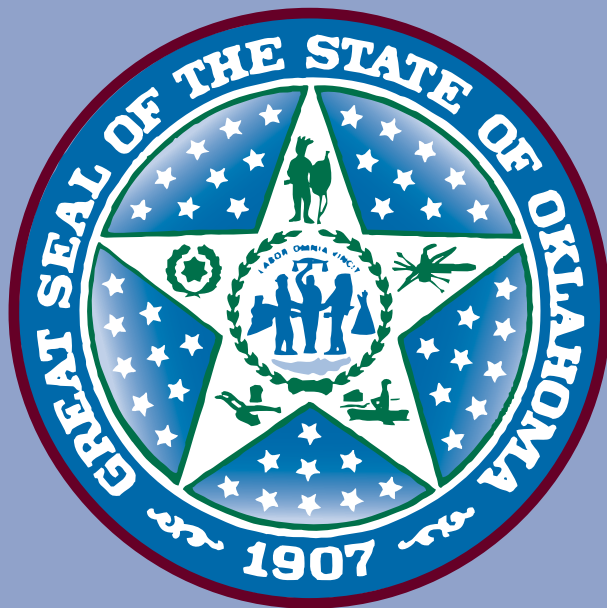


Certification Examinations for Oklahoma Educators™

Oklahoma Subject Area Tests™

STUDY GUIDE

041 Marketing Education



Oklahoma Commission
for Teacher Preparation

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STUDY GUIDE INTRODUCTION AND GENERAL INFORMATION ABOUT THE CERTIFICATION EXAMINATIONS FOR OKLAHOMA EDUCATORS

The first two sections of the study guide are available in a separate PDF file. Click the link below to view or print these sections.

[Study Guide Introduction and General Information About the Certification Examinations for Oklahoma Educators](#)



FIELD-SPECIFIC INFORMATION

- Test Competencies
 - Practice Test Questions and Answers
-

INTRODUCTION

This section includes a list of the test competencies, as well as a set of practice selected-response (multiple-choice) questions and one or more practice constructed-response assignments (if applicable), for the test field included in this study guide.

Test Competencies

The test competencies are broad, conceptual statements that reflect the subject-matter skills, knowledge, and understanding an entry-level educator needs to teach effectively in Oklahoma public schools. The list of test competencies for each test field represents the **only** source of information about what a specific test will cover and therefore should be reviewed carefully.

The descriptive statements that follow the competencies are included to provide examples of possible content covered by each competency. These descriptive statements are neither exhaustive nor exclusionary.

Practice Test Questions

The practice selected-response questions included in this section are designed to give you an introduction to the nature of the questions included in this OSAT test field. The practice test questions represent the various types of questions you may expect to see on an actual test; however, they are **not** designed to provide diagnostic information to help you identify specific areas of individual strengths and weaknesses or to predict your performance on the test as a whole.

To help you prepare for your OSAT, each practice selected-response question in this section is preceded by the competency it measures and followed by a brief explanation of the correct response. On the actual test, the competencies, correct responses, and explanations will **not** be given.

When you are finished with the practice test questions, you may wish to go back and review the entire list of test competencies and descriptive statements for your test field.

TEST COMPETENCIES: MARKETING EDUCATION

SUBAREAS:

- I. Marketing Principles
- II. Sales, Promotions, and Merchandise Control
- III. Economics, Business, and Entrepreneurship
- IV. Employment, Communication, and Problem-Solving Skills

SUBAREA I—MARKETING PRINCIPLES

Competency 0001

Understand fundamental concepts, functions, and goals of marketing.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of basic marketing concepts and methods.

Examine the functions, characteristics, and goals of marketing (e.g., the role of marketing in business).

Analyze the societal significance of marketing.

Competency 0002

Understand market research functions, characteristics, and procedures.

The following topics are examples of content that may be covered under this competency.

Examine the purposes for conducting market research.

Demonstrate knowledge of steps and procedures in market research and market identification.

Apply procedures for collecting, analyzing, and reporting marketing data.

Analyze the role of market research in the development of marketing plans.

Competency 0003

Understand marketing strategies in business.

The following topics are examples of content that may be covered under this competency.

Recognize purposes of marketing strategies and key concepts related to marketing strategies (e.g., target market, marketing mix).

Analyze the role of the four P's of marketing (i.e., product, pricing, place, and promotional strategies) in developing marketing strategies.

Demonstrate knowledge of the significance of demographic data and market segmentation in marketing.

Apply skills in using marketing information in various business contexts.

Competency 0004

Understand principles of product planning, service planning, and price planning.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of phases in product and service planning and factors affecting product and service planning.

