete tasks that need to be done, even if they aren't very fun. What personal trait does Sasha possess?
- A. A sense of humor
 - B. Pessimism
 - C. Initiative
 - D. Inflexibility

26. Enduring life's aggravations and difficulties without getting upset requires you to have
- patience.
 - independence.
 - empathy.
 - ambition.
27. If a leader wants people to believe what s/he says and follow him/her, s/he must demonstrate
- the ability to share a vision.
 - decisiveness.
 - competence.
 - self-awareness.
28. To influence others to work toward a shared vision, a leader should possess a high level of credibility and should be able to provide supporting
- facts.
 - practices.
 - skills.
 - assumptions.
29. You're working on a group project with a classmate you don't know. If you want to treat him/her with dignity, the first thing you should do is
- do your fair share of the workload and don't slack off.
 - get to know him/her and learn to pronounce his/her name.
 - avoid talking about controversial subjects, like politics.
 - avoid harassing behavior that annoys or intimidates him/her.
30. The primary reason that people lose or leave their jobs is that they have
- poor job performance.
 - difficulty understanding their jobs.
 - poor self-esteem.
 - difficulty getting along with others.
31. Customers that use revolving credit accounts are required to pay an additional cost on any balance unpaid at the end of each payment period. Which of the following terms refers to this added cost:
- Installment payment
 - Annual fee
 - Interest rate
 - Finance charge
32. What do many individuals establish when planning for future financial needs?
- College fund
 - Living will
 - Emotional intelligence
 - A work history
33. What do managers use for financial planning purposes?
- Operating standards
 - Business policies
 - Accounting information
 - Production schedules
34. An important aspect of upholding ethical accounting standards involves the ability to be
- resourceful.
 - objective.
 - intolerant.
 - unconventional.

35. Which of the following is true of working capital management:
- A. It determines which projects the business will invest in.
 - B. It concerns long-term decisions.
 - C. It decides how investments will be financed.
 - D. It deals with accounts payable and receivable.
36. Is it unethical for a manager to promote an employee who is also the manager's friend?
- A. No, if the employee is not the same gender as the manager.
 - B. No, if the appropriate procedures are followed, and the employee is the most qualified candidate.
 - C. Yes, it is inappropriate to promote a friend.
 - D. Yes, other employees will file discrimination claims, which will damage the company's reputation.
37. Which of the following is a way that marketers can use data to follow up on any problems or issues with a product:
- A. Providing salespeople with additional training
 - B. Determining what new products to offer
 - C. Deciding what wholesalers to use for distribution
 - D. Budgeting for product development
38. What is a benefit of marketing research?
- A. Takes the place of data analysis
 - B. Creates fair competition
 - C. Provides data for a specific situation
 - D. Increases the cost of goods and services
39. How can businesses use computerized databases to sort and organize information about customers' purchases, brand preferences, and dollar amounts spent?
- A. To maintain sales strategies
 - B. To prepare financial reports
 - C. To develop inventory control plans
 - D. To customize their marketing efforts
40. To determine how research data relate to the questions that have been raised, the researcher must _____ the situation.
- A. analyze
 - B. observe
 - C. survey
 - D. experiment with
41. Researchers are conducting focus groups as part of their current marketing-research project. The results of these focus groups are examples of
- A. primary data.
 - B. relevant variables.
 - C. secondary data.
 - D. units of analysis.
42. The method for selecting sampling units out of the target population is the
- A. sample design.
 - B. stratum.
 - C. sample size.
 - D. skip interval.

43. Which method of data collection allows researchers to gather information about customers in a natural setting?
- A. Focus group
 - B. Observation
 - C. Experiment
 - D. Personal interview
44. During which of the following steps do researchers transfer coded questionnaire data to the computer:
- A. Discarding
 - B. Analyzing
 - C. Reviewing
 - D. Transcribing
45. What type of data do descriptive statistics summarize?
- A. Synectic
 - B. Subjective
 - C. Sample
 - D. Solitary
46. What type of question should be avoided when designing a questionnaire?
- A. Structured
 - B. Leading
 - C. Unstructured
 - D. Qualitative
47. Which of the following statements is true about the timeliness of research information:
- A. Older information that is obtained from secondary sources lacks credibility.
 - B. Timely information is usually relevant to the problem or situation at hand.
 - C. Timely information that is obtained from online sources is usually accurate.
 - D. A company that uses out-of-date research data may make poor business decisions.
48. Hope's produce company accidentally sold several crates of spoiled vegetables. She immediately issued a statement to recall the product and apologize for the mistake. What positive action did Hope's company take?
- A. Protecting the business's reputation
 - B. Aligning strategies and activities with goals
 - C. Providing proper training for employees
 - D. Using rational and emotional motivation to convince customers to buy
49. What is the overall reason that marketing strategies are designed and implemented?
- A. Achieving planned goals
 - B. Improving management techniques
 - C. Changing the image of the business
 - D. Increasing business profits immediately
50. How does a marketing plan affect the way the marketing team plans its strategies?
- A. The team can plan strategies more quickly.
 - B. The team can plan strategies up to 10 years in advance.
 - C. The team has more difficulty planning strategies.
 - D. The team can plan strategies with more precision.
51. Which of the following is an example of a possible opportunity that a business might identify as a result of conducting a situational analysis:
- A. Customers changing their habits
 - B. Increases in operating expenses
 - C. Suppliers raising their prices
 - D. Declines in economic conditions

52. In which of the following situations should a business increase its sales forecast for the coming year:
- A. Cost of supplies will increase by 2%.
 - B. Inflation rate is expected to drop by 1%.
 - C. Wages and salaries will remain the same.
 - D. Customer base will decrease by 5%.
53. Why is it important for businesses to store information for future use?
- A. To establish quality control
 - B. To maintain data accuracy
 - C. To make it accessible
 - D. To ensure confidentiality
54. Information management can be a challenge because
- A. there is only one right way to do it.
 - B. there is often not enough information to manage.
 - C. many people don't understand what it is.
 - D. no one wants to participate in it.
55. Which of the following is the type of information system that contains word-processing and spreadsheet applications:
- A. Office automation
 - B. Transaction processing
 - C. Meta tag
 - D. Business intelligence
56. What type of software program allows businesspeople to combine graphics, transparencies, slides, and text for an on-screen display of information?
- A. Publishing
 - B. Application
 - C. Operating
 - D. Presentation
57. Trent was reviewing a business record that did not reflect updated information. The quality of the business record was compromised because it was
- A. unavailable.
 - B. inaccurate.
 - C. unorganized.
 - D. irrelevant.
58. The growth of e-commerce is changing the way companies do business by allowing them to
- A. reduce the services they provide customers.
 - B. communicate with similar organizations.
 - C. place high prices on their products.
 - D. be accessible to customers at all times.
59. Which of the following activities is part of operations:
- A. Creating an advertising campaign
 - B. Researching and developing new products
 - C. Shipping products to customers
 - D. Buying a new office building
60. Which of the following helps the operations function to control costs and increase productivity:
- A. Use of technology
 - B. Hiring of employees
 - C. Type of management
 - D. Supply of money

61. Determine whether the following statement is true or false: Employees must be taught how to use equipment properly and the potential dangers of *not* doing so.
- A. True; well-trained employees always use safety precautions.
 - B. False; employees know which equipment is dangerous and which is not.
 - C. True; the business is responsible for creating a safe work environment.
 - D. False; employees understand the hazards of misusing equipment.
62. Which of the following actions should your business take to prevent robberies:
- A. Make sure fire doors are easy to access and open
 - B. Keep valuables stored near windows
 - C. Turn off the lights when no one is working
 - D. Escort all visitors to their desired locations
63. Tatiana is a project manager who is ready to close a project and has scheduled a "lessons learned" meeting with the project team. What will Tatiana most likely include on her meeting agenda?
- A. Explanation of the stakeholders' expectations
 - B. The definition of the project's purpose
 - C. Discussion of specific challenges encountered
 - D. The distribution of project resources allocated
64. What is often the best way for a business to increase its profit?
- A. Raise prices
 - B. Reduce expenses
 - C. Lower taxes
 - D. Improve sales
65. Arm and Hammer baking soda, which was originally developed as a cooking ingredient, is now being sold as an effective refrigerator deodorizer. This is an example of _____ innovation.
- A. distributed
 - B. process
 - C. positioning
 - D. associative
66. Which of the following is an example of a limited decision:
- A. What college you'll attend
 - B. Where you'll take your bike for repair
 - C. Which car you'll buy
 - D. When you'll leave for school
67. Which of the following is most likely to be able to provide in-depth information about career opportunities in specific fields:
- A. Marketing consultants
 - B. Local newspapers
 - C. College recruiters
 - D. Trade associations
68. The most likely reason an individual might turn a woodworking hobby into a business is because of
- A. higher taxes.
 - B. guaranteed financial security.
 - C. sales quotas.
 - D. personal satisfaction.
69. What action can workers take to acquire new skills that can enhance their job performance?
- A. Take classes at a community college
 - B. Complete a college application
 - C. Obtain recommendations from others
 - D. Contact former employers

