



**Georgia Assessments for the
Certification of Educators®**

PREPARATION GUIDE

Business Education





BUSINESS EDUCATION

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SECTION I

PREPARING FOR THE TEST

The purpose of the Georgia Assessments for the Certification of Educators® (GACE™) is to assess the knowledge and skills of prospective Georgia public school educators. The GACE program helps the Georgia Professional Standards Commission (PSC) meet its goal of ensuring that candidates have the knowledge and skills needed to perform the job of an educator in Georgia public schools. The GACE are aligned with state and national standards for educator preparation and with state standards for the P–12 student curriculum (Georgia Performance Standards).

This preparation guide provides information to help you prepare to take the GACE as follows:

- ▶ This section includes information about available resources and their use in understanding the design and content of the assessment, and strategies for success on the day of the test.
- ▶ The following sections contain sample test questions and additional test materials to assist you in your preparation.

UNDERSTANDING THE DESIGN AND CONTENT OF THE TEST

The content knowledge assessed by the GACE is described in the test design and framework for each assessment. You may view, print, or download the test design and framework for any GACE assessment by selecting "Test Designs and Frameworks" on the GACE Web site at www.gace.nesinc.com. This section describes how to use the test design and framework to understand both the design and content of each GACE assessment.

■ Test Design

Read the test design to familiarize yourself with the structure of the **assessment**. The test design outlines the **content areas covered on each test** within the assessment, the **approximate number of questions** for each content area, and the **types of questions** (selected response and constructed response) contained on each test.

Section I: Preparing for the Test

The following example illustrates the information provided by the test design.

Assessment → **Early Childhood Education**

Test I (Test Code 001)		Approximate Number of Selected-Response Questions	Constructed-Response Assignments
Subareas:	Objectives		
➤ Reading and English Language Arts	0001–0008	40	1
➤ Social Studies	0009–0012	20	1
TOTAL		60	2
Test II (Test Code 002)			
Subareas:	Objectives	Approximate Number of Selected-Response Questions	Constructed-Response Assignments
➤ Mathematics	0013–0017	25	1
➤ Science	0018–0021	20	1
➤ Health, Physical Education, and the Arts	0022–0024	15	
TOTAL		60	2