Recognize stages of the product life cycle and the role of marketing in the various stages (e.g., in the product design stage).

Examine the concept of product mix and its role in product planning.

Apply knowledge of pricing strategies and factors that affect pricing decisions (e.g., profit objectives).

Competency 0005

Understand channels of distribution in marketing.

The following topics are examples of content that may be covered under this competency.

Recognize the role of geographic and other variables in decisions regarding product and service distribution.

Examine types and characteristics of channels of distribution for different types of goods and services.

Recognize factors to consider in selecting, evaluating, and expanding channels of distribution.

Identify types, characteristics, and functions of wholesalers and retailers.

SUBAREA II—SALES, PROMOTIONS, AND MERCHANDISE CONTROL

Competency 0006

Understand consumer buying decisions and principles related to sales.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of consumer buying decisions and ways to determine customer buying motives (e.g., questioning a customer for information).

Apply principles and techniques for initiating sales and for presenting products and services (e.g., feature-benefit selling, demonstrating a product, using customer buying motives in sales presentations).

Recognize principles and procedures for suggestion selling and for closing a sale.

Examine factors and considerations related to the use of various techniques in sales, including the use of sales quotas.

Competency 0007

Understand customer relations and service.

The following topics are examples of content that may be covered under this competency.

Identify appropriate skills, attitudes, and behaviors for salespeople to use with customers in various situations.

Apply techniques for assisting customers (e.g., handling inquiries, using information that accompanies merchandise).

Recognize types of customer objections and complaints and proper ways of handling objections and complaints.

Competency 0008

Understand product and service promotions.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of types, characteristics, and purposes of product and service promotions.

Identify elements of a promotional mix and factors influencing the selection of a promotional mix (e.g., advertising budget).

Apply principles and procedures used in developing product and service promotions (e.g., role of the promotional plan, consumer targeting).

Analyze characteristics, uses, advantages, and limitations of different types of promotional activities.

Competency 0009

Understand promotional media and principles of design as applied to promotional activities.

The following topics are examples of content that may be covered under this competency.

Identify types, uses, and characteristics of various promotional strategies (e.g., news release, public relations, print media, broadcast media).

Recognize factors and procedures in preparing a media advertisement (e.g., in relation to lead-time, preparing advertising copy, calculating media costs).

Identify functions (e.g., to project an image, create interest) and elements (e.g., focal point, balance) of visual design and display.

Apply principles of design in various marketing contexts (e.g., print ad, display arrangement, store layout).

Competency 0010

Understand principles and procedures related to merchandising (including shipping and receiving, inventory control, and purchasing).

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of steps and procedures for ordering, shipping, and receiving merchandise.

Identify types and functions of inventory control systems and ways of calculating inventory shrinkage.

Identify factors and procedures related to industrial purchasing and purchasing for resale.

Competency 0011

Understand security and safety precautions in the marketing environment.

The following topics are examples of content that may be covered under this competency.

Identify types and characteristics of common security problems in the marketing environment (e.g., shoplifting, ticket switching, pilferage, fraud, internal theft in shipping and receiving).

Recognize and apply prevention techniques for common security problems.

Apply knowledge of safety precautions and practices in the workplace (e.g., procedures for preventing accidents, importance of maintenance).

SUBAREA III—ECONOMICS, BUSINESS, AND ENTREPRENEURSHIP

Competency 0012

Understand basic principles and applications of macroeconomics.

The following topics are examples of content that may be covered under this competency.

Analyze the role of government in the U.S. economy (including monetary and fiscal policy).

Demonstrate knowledge of the business cycle.

Examine factors that affect the economy and economic growth.

Identify measures of economic growth and activity (e.g., gross domestic product, break-even point, unemployment rate, consumer price index) and their relationship to marketing.

Recognize factors that affect international trade and economics (e.g., trade barriers, trade agreements, monetary exchange rates).

Competency 0013

Understand basic principles and applications of microeconomics.

The following topics are examples of content that may be covered under this competency.

Examine the elements of a mixed market/free enterprise system (e.g., free trade, profit, risk, competition) and basic characteristics of types of economic systems.

Analyze factors and processes that affect businesses and business decisions (e.g., in relation to labor, productivity, types of goods and services offered, law of supply and demand, economic utility, pricing).

Demonstrate knowledge of economic resources and choices and how limited resources affect businesses and consumers.

Competency 0014

Understand the structure, organization, and management of businesses.

The following topics are examples of content that may be covered under this competency.

Identify types and forms of business ownership (e.g., sole proprietorship, partnership, corporation) and advantages and disadvantages associated with each type.