70. Which of the following describes careers in marketing:
- A. They often overlap and run together.
 - B. They exist in very few industries.
 - C. They are separate and distinct.
 - D. They only exist online.
71. What is an example of an unethical pricing practice?
- A. A firm sets a business objective to increase its profit margins over the next five years.
 - B. A business increases its prices when the cost of the materials to make the products increases.
 - C. A company prices its products low in an attempt to drive its competitors out of business.
 - D. A business prices a new product line to reflect high quality and status.
72. Pricing-analytic software applications enable businesses to
- A. generate price lists for different customers.
 - B. automate pricing processes among channel members.
 - C. identify favorable pricing strategies.
 - D. simulate the impact of pricing changes.
73. In what stage of a product's life cycle might a business price goods very low for the purpose of eliminating excess inventory?
- A. Obsolescence
 - B. Introduction
 - C. Maturity
 - D. Initiation
74. At what point in the new-product development process does a product's life cycle begin?
- A. Idea generation
 - B. Commercialization
 - C. Test marketing
 - D. Product development
75. During the growth stage of the product life cycle, a business's marketing efforts usually involve advertising
- A. that customers are satisfied with the product.
 - B. the discounts that are being offered.
 - C. that competitors' products are not as popular.
 - D. the unique benefits of the product.
76. Why are many businesses looking for ways to reuse products by turning them into new products?
- A. To save money on the process of product development
 - B. To solve the ethical problem of planned obsolescence
 - C. To encourage customers to buy reconditioned products
 - D. To position products as being technologically advanced
77. In the past several years, Jenny noticed that many younger people have moved from her town to larger cities and that a large segment of the town's citizens are reaching retirement age. Jenny realized that there is a growing need for a variety of home health-care services for the town's senior citizens. What factor presented Jenny with this product opportunity?
- A. Demographic changes
 - B. Personal attitudes
 - C. Geographic limitations
 - D. Economic resources

78. Which of the following are creative-thinking techniques that people use to generate product ideas:
- A. Observation and forced analogies
 - B. Brainstorming and mind mapping
 - C. Unconscious problem solving and research
 - D. Morphological analysis and observation
79. A salesperson promising to repair or replace a product if it doesn't work properly during a period of time is an example of a(n)
- A. money-back guarantee.
 - B. implied warranty.
 - C. express warranty.
 - D. unconditional guarantee.
80. Which of the following is **not** required by the Federal Trade Commission in a written warranty:
- A. How long the warranty is in effect
 - B. How to contact government agencies
 - C. What kinds of service or repairs are included
 - D. Where to take or send the merchandise for service
81. A characteristic of product bundling is that the products that are bundled are sold
- A. only at certain times of the year.
 - B. for one all-inclusive price.
 - C. at heavily discounted rates.
 - D. as loss leaders to loyal customers.
82. Marketers position an online business on its simple "one-click ordering" feature. This is positioning by
- A. physical form.
 - B. ease of purchase.
 - C. performance.
 - D. quick delivery.
83. A clothing store wants its customers to know how it differs from other retailers in the area, so it highlights the benefits of shopping at its store to create its image. The store is engaging in
- A. brand extension.
 - B. brand positioning.
 - C. brand licensing.
 - D. co-branding.
84. Which of the following are touch points that a successful company often uses to communicate its corporate brand to its target market:
- A. Employees, sales staff, and compensation policies
 - B. Company website, sales calls, and trade shows
 - C. Trade shows, sales reports, and employees
 - D. Sales calls, company website, and marketing audits
85. A direct benefit to businesses of promotional activities is
- A. debates over controversial issues.
 - B. increased product sales.
 - C. deceptive advertising.
 - D. a reduction in costs.
86. An independent organization using part of its website to post letters from satisfied grocery shoppers from Publix groceries is an example of which element of the promotional mix?
- A. Personal selling
 - B. Advertising
 - C. Publicity
 - D. Sales promotion

87. What form of unethical advertising leads consumers to believe that if they don't take a certain course of action, they will experience negative consequences?
- A. Infringement
 - B. Subliminal
 - C. Fear-based
 - D. Cause-and-effect
88. Governments impose regulations on promotional activities, such as sweepstakes and contests, to reduce incidents that result in
- A. price fixing.
 - B. tax evasion.
 - C. slander.
 - D. fraud.
89. Which of the following is an example of a direct-mail promotion that businesses often use to contact their target customers:
- A. Catalogs
 - B. News releases
 - C. Magazines
 - D. Press kits
90. What is a direct advertising strategy?
- A. Telemarketing
 - B. Merchandising
 - C. Syndicating
 - D. Broadcasting
91. Why do some businesses sponsor local events?
- A. To obtain publicity
 - B. To create news
 - C. To generate revenue
 - D. To sell products
92. Which of the following is an example of an advertisement tag line:
- A. Nationwide is on your side.
 - B. The price is only \$5.00 each.
 - C. Sincerely
 - D. Coca Cola
93. Which of the following is an activity that is performed by a business's public-relations department:
- A. Coordinating speaking engagements for employees
 - B. Researching and developing product prototypes
 - C. Developing job descriptions for employees
 - D. Selecting media for print and broadcast advertisements
94. Which of the following is an example of products being sold indirectly to consumers:
- A. Students selling candy to relatives
 - B. Stores renting video games to customers
 - C. Friends selling jewelry to friends
 - D. Neighbors borrowing items from neighbors
95. Because product quality and price can easily be matched, customer service becomes a key component in business
- A. careers.
 - B. competition.
 - C. communications.
 - D. forecasts.

96. Which of the following must a company's sales personnel possess in order to build a loyal clientele:
- A. Appropriate personality traits
 - B. Professional awards and achievements
 - C. Continued educational training
 - D. Extensive technical experience
97. A salesperson leaving one company and taking valuable information about customers to another company may be guilty of
- A. misusing assets.
 - B. breaking a contract.
 - C. offering bribes.
 - D. unethical behavior.
98. Which of the following kinds of product information would you use to help a customer who is comparing designer sweaters:
- A. Materials and content
 - B. Pricing information
 - C. Production process
 - D. Product finish
99. When customers base their buying behavior on facts and logic, they are being influenced by
- A. personal preferences.
 - B. rational motives.
 - C. economic factors.
 - D. individual needs.
100. Manager Sara Mann has decided that in order to increase business, the sock manufacturing company she works for needs to expand into the children's puppet market. At what level of management is Sara's position?
- A. Middle
 - B. First-line
 - C. Executive
 - D. Supervisory

1. C
Bilateral contract. In bilateral contracts, both parties promise to do something. In the example, Samantha promises to pay \$225 to Tony. In exchange, Tony promises to give Samantha the bike. Unilateral contracts are contracts that involve promises made by one party. For example, a pet owner offers to pay a reward for a lost animal. In this situation, the pet owner is the only party making a promise. There is not enough information to determine if Samantha and Tony made a verbal or nonverbal agreement or if they renegotiated terms.
SOURCE: BL:002
SOURCE: Investopedia. (2016). *Bilateral contract*. Retrieved December 5, 2016, from <http://www.investopedia.com/terms/b/bilateral-contract.asp>

2. D
Control pollution. Pollution is a growing problem that affects many large cities as well as small communities throughout the world. In an effort to control pollution, many countries have established environmental regulations that require businesses to develop clean and fuel-efficient operating and production systems. These systems protect the environment from industrial pollution and help to preserve natural resources. Many of these regulations also require businesses to control the amount of waste and dispose of it properly. Environmental regulations are intended to conserve resources. A business's operating and production systems are not intended to collect samples.
SOURCE: BL:073
SOURCE: US Environmental Protection Agency. (2016). *Our mission and what we do*. Retrieved December 5, 2016, from <https://www.epa.gov/aboutepa/our-mission-and-what-we-do>

3. A
Direct. Direct distribution is a channel of distribution in which goods and services move directly from the producer to the consumer. In the example of the dry cleaner, the "good" is the direct-mail letter, which did not go through other channels to get to the consumer. Indirect distribution is the channel of distribution in which goods and services move from the producer to channel members and then to consumers. If the letter is developed, printed, and mailed by an advertising agency, the method of distribution is indirect. The advertising agency is an additional channel, the channel that develops the letter. The agency might also arrange printing and mailing with those agencies that specialize in printing and fulfillment, which would include two more channels used to distribute the literature. Intermediate and service are not forms of distribution.
SOURCE: CM:003
SOURCE: CM LAP 3—Channel It (Channels of Distribution)

4. C
Saves time. The advantage of using new technology in the distribution function is that it saves time. The use of computerized inventory systems allows businesses to keep track of exactly how much inventory is in stock at any one time, and the use of electronic data processing allows businesses to place orders electronically, which shortens the order cycles. The new technology allows businesses to communicate instantly, place orders when needed, and receive the goods quickly. This reduces the amount of inventory they need to carry because they can quickly obtain whatever they need. The technology also helps to increase turnover by identifying excess inventory that should be marked down in order to sell. Increased overhead would be a disadvantage to businesses.
SOURCE: CM:004
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 567). Columbus, OH: Glencoe/McGraw-Hill.