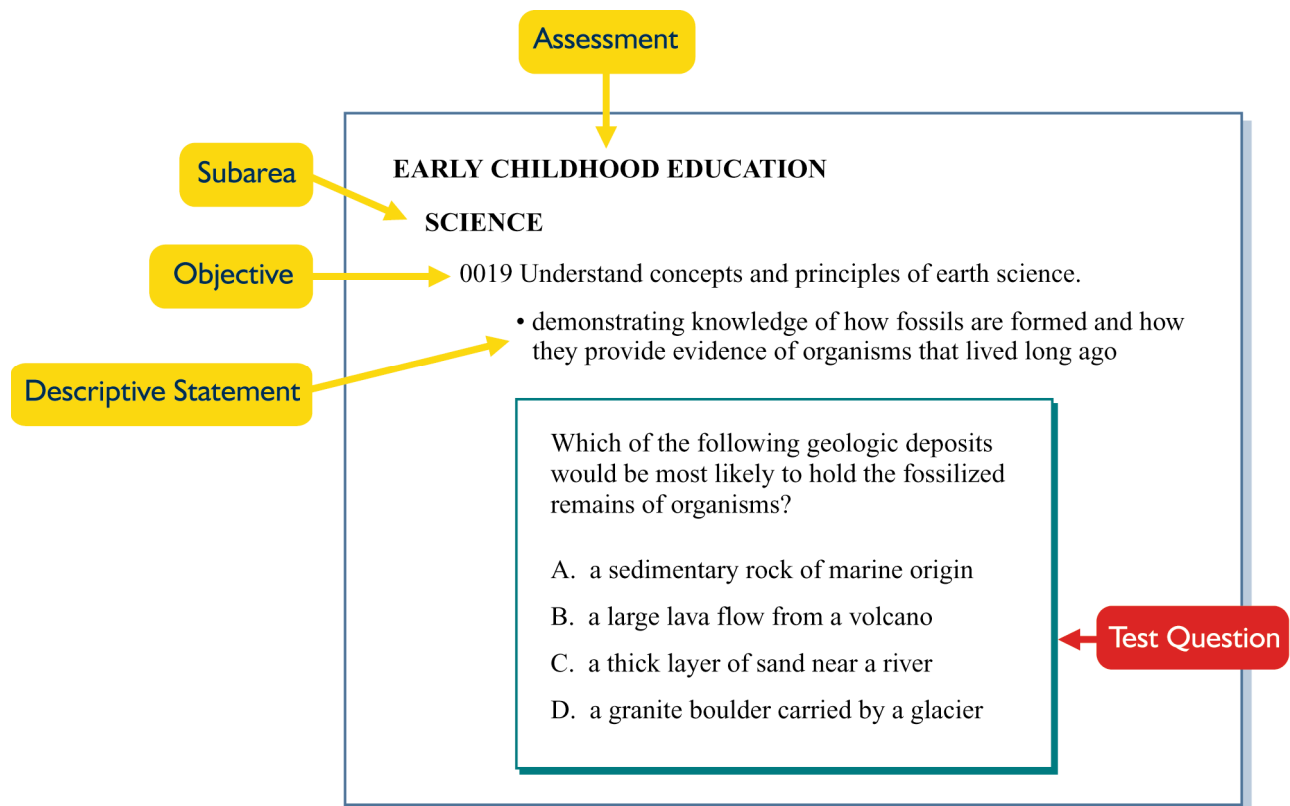
■ Test Framework

Read the test framework to understand the content covered by the assessment and to determine your preparedness to test. The test framework for each **assessment** is organized into subareas, objectives, and descriptive statements as follows:

- ▶ **Subareas** define the major content domains of the test. Subareas typically consist of several objectives. The number of objectives may vary, depending on the breadth of content contained in the subarea.
- ▶ **Objectives** define the knowledge and skills that Georgia educators and teacher educators have determined to be important for educators to possess. Each objective is expanded upon by descriptive statements.
- ▶ **Descriptive statements** provide examples of the range, type, and level of content that may appear on the test for questions measuring the objective.

Test questions are designed to measure specific test objectives. The number of objectives within a subarea generally determines the number of selected-response test questions that will address that subarea's content on the test. Subareas that consist of more objectives will receive more emphasis on the test than subareas that consist of fewer objectives.

The following example from the Early Childhood Education test framework illustrates the relationship of a selected-response test question to the subarea, objective, and descriptive statement in the framework to which it corresponds. This same direct relationship between selected-response test questions and their corresponding objectives applies to all GACE assessments.



STRATEGIES FOR SUCCESS ON THE DAY OF THE TEST

Review the following strategies to help you do your best when taking the GACE.

Follow directions

Listen to and follow all test directions. This includes the oral directions that will be read by the test administrators and any written directions in the test booklet.

Pace your work

The test schedule is designed to allow sufficient time for you to complete your test booklet(s). You may wish to page through the test booklet when you are instructed to begin testing to help you gauge how to pace yourself. Remember to leave enough time to respond to any constructed-response assignments.

Read carefully

Do not try to save time by skimming directions or by reading the test questions quickly. You may miss important information and instructions.

Determine the "best answer"

Your response to each selected-response question should be the best answer of the alternatives provided. Read and evaluate all four answer choices before deciding which one is best.

Guess wisely

Your results on the selected-response section of the test will be based on the number of questions you answer correctly. You will not be penalized for guessing. If you are unsure about a question, use your knowledge of the content area to eliminate as many of the alternatives as you can. Then select among the remaining choices.

Mark your answers carefully

Your responses to the selected-response questions will be scored electronically. It is very important for you to mark your answers carefully and to erase any stray marks completely. If you skip a question, be sure that you skip the corresponding row of answer choices on the answer sheet.

Check your accuracy

Use any remaining time at the end of the test session to check the accuracy of your work. Make sure that you have filled in the appropriate bubbles on the answer sheet and that you have completely erased any stray marks.

Respond to the constructed-response assignment(s) fully and clearly

If the test you are taking contains a constructed-response assignment, be sure to read and respond to each part of the assignment. It is important for scorers to be able to understand your response. Also, make sure that you have recorded your response to the constructed-response assignment as instructed.



SECTION 2

TEST I SAMPLE QUESTIONS

This section of the Georgia Assessments for the Certification of Educators® (GACE™) Preparation Guide provides sample selected-response questions with an annotated answer key for you to review as part of your preparation for the test. The sample selected-response questions are designed to illustrate the nature of the test questions. Work through the questions carefully before referring to the annotated answer key, which follows the sample selected-response questions. The answer key provides the correct response to each question, describes why each correct response is the best answer, and lists the objective within the test framework to which each question is linked.

QUESTIONS

1. Mari works in a business where production priorities and schedules often need to be altered to meet customers' changing needs. Mari is creating a six-month plan for the production of a new product. Which of the following planning approaches is likely to be most effective in this environment?
- A. developing a timeline that identifies the benchmarks that must be met during the production cycle
 - B. anticipating various scenarios and identifying contingency actions to deal with each one
 - C. identifying major production goals and delegating the task of meeting them
 - D. creating a set of procedures and rules that are to be followed throughout the production process

2. Use the information below to answer the question that follows.

- Allow salespeople to make key decisions regarding customers.
- Institute channels of communication among all employees.
- Limit the number of levels of management.
- Encourage employees to make decisions and take responsibility for them.
- Focus on the importance of meeting customers' needs.

Which of the following organizational models is best suited to the philosophy indicated by these statements?