Demonstrate knowledge of the structure and operation of businesses, including concepts and issues related to planning, management, and organizational features.

Competency 0015

Understand principles and procedures related to entrepreneurship.

The following topics are examples of content that may be covered under this competency.

Identify characteristics, skills, and roles of entrepreneurs.

Demonstrate knowledge of factors, issues, and procedures related to planning, structuring, and marketing a proposed business, including developing a business plan.

Examine procedures for starting, buying, and operating franchises.

Competency 0016

Understand basic principles of finance and credit.

The following topics are examples of content that may be covered under this competency.

Examine principles of finance and sources of financing.

Identify types of credit and loans (e.g., revolving, equity line, secured) and their characteristics.

Demonstrate knowledge of principles and procedures related to credit for businesses and consumers (e.g., the three C's of credit, procedures for recording credit transactions in business).

Competency 0017

Understand principles of human resource management.

The following topics are examples of content that may be covered under this competency.

Apply principles and procedures for recruiting, interviewing, selecting, hiring, and evaluating employees in marketing occupations.

Demonstrate knowledge of procedures and programs for employee orientation and training.

Analyze procedures for building the skills, independence, and productivity of workers in marketing occupations and for minimizing employee turnover.

Recognize the impact of change on employees and ways to cope with change effectively.

Competency 0018

Understand laws affecting marketing activities.

The following topics are examples of content that may be covered under this competency.

Apply knowledge of legal rights and regulations regarding the sale and purchase of goods and services (e.g., warranties, guarantees, product labeling, product liability, advertising claims).

Recognize consumer rights and protections offered by federal laws and agencies.

SUBAREA IV—EMPLOYMENT, COMMUNICATION, AND PROBLEM-SOLVING SKILLS

Competency 0019

Understand processes and skills for seeking and maintaining employment.

The following topics are examples of content that may be covered under this competency.

Examine careers in marketing, their characteristics (e.g., working conditions, responsibilities, opportunities for advancement) and their preparation requirements (e.g., educational requirements).

Apply skills for seeking employment (e.g., résumé and portfolio development, career ladder analysis, completion of job applications).

Identify appropriate preparation and interviewing skills in various interviewing contexts.

Demonstrate knowledge of elements of professionalism (e.g., neat personal appearance, responsibility, flexibility, initiative, cooperation) and appropriate social skills and behaviors for the workplace.

Competency 0020

Understand human relations and leadership skills in the marketing environment.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of leadership styles, skills, and strategies in the marketing environment (e.g., skills for inspiring teamwork and improving team functioning).

Demonstrate knowledge of motivational theories.

Apply procedures for improving and maintaining morale (e.g., encouraging input, recognizing accomplishments).

Apply principles of problem solving, decision making, and crisis management to human relations issues and problems in the marketing workplace.

Competency 0021

Understand business communication skills.

The following topics are examples of content that may be covered under this competency.

Understand elements of effective communication, including elements related to listening and nonverbal communication.

Demonstrate knowledge of how to prepare and present various types of business communications, including written reports and oral presentations.

Apply business communication skills and strategies in a variety of situations, including assertive communication skills.

Competency 0022

Apply mathematical principles and skills to solve problems in marketing contexts.

The following topics are examples of content that may be covered under this competency.

Solve problems involving percentages (e.g., determining markups and discounts) and basic algebra.

Use mathematical operations (i.e., addition, subtraction, multiplication, division) to solve problems in various marketing contexts (e.g., making correct change, calculating hours worked by an employee, interpreting charts and graphs).

Competency 0023

Understand principles and applications of computer technology, information processing systems, and telecommunications in business and marketing contexts.

The following topics are examples of content that may be covered under this competency.

Recognize types, functions, and characteristics of computer hardware and software, including multimedia systems and desktop publishing applications.

Demonstrate knowledge of the uses of computer technology and information processing systems in business and marketing.

Recognize components and principles of telecommunications systems, and ways in which telecommunications can be used in business and marketing situations.

Competency 0024

Understand the role of student organizations and school partnerships with business and industry in marketing education.

The following topics are examples of content that may be covered under this competency.

Demonstrate knowledge of student organizations and activities in marketing education (e.g., DECA) and their role in developing student knowledge and skills.

Identify strategies for encouraging and supporting student organizations and activities in marketing education (e.g., advising, coaching, chaperoning, supervising).

Analyze methods for developing and maintaining relationships with business and industry to enhance student learning opportunities (e.g., establishing advisory committees, conducting surveys of industry needs).

Apply skills in communicating with business partners (e.g., regarding program goals, activities, student competencies).