5. D

To lower the risks associated with stocking new products. A slotting allowance refers to a fee paid by a manufacturer or vendor to a customer, usually a retailer. This fee is charged to cover the costs for placing a new product on the retailer's shelves. By charging a slotting allowance, the customer is trying to cover the costs of stocking and maintaining the product. If a new product does not sell well, the fees can help to cover the time on the shelf that could have been used for a higher moving item. Since there is only a limited amount of shelf space in a supermarket, the implementation of a slotting allowance does not necessarily increase a store's product line. Therefore, slotting allowances are not implemented to decrease intermediaries in the supply chain. Slotting allowances are not implemented to reduce conflict among distribution channel members.

SOURCE: CM:006

SOURCE: Edwards, P. (2016, November 22). *The hidden war over grocery shelf space*. Retrieved December 5, 2016, from <http://www.vox.com/2016/11/22/13707022/grocery-store-slotting-fees-slotting-allowances>

6. C

Distribution. Promotion helps to create demand for products, while distribution makes those products available. Businesses coordinate distribution with promotional activities to make sure that sufficient quantities of advertised products are available when customers want to buy them. If a business plans to promote a certain item, the business must make sure that an adequate supply will be on hand to meet customer demand. Businesses may lose customers if they promote certain items that are not available because they failed to make the necessary distribution arrangements. Transportation is the act of moving items from one place to another and is only one aspect of distribution. Segmentation involves dividing something, such as a total market, into smaller, more specific groups. Communication is an exchange of information in which the words and gestures are understood in the same way by both the speaker and the listener.

SOURCE: CM:007

SOURCE: KnowThis.com. (2016). *What is promotion?* Retrieved December 5, 2016, from <http://www.knowthis.com/promotion-decisions/what-is-promotion>

7. D

Partnerships. There are often many businesses or individuals that move products from the producer to the end user. These businesses and individuals are a distribution chain's channel members. The more channel members that a supply chain has, the higher the risk of conflict or disagreement among the members. Channel conflict occurs for a variety of reasons, such as bypassing one channel member in the process or disagreeing about sales terms. To reduce the risk of intense channel conflict, all channel members need to consider their relationships with each other as partnerships working toward the same goal—satisfying the end user. Viewing channel relationships as friendly rivalries, employees, or non-binding contracts will not minimize conflict.

SOURCE: CM:008

SOURCE: Mack, S. (2016). *Horizontal & vertical marketing conflicts*. Retrieved December 5, 2016, from <http://smallbusiness.chron.com/horizontal-vertical-marketing-conflicts-65325.html>

8. A

Providing supporting information. By providing supporting data, facts, or knowledge, Loretta may increase or establish her credibility with the audience. If Loretta is successful in establishing credibility, she is more likely to get the audience to accept her idea or support her position. There is not enough information to determine if the audience knows about the study that Loretta is describing. Loretta is not using emotional appeals or communicating a goal.

SOURCE: CO:061

SOURCE: Leadership Now. (2011, September 14). *Advocacy: How to champion ideas and influence others*. Retrieved December 5, 2016, from http://www.leadershipnow.com/leadingblog/2011/09/advocacy_how_to_champion_ideas.html

9. D

Being a good listener requires active listening skills. In order to be a good listener while handling telephone calls, you need to learn to shut out distractions, put aside what you are working on, and focus on what the speaker is saying. This is not a natural skill, but it is one that can be learned through practice. There will still be times when, no matter how carefully you listen, you will have to ask questions.

SOURCE: CO:114

SOURCE: MindTools. (2016). *Active listening*. Retrieved December 5, 2016, from <https://www.mindtools.com/CommSkill/ActiveListening.htm>

10. C

Organize information. Organizing information helps you to communicate your message to your audience in a meaningful way. One way to organize information is to write down key points on notecards (index cards). Then, you can place the cards in the order of their importance or categories. The advantage to using notecards to organize information is that you can move them around and reorganize as needed. When you have the information in the order that you want it in, you can efficiently write an outline, report, manual, or article, or prepare a presentation. Placing key points on notecards and placing the cards in a certain order will not help you access files, revise facts, or verify the information's accuracy.

SOURCE: CO:086

SOURCE: eHow.com. (1999-2016). *How to organize a research paper*. Retrieved December 5, 2016, from http://www.ehow.com/how_138072_organize-research-paper.html

11. B

Proofread it and correct grammatical errors. Written work that contains errors is unprofessional and hurts the credibility of the writer. Therefore, Deanna needs to proofread her work to correct grammar, spelling, and punctuation errors before she sends the article to the publisher. In addition, Deanna might ask another person to review her article to look for errors that she did not find. Deanna should determine if the topic will interest the audience and develop an outline before she starts writing her article. Magazine articles do not include a table of contents or a glossary of terms.

SOURCE: CO:016

SOURCE: Roberts, S.J. (2012). *Fundamentals of business communication* (pp. 164-167). Tinley Park, IL: The Goodheart-Willcox Company, Inc.

12. A

I appreciate your help with this issue. An inquiry is a request for information. Letters of inquiry are requests for information such as product specifications, prices, job openings, proposals, expertise or consultation, etc. Letting the message recipient know that you appreciate his/her time and effort is a cordial way to close the message. The message sender might state a time when s/he plans to follow up with the recipient. Closing the message by saying the information is needed ASAP is rude and unprofessional. Wishing the message recipient luck and extending an apology are inappropriate closings for the situation at hand.

SOURCE: CO:040

SOURCE: WriteExpress Corporation. (n.d.). *Write inquiries*. Retrieved December 5, 2016, from <http://www.writeexpress.com/inquiry.htm>

13. A

Weekly activity report. This is a brief summary of work accomplished that is submitted periodically for management's review. Periodic reports usually are short and informal. A project proposal is usually a longer and more formal report. Business owners and/or the business's executive management develop business plans and strategic plans.

SOURCE: CO:094

SOURCE: SampleTemplates. (2016). *9+ sample weekly activity reports*. Retrieved December 5, 2016, from <https://www.sampletemplates.com/business-templates/weekly-activity-report-template.html>

14. B

The type of service you have provided the person. You should follow up with customers to be certain that they have received satisfaction from the product or the company's services. For example, salespeople might call customers to find out whether they're enjoying their purchases. A customer-service representative might call to determine whether customers are pleased with solutions to problems. A shipping clerk might check the shipping log to make sure customers have received their orders. The way you follow up with customers should not be based on levels of frustration, supervisory attention, or distance. All customers are important. Following up suggests to customers that you care about their continued satisfaction.

SOURCE: CR:004

SOURCE: CR LAP 4—Set Your Mind to It (Customer-Service Mindset)

15. A

True complaint. True complaints are honestly felt dissatisfactions by the customer. In this case, Mark dislikes the wrinkled fabric and explains that to the salesperson. Hidden complaints are the concealment of true complaints with believable but secondary reasons for dissatisfaction. Mark's complaint isn't a false accusation, and he isn't necessarily a difficult customer just because he is dissatisfied.

SOURCE: CR:010

SOURCE: CR LAP 10—Righting Wrongs (Handling Customer Complaints)

16. C

Specialty. These are consumer goods with special or unique characteristics that consumers are willing to exert special efforts to obtain. Convenience goods are consumer goods purchased quickly and without much thought or effort. Shopping goods are consumer goods that are purchased after consumers compare goods and stores in order to get the best quality, price, and/or service. Suits are tangible rather than intangible goods.

SOURCE: EC:002

SOURCE: EC LAP 10—Get the Goods on Goods and Services (Economic Goods and Services)

17. D

Right and wrong. Ethics are the basic principles that govern an individual's behavior. In business, ethics involves how a business behaves in its dealing with other businesses, customers, and employees. Businesses consider issues about what is right and wrong when they decide how to operate and how to treat others. To be ethical, they need to consider how their actions affect the welfare of others. It is a matter of considering what is the right way to act and what is the wrong way to act. It does not involve considering what is legal or illegal, although some actions that are unethical are also illegal. Business ethics does not involve considering issues about what is safe and unsafe, or what is positive and negative.

SOURCE: EC:106

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (p. 150). Columbus, OH: Glencoe/McGraw-Hill.

18. A

Better wages. Better wages is one of the general benefits profit provides. Other general benefits include meeting consumers' needs and wants, providing better employment opportunities, and strengthening the economy. General benefits do not necessarily include more products, higher prices, or better supplies. More products and higher prices may bring in more profit, however. Better supplies may increase the quality of the product.

SOURCE: EC:010

SOURCE: EC LAP 2—Risk Rewarded (Factors Affecting Profit)

19. C

Indirect. Coola and Crumbles produce dissimilar merchandise. Indirect competition occurs among businesses that offer dissimilar goods or services. Direct competition occurs between or among businesses that offer similar types of goods or services. Since the businesses produce a different type of merchandise, they would not be direct competitors. Franchise and wholesale are not types of competition. A franchise is a contractual agreement between a parent company and a franchisee to distribute goods or services. Wholesale is the purchase of goods from an intermediary, usually purchased from a manufacturer and sold to a retailer.

SOURCE: EC:012

SOURCE: EC LAP 8—Ready, Set, Compete! (Competition)

20. B

Land and buildings. There are usually two types of property tax: real property tax and personal property tax. A real property tax is a tax that is levied on real estate, which is land and buildings. Both businesses and individuals pay tax on the real estate they own. Personal property taxes are taxes levied on furniture and supplies, and machinery and equipment. A real property tax is not a tax levied on natural resources.

SOURCE: EC:072

SOURCE: EC LAP 27—Pay Your Share (Business Taxes)

21. D

Menu costs. The expenses associated with changing prices are known as menu costs. Hyperinflation can create additional menu costs for businesses, which are most often passed on to their customers. Price indexes are investment- and inflation-monitoring tools. Sampling errors are statistical mistakes within a research study. Commodities are raw materials needed to create products.

SOURCE: EC:083

SOURCE: EC LAP 28—Up, Up, and Away (Inflation)

22. B

Economic interdependence. Countries are interdependent because they need imports essential to the welfare of their citizens, and they need exports to provide opportunities for employment. A comparative advantage results when one country has an advantage over others in the production of a good or service. When exports exceed imports, a country experiences a trade surplus; when imports are greater than exports, a country experiences a trade deficit.

SOURCE: EC:016

SOURCE: EC LAP 4—Beyond US (Global Trade)

23. D

The ability to solve problems. In this example, Penny did not communicate her needs, persuade others, or display flexibility. She used her emotional intelligence to solve problems—she acknowledged and separated her negative feelings from the positive action she could take to find a solution.

SOURCE: EI:001

SOURCE: EI LAP 6—EQ and You (Emotional Intelligence)

24. B

Leadership. Your ability to guide or direct the actions of others is leadership. This trait is highly desired by employers. It is important to develop your leadership skills. Receptivity means openness to change and input from others. Dependability is reliability. The willingness to act without having to be told to do so is initiative.

SOURCE: EI:018

SOURCE: EI LAP 9—You've Got Personality (Personality Traits in Business)

25. C
Initiative. Initiative is the willingness to act without having to be told to do so. People who demonstrate initiative are willing to accept and seek out additional or even unpleasant duties. When Sasha goes above and beyond at her job, she is showing initiative by seeing what needs to be done without someone else pointing it out. Sasha is not showing pessimism or inflexibility; these are negative traits that are not interdependent with initiative. Although a sense of humor can be helpful in the workplace, Sasha is not illustrating one in this example.
SOURCE: EI:024
SOURCE: EI LAP 2—Hustle! (Taking Initiative at Work)
26. A
Patience. Patience is the ability to endure calmly, and it is an important part of self-control. None of the other alternatives would help you to endure life's aggravations and difficulties without getting upset. Independence is the ability to manage your own life. Ambition is the desire for success. Empathy is the ability to put yourself in another's place.
SOURCE: EI:025
SOURCE: EI LAP 14—Control Yourself! (Demonstrating Self-Control)
27. C
Competence. For a leader to be considered credible (having people believe what s/he says and follow him/her), s/he must demonstrate competence, which means capability, or the ability to do what needs to be done. Basic competence is demonstrated by giving and receiving clear directions, by identifying and using resources, and by planning and managing projects. Good leaders have the ability to share a vision, are self-aware, and demonstrate decisiveness, but being competent is a specific way to prove credibility.
SOURCE: EI:009
SOURCE: EI LAP 16—Lead the Way (Concept of Leadership)
28. A
Facts. Vision is the future that you desire to create. To fulfill a vision, the leader may need to get others to embrace the vision and help him/her carry it out. Enlisting others' support might include using rational persuasion, which is the method of appealing to others' intellects and minds by providing supporting facts or evidence. By providing facts and evidence, the leader is giving reasons to support the vision. Practices are procedures or activities that are followed. Skills are abilities. Assumptions are thoughts or information that are taken for granted as being true, but may not be true.
SOURCE: EI:060
SOURCE: EI LAP 13—Vision Quest (Enlisting Others in Vision)
29. B
Get to know him/her and learn to pronounce his/her name. The first step of respecting people is getting to know them. Getting acquainted doesn't mean that you need to establish personal friendships with everyone you meet. It does mean that you should speak to people when you encounter them, learn to pronounce their names correctly, and sometimes ask them how they are. You should also do your fair share of the workload, avoid controversial subjects, and avoid harassing your classmate, but getting acquainted with him/her comes first.
SOURCE: EI:036
SOURCE: EI LAP 36—Everyone's Worthy (Treating Others With Dignity and Respect)
30. D
Difficulty getting along with others. The primary reason that people lose or leave their jobs is that they have difficulty getting along with others. More people are fired because they can't get along with their coworkers than for any other reason. Businesses usually let such people go because of the problems they cause within the business. Help is usually offered to employees who need a better understanding of their jobs or have poor job performance. Poor self-esteem is a personal problem that the individual must work to correct.
SOURCE: EI:037
SOURCE: EI LAP 37—Can You Relate? (Fostering Positive Working Relationships)

31. D
Finance charge. Finance charges are interest charges on accounts that are not paid in full at the end of each payment period. They are usually a percentage of the total amount due. Annual fees are yearly fees charged for the privilege of using a bank credit card. Interest rates are fees the lender charges the borrower for the use of money. Installment payments are set amounts paid by specific times to repay an installment loan or to pay for an installment credit purchase.
SOURCE: FI:002
SOURCE: FI LAP 2—Give Credit Where Credit Is Due (Credit and Its Importance)
32. A
College fund. In many cases, paying for college is a future financial need for which many individuals and married couples plan. In order to make sure sufficient money will be available to pay for college, individuals often establish a college fund. This may be set up with a bank or an investment company. People often set aside a certain amount to invest on a monthly basis so the fund will have a certain value by the time it is needed to pay college expenses. A living will involves a person's wishes concerning medical issues. A work history is a list of jobs a person has had during his/her life. Emotional intelligence is the ability to recognize and manage emotions in ourselves and in others.
SOURCE: FI:064
SOURCE: Savingforcollege.com. (2016). *What is a 529 plan?* Retrieved December 5, 2016, from http://www.savingforcollege.com/intro_to_529s/what-is-a-529-plan.php
33. C
Accounting information. Managers use accounting information to make financial decisions that affect the business. They decide how to spend the business's money based on the accounting information. Schedules are useful in determining the most effective use of time. Standards may be used to ensure quality control. Policies are guidelines used in decision making.
SOURCE: FI:085
SOURCE: FI LAP 5—Show Me the Money (Nature of Accounting)
34. B
Objective. Accountants prepare the accounting information that businesses use to make financial decisions. Therefore, it is important for accountants to uphold the ethical standards of their profession by providing accurate, objective (unbiased) financial information. A person who uses unique processes or creativity to achieve a goal is being resourceful. Accountants need to follow the GAAP to perform their jobs rather than use unique processes. An intolerant person is prejudiced. An unconventional person is often viewed as unusual or eccentric.
SOURCE: FI:351
SOURCE: Vitez, O. (2016). *Ethics in the accounting profession*. Retrieved December 5, 2016, from <http://smallbusiness.chron.com/ethics-accounting-profession-3738.html>
35. D
It deals with accounts payable and receivable. Working capital management focuses on a company's current balance of assets and liabilities. It involves the management of accounts payable and receivable, inventory, and cash. Capital investment decisions are made for the long term. Capital investment decisions also decide how investments will be financed and determine which projects a business should invest in.
SOURCE: FI:354
SOURCE: FI LAP 7—Money Matters (Role of Finance)

36. B

No, if the appropriate procedures are followed, and the employee is the most qualified candidate. Employees often form friendships with their coworkers, managers, and subordinates. It is important, however, that the managers remain objective and place the company's best interest above their personal feelings or relationships when making job-related decisions. If a manager follows the company's interviewing and hiring protocol, and the employee is the most qualified candidate, then it is not unethical to offer the employee the promotion. Basing a decision on an employee's gender may be unethical and is considered a form of discrimination. It cannot be assumed that other candidates will file discrimination claims if one employee is promoted.

SOURCE: HR:411

SOURCE: MindTools. (2016). *Avoiding unconscious bias at work*. Retrieved December 5, 2016, from <https://www.mindtools.com/pages/article/avoiding-unconscious-bias.htm>

37. A

Providing salespeople with additional training. Data may show that salespeople need additional training for a certain product. This is something marketers want to provide so sales and profits can be as high as possible. Determining what new products to offer, deciding which wholesalers to use for distribution, and budgeting for product development are all activities that should take place before a product hits the market.