PRACTICE TEST QUESTIONS AND ANSWERS: MARKETING EDUCATION

Practice Selected-Response Questions

Competency 0002

Understand market research functions, characteristics, and procedures.

1. Use the market research data below to answer the question that follows.

Three hundred twenty-six consumers were asked to rate three salsas on a scale of 1 to 10 with 10 representing the best taste. First they were asked to rate the salsas with all brands clearly labeled. On a different occasion, the same group of consumers was asked to rate the same salsas with the labels removed. The results from each test were averaged as shown in the table below.

Taste Preference Scores for Salsas		
Brand	Labeled	Unlabeled
1	7.9	4.8
2	5.9	4.9
3	3.2	5.3

The data suggest that it would be best for Brand 3 to focus on which of the following in their future advertising?

- A. new uses for their product
- B. increasing market share
- C. their competitive prices
- D. creating positive brand recognition

Correct Response: D. Although consumers actually preferred Brand 3 in a blind test, they chose Brands 1 and 2 over Brand 3 when tasting labeled samples. This indicates that their preferences are dictated by the way they perceive these products rather than the products' attributes. Therefore, it is likely that if Brand 3 can increase consumer recognition of its product and create positive images in the consumers' minds, consumers will start to choose it over other brands.

Competency 0004

Understand principles of product planning, service planning, and price planning.

2. A razor blade manufacturer has decided to enter the market for pocket calculators. Which of the following will most likely be a result of the company's decision?
- A. a deeper product mix with higher inventory costs
 - B. a wider product mix and higher capital investment requirements
 - C. a narrower product mix and less competition
 - D. a shallower product mix and greater vulnerability to economic changes

Correct Response: B. "Product mix" refers to all the products available from a company; a wide mix occurs when the company produces a number of different product lines. By adding a new product unrelated to its other products, this company is increasing the width of its mix. Higher capital investment is likely to be required since the company at present has no facilities for producing pocket calculators.

Competency 0010

Understand principles and procedures related to merchandising (including shipping and receiving, inventory control, and purchasing).

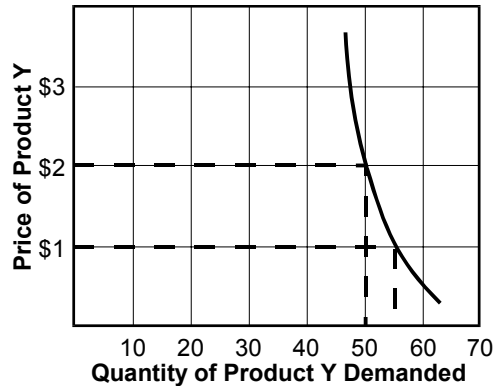
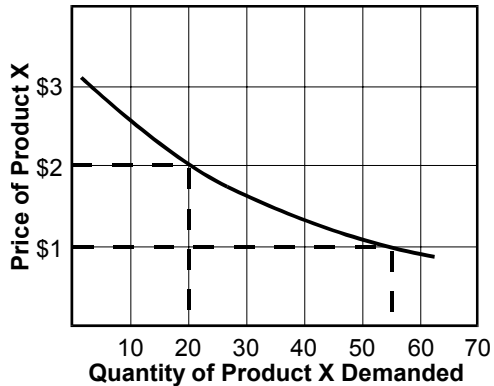
3. In retail businesses such as department stores, the primary goal of inventory management is to:
 - A. reduce variations in sales due to seasonal and other factors.
 - B. ensure the highest possible quality of goods offered for sale.
 - C. minimize the stock turnover rate.
 - D. ensure the availability of goods to meet consumer demand.

Correct Response: D. In retail businesses, if a customer requests an item that is not available, this may mean a lost sale. Thus, it is of primary importance to make sure that the goods customers want are on the shelves or racks. Good inventory management ensures this availability through keeping adequate stocks in supply while also keeping inventory costs as low as possible.

Competency 0013

Understand basic principles and applications of microeconomics.

4. Use the two demand curves below to answer the question that follows.



The information presented in the graphs above best supports which of the following conclusions?

- A. The demand for product Y is less responsive to price changes than is the demand for product X.
- B. Product X appeals to consumers from a broader range of income levels than does product Y.
- C. The demand for product X is more responsive to changes in income than is the demand for product Y.
- D. Compared with product X, product Y is more likely to be considered a luxury item by consumers.

Correct Response: A. A demand curve shows the relationship between various possible prices of a product and the quantities that consumers will purchase at each of these prices. An *elastic* demand curve, such as that for product X, indicates a large change in demand for the change in price. For product Y, however, the same price change increases demand by a much smaller amount. The same change in price causes less of a change in demand for product Y than for product X, so product Y is considered to be less responsive to price change than product X.