SOURCE: IM:012

SOURCE: IM LAP 12—Data Do It (Need for Marketing Data)

38. C

Provides data for a specific situation. Marketing research is the systematic gathering, recording, and analyzing of data about a specific problem. Such data may be needed when the data in the marketing-information management system do not apply to the circumstances or are insufficient. The data that are gathered must still be analyzed in order to be useful to the business. Marketing-research activities may increase the cost of goods and services, and that is a disadvantage rather than a benefit. Marketing research does not necessarily create fair competition, but it may help the business to be competitive.

SOURCE: IM:001

SOURCE: Suttle, R. (2016). *Key costs & benefits in marketing research*. Retrieved December 5, 2016, from <http://smallbusiness.chron.com/key-costs-benefits-marketing-research-26311.html>

39. D

To customize their marketing efforts. Many businesses use computerized databases to sort and organize information about customers' purchases, brand preferences, dollar amounts spent, etc. The benefit to the business is that it can use this information to customize its marketing efforts and appeal to specific customers. For example, a business might use a database to organize customers according to geographic location, and send different promotional pieces to each area. The database allows a business to target specific customers based on certain criteria. Businesses do not use this type of customer information to prepare financial reports, develop inventory control plans, or maintain sales strategies.

SOURCE: IM:183

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 594-595). New York: Glencoe/McGraw-Hill.

40. A

Analyze. The collected data must be analyzed, or interpreted, in order to be useful. Data by themselves are just a collection of facts, which might not be meaningful. Observation gathers data, surveying asks questions, and experimentation tests cause and effect.

SOURCE: IM:010

SOURCE: IM LAP 10—Seek and Find (Marketing Research)

41. A
Primary data. The focus group results are examples of primary data, or facts, figures, and statistics that have been collected specifically for the marketing research project being conducted. Secondary data are facts, figures, or statistics that already exist for other purposes. Relevant variables are the types of information studied in a marketing research project (e.g., brand awareness, customer satisfaction, etc.). Units of analysis are the entities or elements that are being studied in market research (e.g., individual, household, etc.).
SOURCE: IM:282
SOURCE: IM LAP 282—What's the Problem? (Marketing Research Problems)
42. A
Sample design. The method for selecting sampling units out of the population is the sample design. A stratum is a group of sampling units within the population. Sample size is the number of sampling units that will be drawn from the population. Skip interval is the number of spaces between each sampling unit drawn in systematic random sampling.
SOURCE: IM:285
SOURCE: IM LAP 16—Take Your Pick (Nature of Sampling Plans)
43. B
Observation. The observation method of data collection allows researchers to watch people in a natural setting and record their behavior. Focus groups, personal interviews, and experiments are not natural settings.
SOURCE: IM:289
SOURCE: IM LAP 17—Hunting and Gathering (Data-Collection Methods)
44. D
Transcribing. Transcribing involves taking the coded information and entering it into the appropriate computer fields so that businesspeople can analyze and review information. Researchers discard incomplete information before entering it into the computer.
SOURCE: IM:062
SOURCE: Zikmund, W.G., & Babin, B.J. (2010). *Exploring marketing research* (10th ed.) [pp. 505-510]. Mason, OH: South-Western Cengage Learning.
45. C
Sample. Descriptive statistics are information that is presented in numerical form and is related to a specific issue, situation, or concern. Marketing researchers often collect this type of information by surveying a sample group—a representative group of the target market. After collecting the information, marketing researchers assign numerical values to survey responses and compile the responses into descriptive statistics, which help the researchers summarize the information for analysis. The descriptive statistics should provide the researchers with objective information rather than subjective data. Synectics refer to a creative-thinking technique that businesses often use for product development. Descriptive statistics do not summarize solitary data.
SOURCE: IM:191
SOURCE: Investopedia. (2016). *Descriptive statistics*. Retrieved December 5, 2016, from http://www.investopedia.com/terms/d/descriptive_statistics.asp?lgl=no-infinite
46. B
Leading. Marketing researchers should avoid the use of leading questions on their questionnaires because these tend to influence the respondents' answers and create bias, which skews results. An example of a leading question is, "Don't you agree that teachers should earn more money for all that they do?" The way that the question is worded is likely to make the respondent feel like s/he is not a proponent of education and the teaching profession if s/he answers "no." Structured questions provide options from which the respondent can choose. Unstructured questions are open-ended questions that allow respondents to provide qualitative information and in-depth responses. Structured and unstructured questions are acceptable question formats to use on questionnaires.
SOURCE: IM:293
SOURCE: Hair, J.F., Bush, R.P., & Ortinau, D.J. (2009). *Marketing research in a digital information environment* (4th ed.) [pp. 405-408]. New York: McGraw-Hill Irwin.

47. D

A company that uses out-of-date research data may make poor business decisions. For example, suppose a business obtains older research stating that a large segment of the market wants product X. The business develops and markets product X, but the good or service doesn't sell because circumstances in the marketplace have changed. The business stands to lose a lot of money because it did not use current research data to make its decision to proceed with producing and marketing product X. Information may be timely or up-to-date, but it doesn't always relate to the business's problem or situation at hand. Information that a business obtains from online sources is not always accurate or correct. Older information that is obtained from secondary sources may be credible, if circumstances have not changed.

SOURCE: IM:428

SOURCE: Zikmund, W.G., & Babin, B.J. (2010). *Exploring marketing research* (10th ed.) [p. 29]. Mason, OH: South-Western Cengage Learning.

48. A

Protecting the business's reputation. By admitting, apologizing for, and fixing her company's mistake, Hope is taking action to protect the business's reputation. This action does not illustrate aligning strategies and activities with goals, providing proper training for employees, or using rational and emotional motivation to convince customers to buy.

SOURCE: MK:019

SOURCE: MK LAP 3—Just Do It...Right (Company Actions and Results)

49. A

Achieving planned goals. The business's goals and strategies for achieving those goals may change frequently. Changing the business's image, increasing its profits, or improving management techniques might be specific goals at any point in time.

SOURCE: MP:001

SOURCE: MP LAP 2—Pick the Mix (Nature of Marketing Strategies)

50. D

The team can plan strategies with more precision. Writing a marketing plan allows the marketing team to plan its strategies with more precision since it has done so much research into the current marketing situation, the target market(s), etc. This should make planning strategies easier, not more difficult. It won't necessarily make planning strategies go more quickly, however. A marketing team would not plan strategies 10 years in advance since the economic and marketing climate can change so quickly.

SOURCE: MP:007

SOURCE: MP LAP 7—A Winning Plan (Nature of Marketing Plans)

51. A

Customers changing their habits. The changing nature of the marketing environment brings with it many opportunities for businesses. One of the purposes of conducting a situational analysis is to identify possible opportunities in the business environment. An example of a possible opportunity is a change in customers' habits. If an analysis indicates that customers are buying more of one type of product and that the trend will continue, a business can take advantage of the change by providing that type of product. However, in order to be prepared to take advantage of such opportunities, a business first must analyze the environment to determine exactly what those opportunities are. A situational analysis also indicates possible threats to the business. Examples of threats include suppliers raising their prices and a decline in economic conditions. Increases in operating expenses is an internal problem.

SOURCE: MP:008

SOURCE: Boundless. (2016). *Conducting a situational analysis*. Retrieved December 5, 2016, from <https://www.boundless.com/marketing/textbooks/boundless-marketing-textbook/marketing-strategies-and-planning-2/steps-to-creating-a-marketing-plan-28/conducting-a-situational-analysis-151-7221/>

52. B
Inflation rate is expected to drop by 1%. Changes in the economy affect sales and, thus, sales forecasting. When the economy improves for any reason, such as a 1% decrease in inflation, consumers' disposable income is increased, and sales of consumer products often increases. A business should consider economic changes when forecasting sales and raise its expectations for the coming year if it thinks consumers will be able to buy more of its product than in the past. A business might consider lowering its sales forecast if the cost of supplies will increase by 2% or the customer base will decrease by 5%. The sales forecast might stay the same if wages and salaries are expected to remain the same.
SOURCE: MP:013
SOURCE: MP LAP 5—Futurecast (The Nature of Sales Forecasts)
53. C
To make it accessible. Businesses obtain a wide variety of information that often can be used for many purposes. Therefore, it is important to store the information for future use so it will be accessible when needed. For example, information about current customers might be used to develop procedures for attracting new customers in the future. If the information has not been stored so it is accessible, the business will need to obtain other types of information. Businesses do not need to store information to establish quality control. Storing information does not ensure that data is accurate, nor does it ensure that the information remains confidential.
SOURCE: NF:081
SOURCE: Better Evaluation. (2016). *Archive data for future use*. Retrieved December 5, 2016, from http://betterevaluation.org/en/evaluation-options/archive_data_for_future_use
54. C
Many people don't understand what it is. Information management can be a challenge because many people don't understand what it is or what role they should play in it. Many people may want to participate in information management but just don't know how. There is often too much information to manage, something known as information overload. There is no one right way to approach information management.
SOURCE: NF:110
SOURCE: NF LAP 110—In the Know (Nature of Information Management)
55. A
Office automation. Businesses use office automation information systems to develop, manipulate, and store various types of administrative data, including documents, spreadsheets, graphics, and computer-generated presentations. Microsoft Office, AppleWorks, and IBM/Lotus SmartSuite are common office automation programs that businesses use. Transaction processing information systems process routine business transactions. Organizations use business intelligence information systems to collect, store, and analyze information about their markets and competitors. Meta tags are HTML codes that display information about web pages.
SOURCE: NF:083
SOURCE: Inc. (2016). *Office automation*. Retrieved December 5, 2016, from <http://www.inc.com/encyclopedia/office-automation.html>
56. D
Presentation. Presentation software programs allow businesspeople to create computer-generated presentations that may include graphics, transparencies, slides, text, sound, video, or animation. The advantage of using presentation software is that it enables businesses to develop colorful, eye-catching presentations that display information in an interesting manner. Application, operating, and publishing software programs do not combine graphics, transparencies, slides, and text for an on-screen display of information.
SOURCE: NF:008
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2012). *Marketing essentials* (pp. 214-215). Columbus, OH: Glencoe/McGraw-Hill.