Competency 0016

Understand basic principles of finance and credit.

5. A consumer who has charged a purchase and agrees to pay the full amount owed in one payment by a specified date is using:
- A. a regular credit plan.
 - B. an installment credit plan.
 - C. a revolving credit plan.
 - D. an equity line of credit.

Correct Response: A. This question requires an understanding of different types of consumer credit. The most common type of regular credit plan is the 30-day account. Under this credit arrangement, customers are billed at the end of a 30-day period and upon receipt of the bill pay in full for any purchases made during the month.

Competency 0017

Understand principles of human resource management.

6. In preparing forecasts of a large department store's demand for employees, human resource managers need to be most aware of which of the following?
- I. the nature and scope of the store's employee training and development programs
 - II. the projected growth of the store
 - III. the relative attractiveness of the store's compensation and incentive policies
 - IV. the average turnover rate within the store
- A. I and III only
 - B. I and IV only
 - C. II and III only
 - D. II and IV only

Correct Response: D. Knowing the level of projected growth of the store is necessary in estimating demand for employees since as the store grows, more employees will be required. Although the amount of growth will have a direct effect on the number of new employees needed, turnover must also be considered. A higher turnover creates a greater need for new employees; a lower turnover means fewer employees will need to be hired.

Competency 0018

Understand laws affecting marketing activities.

7. A consumer purchases a power drill that is intended for home use and is covered by a full warranty against defects in parts and workmanship for three years from the date of purchase. Less than one year after purchase, the drill's motor burns out. Under which of the following circumstances would the warranty most likely be invalidated and the consumer denied free repairs or replacement?
- A. The drill's motor burned out as a result of the trigger mechanism locking in the "on" position.
 - B. The consumer used the drill to work on a major residential project.
 - C. The drill's motor wore out gradually over a period of several months.
 - D. The consumer replaced an internal component of the drill while attempting to repair another problem three months earlier.

Correct Response: D. A warranty is a contract between a manufacturer and a consumer; as such, both parties are expected to fulfill specific obligations and requirements. In providing a full warranty against defects in parts and workmanship, manufacturers accept full responsibility for repairing or replacing a product if it malfunctions during a specified time period. Manufacturers need not assume this responsibility, however, in situations in which malfunctions occur as a result of misuse, mistreatment, negligence, or unauthorized repair. Since an attempt by a consumer to repair a power drill would be considered an unauthorized repair, this invalidates the warranty.

Competency 0019

Understand processes and skills for seeking and maintaining employment.

8. An interviewee is most likely to make a positive impression at a job interview by doing which of the following?
- A. agreeing with any opinions expressed by the interviewer
 - B. demonstrating knowledge about the firm and the position sought
 - C. allowing the interviewer to do most of the talking
 - D. avoiding mention of previous jobs and reasons for leaving them

Correct Response: B. To make a positive impression at job interviews, interviewees should seek to learn as much as possible about the firm and the position sought so that they can ask informed questions during the interview. Interviewers are generally impressed by job applicants who have taken the time to conduct such research.

Competency 0022

Apply mathematical principles and skills to solve problems in marketing contexts.

9. The owner of a sports apparel store pays \$22.75 for a team sweatshirt that is then sold for a retail price of \$32.50. What approximate percent of the retail price is the markup on this sweatshirt?
- A. 43 percent
 - B. 36 percent
 - C. 30 percent
 - D. 10 percent

Correct Response: C. Markup is the difference between retail price and purchase price, or in this case \$32.50 minus \$22.75, or \$9.75. The markup percentage of the retail price is thus $9.75 \div 32.50$, or 30 percent.

Competency 0024

Understand the role of student organizations and school partnerships with business and industry in marketing education.

10. Partnerships with business and industry are most likely to benefit marketing educators by:
- A. reducing the amount of class time they must spend on basic aspects of business education.
 - B. providing them with a source of ideas regarding instructional content and methods.
 - C. helping them maintain an up-to-date curriculum that meets students' future employment needs.
 - D. providing them with access to additional texts and other resources for classroom instruction.

Correct Response: C. Marketing is a fast-changing field. It is important for marketing educators to keep up with current developments so that their students can receive the knowledge they will need in their future careers. Keeping close contact with members of business and industry who are involved in new developments in marketing helps ensure that educators will stay up to date.

ACKNOWLEDGMENTS

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Number**

2-12 Wolken, Lawrence and Glocker, Janet, *Invitation to Economics*, 3rd ed. Copyright © 1988, Scott, Foresman and Company, Glenview, Illinois. Reprinted with permission.

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