57. B
Inaccurate. Quality business records should be retrievable, reliable, and accurate. When a business does not update information (e.g., inventory status), it runs the risk of making poor business decisions by using inaccurate information. The example does not indicate that the information is unavailable, unorganized, or irrelevant.
SOURCE: NF:001
SOURCE: NF LAP 1—Record It (Business Records)
58. D
Be accessible to customers at all times. E-commerce is a business trend that is expanding rapidly because of the Internet and the World Wide Web. E-commerce is changing the way companies do business because it allows them to be accessible to customers at all times. Customers who have access to a computer and the Internet can visit a business's website and obtain information or shop online at any time of the day or night. As a result, more and more businesses are adding websites to make their services and products available to customers at all times. The benefit to a business is often increased sales. The growth of e-commerce is increasing competition, which means that businesses often reduce prices and offer additional services to attract customers. Businesses do not use e-commerce to communicate with similar organizations.
SOURCE: NF:013
SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 207-208). Woodland Hills, CA: Glencoe/McGraw-Hill.
59. C
Shipping products to customers. Operations refers to the day-to-day activities needed for continued business functioning. These activities include purchasing the materials needed to make products or maintain the company's facilities, storing inventory, shipping products to customers, etc. Buying property, researching and developing new products, and creating advertising campaigns are not included in the operations function of a business.
SOURCE: OP:190
SOURCE: OP LAP 190—Above Board (Ethics in Operations)
60. A
Use of technology. Operations are the day-to-day activities required for continued business functioning. Advances in technology make it possible for businesses to use computers to control various aspects of the operations function. For example, specialized computer programs can design the layout of the production facility, while other programs can monitor inventory levels and automatically place orders. This technology reduces the number of employees needed to perform these tasks, which controls costs. Other computer programs organize and schedule production activities, which decrease costs and increase productivity. Hiring employees may increase costs and will not necessarily increase productivity. The type of management and the supply of money do not help the operations function to control costs and increase productivity.
SOURCE: OP:191
SOURCE: Pride, W.M., Hughes, R.J., & Kapoor, J.R. (2008). *Business* (9th ed.) [pp. 286-293]. Boston: Houghton Mifflin.
61. C
True; the business is responsible for creating a safe work environment. When there is potentially dangerous equipment in the workplace, employees should be instructed in the safe use of the equipment and the potential danger to themselves and others of not doing so. Even when such training is given, employees may become careless or forget to use safety precautions. It is not always obvious that equipment can be hazardous.
SOURCE: OP:007
SOURCE: Rabid Office Monkey. (2014, August 21). *Tips for a safe office environment*. Retrieved December 5, 2016, from <https://rabidofficemonkey.com/tips-safe-office-environment/>

62. D

Escort all visitors to their desired locations. To prevent robberies, it's a good idea to escort all guests to and from their desired locations at your business. This, along with asking for identification and providing guests with passes, will help you make sure that everyone in your business is supposed to be there. Valuables (such as electronics or important files) should be kept away from windows to discourage thieves from breaking windows and easily taking things. Your business should be well-lit when people aren't working; if there are no lights on, thieves can tell that no one is around, and they will be more likely to break in. Although fire doors should be easy to access in an emergency, they should not be easy for thieves to open. Keep doors secure so thieves can't get in.

SOURCE: OP:013

SOURCE: University of Florida Police Department. (2012, May 11). *Robbery prevention for businesses*. Retrieved December 6, 2016, from <http://www.police.ufl.edu/community-services/robbery-prevention-for-businesses/>

63. C

Discussion of specific challenges encountered. After the stakeholders receive the deliverables, the project manager often meets with the team members to discuss what went well and what didn't go well with the project. The team members also discuss how processes could have been improved. The information obtained from the "lessons learned" meeting is summarized in a "lessons learned" document, which can be used by teams that execute similar projects for the organization in the future. The project's purpose and the stakeholders' expectations are explained during the initiation phase of the project. The allocation of resources is determined during the planning phase of the project.

SOURCE: OP:159

SOURCE: Womack, J. (2012, January 5). *Three tips for boosting productivity with project debriefing*. Retrieved December 6, 2016, from <https://www.entrepreneur.com/article/222546>

64. B

Reduce expenses. Decreasing expenses is perhaps the best way that businesses can help to increase profit. Businesses have control over many of their expenses and can take measures to reduce them. For example, they can eliminate some free services and encourage workers to turn off lights and equipment when not being used, in order to save money on energy costs. Raising prices will not increase profits unless customers are willing to pay the higher prices. Tax rates are regulated by government. If businesses improve sales, they might increase their profits if the rate of sales is proportionately higher than the expense involved.

SOURCE: OP:024

SOURCE: Carey, B. (2016). *5 ways to reduce your business expenses right now*. Retrieved December 6, 2016, from <http://quickbooks.intuit.com/r/expenses/5-ways-to-reduce-your-business-expenses-right-now/>

65. C

Positioning. Position innovation occurs when an existing product is repositioned. In the situation provided, a new use for the baking soda prompted Arm and Hammer to reposition the product as a deodorizer. The basic product did not change, but the company redesigned the package so that a filtered panel opened on the side of the box for optimal odor absorption. Process innovation involves changing the way that a product is produced or delivered. Distributed innovation refers to a decentralized model used for problem solving. Associative innovation is a fictitious term.

SOURCE: PD:126

SOURCE: Humanitarian Innovation Fund. (2016). *Types of innovation*. Retrieved December 6, 2016, from <http://www.elrha.org/hif/innovation-resource-hub/innovation-explained/types-humanitarian-innovation/>

66. B

Where you'll take your bike for repair. An example of a limited decision is where you'll take your bike for repair—because you'll spend a little time considering where you want to take it. It's not something you'll put *no* thought into (as deciding when you'll leave for school) or a lot of thought into (as deciding which car you'll buy or college you'll attend).

SOURCE: PD:017

SOURCE: PD LAP 10—Weigh Your Options (Decision Making in Business)

67. D

Trade associations. A trade association is a group of persons in the same industry who form a society to solve their common problems. Trade associations provide in-depth information about various jobs in their industries. This information includes skills, training, and education necessary to perform particular jobs in specific industries. Much of this information is often found on a trade association's website. The website might also provide links to other resources that have additional information about the field or industry. Local newspapers, college recruiters, and marketing consultants might be able to provide general career information about a specific field or topic of interest.

SOURCE: PD:022

SOURCE: Entrepreneur. (2016). *Trade association*. Retrieved December 6, 2016, from <https://www.entrepreneur.com/encyclopedia/trade-association>

68. D

Personal satisfaction. Hobbies or interests are activities that people enjoy. People obtain personal rewards by engaging in them. Woodworking is one activity that many people consider a hobby. Most people would not start businesses because higher tax rates might result in less income. Entrepreneurs are not guaranteed financial security when they begin new businesses. Sales quotas are specific selling goals for members of a sales force in a company.

SOURCE: PD:066

SOURCE: PD LAP 66—Own Your Own (Career Opportunities in Entrepreneurship)

69. A

Take classes at a community college. Workers who want to advance in or keep up with their chosen professions often need to obtain additional, ongoing education. There are many ways for workers to acquire job-related skills, such as taking classes at a university or community college. Completing a college application, obtaining recommendations, and contacting former employers are not actions that help workers obtain new skills.

SOURCE: PD:033

SOURCE: Grilli, J. (2012, December 3). *Continuing education programs benefit employees and employers*. Retrieved December 6, 2016, from <http://citizensvoice.com/opinion/letters/continuing-education-programs-benefit-employees-and-employers-1.1410489>

70. A

They often overlap and run together. Although marketing careers can generally be divided into several different areas, they often overlap and run together. They are not separate and distinct, they do not only exist online, and they exist in many different industries.

SOURCE: PD:024

SOURCE: PD LAP 21—Career Opportunities in Marketing

71. C

A company prices its products low in an attempt to drive its competitors out of business. Ethics are the principles that guide personal behavior. When a business prices its products very low with the goal to drive its competitors out of business, it may be acting unethically, and possibly illegally. This is because the business is deliberately pricing products so low that smaller businesses cannot afford to compete, which eventually drives them out of business. Increasing prices when production costs increase, setting profit-margin objectives, and using a prestige pricing strategy are legal and ethical business practices.

SOURCE: PI:015

SOURCE: InvestorWords.com. (n.d.). *Predatory pricing: Definition*. Retrieved December 6, 2016, from http://www.investorwords.com/3770/predatory_pricing.html

72. D

Simulate the impact of pricing changes. Analytic applications enable marketers to input different variables and analyze their outcomes. By analyzing these “what if” situations or simulations, marketers can make sound pricing decisions that align with their objectives. Price-execution applications automate pricing processes and generate price lists. Price-optimization applications help marketers identify favorable pricing strategies.

SOURCE: PI:016

SOURCE: Synchron. (2016). *Price management software*. Retrieved December 6, 2016, from <http://www.synchron.com/en/Solutions/price-management-software/>

73. A

Obsolescence. During the obsolescence phase of a product's life cycle, the product is in a state of being outmoded or unfashionable. For example, apparel items experience obsolescence when clothing styles and seasons change. Therefore, retailers often slash prices in an attempt to get rid of old stock. Prices are usually set higher during the introduction stage to enable the business to recover its investment in the new product. During the maturity stage, businesses generally focus their efforts on stabilizing prices. Initiation is not a common term used to describe a phase of a product's life cycle.

SOURCE: PI:002

SOURCE: PI LAP 3—Factors Affecting Selling Price

74. B

Commercialization. Commercialization is the step in the new-product development process at which a product goes into full-scale production, the marketing plan is put into place, service and sales training is done, and the product's life cycle begins. Idea generation is the initial step in the new-product development process and involves thinking up or creating new products and modifying existing products. Product development is the step in the new-product development process in which a working model may be tested, modified, and retested. Test marketing involves introducing a product to a limited market to see what its acceptance will be.

SOURCE: PM:001

SOURCE: PM LAP 17—Rapping Up Products (Nature of Product/Service Management)

75. A

That customers are satisfied with the product. Sales and profits increase during the growth stage of the product life cycle. Many customers are aware of the product and buy the product. To maintain sales, businesses usually start to focus on advertising that customers are satisfied with the product. It is more effective to promote customer satisfaction than to promote the product's benefits because most people are aware of the benefits. People are more likely to continue buying during the growth stage if they think that other people are satisfied with the product. Businesses usually advertise the unique benefits of the product during the introduction stage. Businesses often advertise that competitors' products are not as popular during the maturity stage. Businesses frequently advertise discounts during the decline stage.

SOURCE: PM:024

SOURCE: Hill, B. (2016). *Different marketing strategies for a product at its growth stage*. Retrieved December 6, 2016, from <http://yourbusiness.azcentral.com/different-marketing-strategies-product-its-growth-stage-14555.html>

76. B

To solve the ethical problem of planned obsolescence. Because of continual advances in technology, some products become obsolete very quickly. Businesses that make these products are often aware of the ethical issues involved in producing goods that have a short life span because of their effect on the natural resources that are needed to produce them. To handle this problem, some businesses are looking for ways to recycle all or parts of these products and reuse them or turn them into new products. This enables businesses to preserve natural resources and to be ethical while producing products that become obsolete quickly. It is often expensive for businesses to develop ways of reusing products or turning them into new products. The businesses are reusing the products rather than reconditioning them and selling them to customers. Businesses do not turn products into new products to position them as being technologically advanced.

SOURCE: PM:040

SOURCE: Perreault, W.D., Cannon, J.P., & McCarthy, E.J. (2008). *Basic marketing: A marketing strategy planning approach* (16th ed.) [p. 276]. Boston: McGraw-Hill/Irwin.

77. A

Demographic changes. A product opportunity is a favorable circumstance that presents itself to provide a good or service that people are willing to buy. Individuals often discover product opportunities by simply being aware of changes that are occurring around them. Demographics are the physical and social characteristics of the population. Age is a demographic characteristic of the population or market segment. As a segment of the population ages, its wants and needs change. When an individual recognizes physical and social changes, s/he has identified a product opportunity due to demographic shifts. Personal attitudes are psychographic factors. Psychographics are a market segment's shared attitudes, opinions, and values. Geographic limitations relate to a specific location or region such as hilliness or a lack of water. Economic resources are the human and natural resources and capital goods used to produce goods and services.

SOURCE: PM:134

SOURCE: Brookins, M. (2016). *Examples of demographic segmentation*. Retrieved December 6, 2016, from <http://smallbusiness.chron.com/examples-demographic-segmentation-12367.html>

78. B

Brainstorming and mind mapping. Creative-thinking techniques are the specific processes that people use to generate unique ideas, goods, or services. Most creative-thinking techniques can be used by one person or by a group of people. Some creative-thinking techniques are brainstorming, mind mapping, forced analogies, unconscious problem solving, and morphological analysis. Observation is a form of research, which people use to identify market opportunities rather than to generate product ideas.

SOURCE: PM:127

SOURCE: PM LAP 127—Unleash Your Mind (Techniques for Generating Product Ideas)

79. C

Express warranty. An express warranty is a warranty that is written or expressed verbally. It may be an oral promise given by the salesperson to a customer. A salesperson promising to repair or replace a product if it doesn't work properly during a period of time is an example of an express warranty. Then, the business must fulfill the promise to the customers. An implied warranty is an unwritten warranty understood by the consumer and the seller that the product will perform as expected. A money-back guarantee is a promise to refund the consumer's purchase price if the product does not perform as expected. An unconditional guarantee means that a product can be returned at any time for a refund or credit.

SOURCE: PM:020

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009) *Marketing essentials: Teacher wraparound edition* (p. 675). Woodland Hills, CA: Glencoe/McGraw-Hill.

80. B
How to contact government agencies. There are many city, state, and federal government agencies that regulate the rights of consumers, but these agencies are not listed in a warranty. Explaining what kind of service or repairs are included, how long the warranty is in effect, and where to take or send the merchandise for service should be included in a written warranty.
SOURCE: PM:017
SOURCE: PM LAP 7—Protect and Serve (Consumer Protection)
81. B
For one all-inclusive price. Product bundling involves combining several products and selling them for one all-inclusive price. Businesses often bundle products to encourage customers to buy products that they might not otherwise want to buy. The all-inclusive price of the bundled products is usually lower than the combined price of the products sold separately. The lower, all-inclusive price is an incentive to buy. Some bundled products may be sold only at certain times of the year, such as lawn care services; however, that is not a characteristic of product bundling. Product bundling does not involve selling at heavily discounted rates or selling the bundles as loss leaders to loyal customers.
SOURCE: PM:041
SOURCE: Kokemuller, N. (2016). *Product bundling strategy*. Retrieved December 6, 2016, from <http://smallbusiness.chron.com/product-bundling-strategy-41789.html>
82. B
Ease of purchase. Positioning an online business on its simple ordering process is positioning by ease of purchase. The product may or may not come with quick delivery. The ordering process is not a physical product feature, nor does it relate to the product's performance.
SOURCE: PM:042
SOURCE: PM LAP 19—Getting Piece of Mind (Factors Used to Position Products/Services)
83. B
Brand positioning. A frequently used brand strategy is brand positioning, the creation of an image or impression of a brand as compared to those of competitors' brands. When a company uses an existing brand name for a new product line, it is known as a brand extension. Brand licensing allows one company to use another's brand name, logo, or character for a fee. Co-branding takes place when companies join forces to increase recognition, customer loyalty, and sales for both brands.
SOURCE: PM:021
SOURCE: PM LAP 6—It's a Brand, Brand, Brand World! (Nature of Product Branding)
84. B
Company website, sales calls, and trade shows. A corporate brand is all of the combined impressions and experiences associated with a particular company. A successful corporate brand involves developing product and promotional mixes that communicate a desired image of the business. This communication occurs through a variety of touch points. Touch points are the opportunities that the business has to connect with customers and reinforce its brand. Some opportunities that the business has to communicate and reinforce the corporate brand are through the company's website and during sales calls and trade shows. These opportunities involve the efforts of many of the company's employees, including the sales staff. Compensation policies, sales reports, and marketing audits are not target-market touch points.
SOURCE: PM:206
SOURCE: Clutch Marketing. (2006-2016). *How to communicate a brand at every touchpoint*. Retrieved December 6, 2016, from <http://www.marketingmo.com/creative-brand-development/how-to-communicate-a-brand-at-every-touchpoint/>
85. B
Increased product sales. Businesses use promotion to "spread the word" to consumers that they offer certain products which often result in increased sales. Businesses may also benefit from a more favorable corporate image. Deceptive advertising, added costs, and debates over controversial issues are disadvantages to the business.
SOURCE: PR:001
SOURCE: PR LAP 2—Razzle Dazzle (Nature of Promotion)

86. C
Publicity. Publicity is any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual which benefits from or is harmed by it. Publix is not paying for the website but is benefitting from the site that posts positive letters from satisfied customers. People who access the site will read the letters and may decide to shop at Publix. Advertising is a paid form of promotion. Personal selling involves interaction between a salesperson and a client. Sales promotion activities are promotional activities other than advertising, personal selling, and publicity.
SOURCE: PR:003
SOURCE: Peretti, J. (2014, July 6). *SUVs, handwash and FOMO: how the advertising industry embraced fear*. Retrieved December 6, 2016, from <https://www.theguardian.com/media/2014/jul/06/how-advertising-industry-concept-fear>
87. C
Fear-based. Fear-based advertising is an extreme form of promotion that motivates an action, such as purchasing a certain product, by focusing on the risk of harm or unfavorable consequences. Subliminal messages contain images that prompt a person to feel or react in a certain manner at a subconscious level. Infringement is an action that violates the rights of another person. Cause-and-effect involves explaining what will happen as a result of a certain action, but it does not necessarily include negative consequences.
SOURCE: PR:099
SOURCE: Semenik, R.J. (2002). *Promotion and integrated marketing communications* (pp. 275-276). Mason, OH: South-Western.
88. D
Fraud. Fraud is a deception purposely carried out to secure unfair or unlawful gain. The nature of promotional activities, such as sweepstakes and contests, indicates that the activities can and have been carried out in ways that deceive or unfairly treat participants. Therefore, governments often develop and enforce laws that protect consumers from deceptive or unfair practices which relate specifically to sweepstakes and contests. Tax evasion occurs when a business avoids paying monies that it owes the government. Slander is a verbal statement that one party makes with the intent to harm another party's character. Price fixing is an illegal agreement in which businesses agree on the prices of their goods and services.
SOURCE: PR:101
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [pp. 133, 141, 572]. Mason, OH: South-Western Cengage Learning.
89. A
Catalogs. Many businesses develop catalogs featuring the latest fashions that they mail directly to their target customers. The catalogs advertise items that appeal to the business's potential customers. News releases and press kits are sent to media outlets. Magazines are not a form of direct-mail.
SOURCE: PR:007
SOURCE: PR LAP 3—Ad-quipping Your Business (Types of Promotional Media)
90. A
Telemarketing. Telemarketing is a promotional medium grouped with "other media" that utilizes telephone service to promote a product, either by phoning prospective customers or providing a number for them to call. Telemarketing is considered a direct advertising strategy because it provides direct contact between the business and the customer. Many businesses use telemarketing to inform customers of new goods and services and encourage them to buy. Broadcasting is a promotional media that uses radio waves to reach consumers. Merchandising is the process of having the right goods in the right place at the right time in order to make a profit. Syndicating is not a direct advertising strategy.
SOURCE: PR:089
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [p. 635]. Mason, OH: South-Western Cengage Learning.

91. A

To obtain publicity. By sponsoring an event, businesses are using the event as a communications channel to provide information to others. The goal of sponsoring an event is to obtain publicity which is any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual that benefits from or is harmed by it. In many cases, the media report the event and include information about the sponsors. As a result, the businesses obtain publicity. Businesses that sponsor local events are not creating news. Businesses do not sponsor local events to generate revenue or to sell products. However, by obtaining publicity, they might attract more customers which will result in selling more products and generating more revenue.

SOURCE: PR:250

SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [pp. 657-658]. Mason, OH: South-Western Cengage Learning.

92. A

Nationwide is on your side. A tag line or slogan is a catchy phrase that helps consumers remember the business and its products. Businesses often use tag lines throughout one or more promotional campaigns. Tag lines often appear on billboards, specialty promotional items, television and radio commercials, and in print advertisements. In the example, Nationwide Insurance communicates effectively and simply that it is available to help you by being "on your side." A statement about a price of an item isn't a catchy phrase. Sincerely is word often used to close a business letter. Coca Cola is a brand name.

SOURCE: PR:014

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2009). *Marketing essentials* (pp. 425-433). Woodland Hills, CA: Glencoe/McGraw-Hill.

93. A

Coordinating speaking engagements for employees. The public-relations department is a division of a business that is responsible for establishing good relations between the business and its publics. The various publics include the business's target market, its stakeholders, the local business community, its employees, and local residents. One activity that a public-relations department coordinates is speaking engagements for the business's employees. For example, a local civic group might ask the public-relations department if a member of the business's executive-management staff could speak to the group about a particular issue that is affecting the community. The public-relations department would work with the appropriate employee to schedule the speaking engagement. The research and development department conducts product research and develops product prototypes. Developing job descriptions is a human-resources activity. The advertising department selects media for the business's advertising.

SOURCE: PR:252

SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). *Advertising & integrated brand promotion* (5th ed.) [p. 657]. Mason, OH: South-Western Cengage Learning.

94. B

Stores renting video games to customers. Some goods and services are sold indirectly to the consumer or user through the use of intermediaries, such as wholesalers and retailers. An example is a store renting video games to customers after buying the video games from suppliers. The store is the retailer that provides the product to the customer. Students selling candy to relatives and friends selling jewelry to friends are examples of products being sold directly to the consumer without the use of a wholesaler or retailer. Neighbors borrowing items from neighbors is not an example of products being sold to consumers.

SOURCE: SE:017

SOURCE: SE LAP 117—Sell Away (The Nature and Scope of Selling)

95. B
Competition. Because product quality and price can easily be matched, customer service becomes a key component in business competition. In selling, customer service is where the real competition among businesses begins. As a salesperson, you need to show your prospects that your company meets (and hopefully exceeds) customer-service expectations. Customer service is not a key component in business careers, business communication, or business forecasts.
SOURCE: SE:076
SOURCE: SE LAP 130—Go Beyond the Sale (Customer Service in Selling)
96. A
Appropriate personality traits. A company's sales personnel must have the appropriate personality traits and attitudes in order to build a loyal clientele for the business. Effective salespeople generally are patient, courteous, friendly, sincere, honest, and trustworthy. These traits can turn a customer into a friend. The personal relationship that is established leads the customer to become a loyal client. Technical experience, professional awards, and continued training may help salespeople to sell, but do not necessarily build a loyal clientele.
SOURCE: SE:828
SOURCE: SE LAP 115—Keep Them Loyal (Building Clientele)
97. D
Unethical behavior. Ethics are the basic principles that govern a person's behavior. People who follow those principles and standards are behaving ethically, while people who disregard those principles and standards are behaving unethically. An example of behavior that might be considered unethical is leaving a company and taking valuable information about customers to another company. Salespeople taking specific information about a customer's buying habits, quantities purchased, and prices paid are behaving unethically because that information belongs to the company. Company assets include samples, vehicles, equipment, expense accounts, etc. If a salesperson has a noncompete contract with one company, s/he may be breaking the contract by going to another company. Taking valuable customer information is not an example of offering bribes.
SOURCE: SE:106
SOURCE: SE LAP 129—Keep It Real—In Sales (Selling Ethics)
98. A
Materials and content. You can use the information about the composition of products to help solve customer buying problems and to assist customers in comparing similar products. Finishes are used in enhancing the beauty of products, increasing their value, protecting their surfaces, aiding in their care, or providing safety features. Consumers usually are not interested in the technical manufacturing process which determines the quality of a product. Pricing information helps the customer make a buying decision on price alone and does not consider the quality of the merchandise.
SOURCE: SE:062
SOURCE: Ward, S. (2016, September 23). *Tips for better customer service: how to help a customer*. Retrieved December 6, 2016, from <https://www.thebalance.com/tips-for-better-customer-service-how-to-help-a-customer-2948070>
99. B
Rational motives. Rational motives are reasons for buying that appeal to the sense of reason or judgment. When customers are basing their buying behavior on logic, they are using reason in an orderly way and considering the facts. Rational motives often involve making buying decisions based on saving money or saving time. When customers base their buying behavior on facts and logic, they are not being influenced by personal preferences, economic factors, or individual needs.
SOURCE: SE:359
SOURCE: Reference.com. (2016). *What are rational buying motives?* Retrieved December 6, 2016, from <https://www.reference.com/world-view/rational-buying-motives-c99baa03505ac39e>

100. C

Executive. Executive, or top-level, management is responsible for strategic planning, including making the decisions about entering a new market. Middle, or mid-level, management is the link between top and first-line management that would determine what needed to be done in order to enter the new market. First-line, or supervisory, management is made up of the supervisors who work directly with the employees carrying out the directions of top and mid-level management.

SOURCE: SM:001

SOURCE: SM LAP 3—Manage This! (Concept of Management)