- A. hierarchical
- B. line and staff
- C. matrix structure
- D. inverted pyramid

Section 2: Test I Sample Questions

3. Which of the following human resource strategies would likely be most effective in meeting the goals of saving money on labor costs and enhancing employee job satisfaction?
- A. job-sharing
 - B. mentoring
 - C. cross-training
 - D. flexible scheduling
4. The variable costs associated with producing a product are \$9 per unit. The fixed costs are \$1,000,000. If the product's sale price is \$10, how many units must be sold in order to break even?
- A. 100,000
 - B. 900,000
 - C. 1,000,000
 - D. 1,900,000
5. Which of the following parts of a business plan is likely to be most important for the purpose of recruiting potential investors?
- A. staffing and organizational charts
 - B. marketing and financial plans
 - C. five-year goals and objectives
 - D. legal requirements and ownership plans
6. Angelica has excellent time-management, problem-solving, and interpersonal skills. In addition, she exhibits good judgment and performs well under pressure. She is detail oriented and prefers a well-organized work environment. These skills and characteristics indicate that Angelica is likely best suited for which of the following business careers?
- A. accounting
 - B. public relations
 - C. advertising copywriting
 - D. sales

Section 2: Test I Sample Questions

7. According to the federal Truth-in-Lending Act, which of the following must creditors provide to consumers?
- A. a comparison between the interest rate charged and the prime rate
 - B. full disclosure of the details of all applicable interest and finance charges
 - C. an audited statement describing the financial condition of the lender
 - D. a notice that less expensive sources of financing may be available to the consumer
8. Which of the following business practices would be considered unethical as opposed to illegal?
- A. offering customers who buy items in large quantities a price that is below wholesale cost
 - B. telling a potential investor about a change in management before it becomes public information
 - C. selling reconditioned or refurbished equipment to customers as if it were new
 - D. hiring away a competitor's key employees in order to gain a competitive edge
9. In the current fiscal year, a corporation had assets of \$120,000 and liabilities of \$25,000. The company's goal over the next year is to increase assets by 8% and decrease liabilities by 10%. If they meet their goal, what will be the change in the owner's equity?
- A. \$ 9,350
 - B. \$12,100
 - C. \$17,100
 - D. \$21,600

10. Use the information in the table below to answer the question that follows.

Year	Net Income	Sales	Profit Margin	Average Total Assets	Asset Turnover	Average Stockholders' Equity
2004	\$65,000.00	\$886,450.00	7.3%	\$710,000.00	1.25	\$510,000.00
2005	\$43,000.00	\$773,200.00	5.6%	\$676,000.00	1.14	\$545,000.00

According to the data in this table, what is the return on equity for 2004?

- A. 7.9%
- B. 10.3%
- C. 12.7%
- D. 15.1%
11. Which of the following documents would be the best source of information for preparing the weekly earnings for the employees of a company?
- A. salary worksheet
- B. cash disbursements ledger
- C. payroll register
- D. federal tax deposit coupon

ANNOTATED ANSWER KEY

For question	The correct response is	Reason	Test Objective
1	B	In an environment of change and uncertainty, manufacturers must develop flexible plans in order to deal with unexpected problems and events. One effective way to do this is to use contingency planning: planning that involves anticipating these events and formulating alternative courses of action to take if and when these events occur.	0001
2	D	The statements in the table are typical of an organization that believes in giving its employees increased decision-making power. This type of organization trusts its employees to work at meeting their customers' needs. Employees do not need to be heavily supervised or controlled. This type of organizational structure is called an inverted pyramid.	0002
3	C	Cross-training is a successful way of improving the overall job satisfaction of employees. Through cross-training, employees learn valuable new skills and generally feel more satisfied with their jobs. Cross-training provides employers with workers who are more skilled and more adaptable to changing circumstances. This reduces labor costs because organizations have greater flexibility in meeting their staffing needs.	0003
4	C	Assume x = the number of items to sell. The variable costs of producing each item are \$9, and the fixed costs of producing the items are \$1,000,000, so the total costs of production are $\$9x + \$1,000,000$. Each item will be sold for \$10, so revenues are $\$10x$. To break even, revenues must equal costs, or $\$9x + \$1,000,000 = \$10x$. Solving for x gives $x = 1,000,000$ items to sell.	0004
5	B	Investors are primarily concerned about the return they may receive from a business compared with the risk of investing in that business. Marketing plans provide potential investors with information on how and to whom the proposed business' products will be sold. Financial plans allow investors to assess the viability and profitability of a business. These plans help in assessing the benefits and risks associated with investing in a business.	0005
6	A	Accounting work requires organization and mathematical skills, as well as excellent time-management, problem-solving, and interpersonal skills. Accountants also need to make ethical decisions and must exercise good judgment. The ability to work well under pressure is critical. Since Angelica possesses many of these qualities, she would likely be well suited for a career in accounting.	0006

For question	The correct response is	Reason	Test Objective
7	B	Congress passed the Truth-in-Lending Act to address problems in the loan and mortgage industry. Prior to this law, some lenders may not have consistently and uniformly provided consumers with complete information about lending instruments. The Truth-in-Lending Act requires all lenders to fully disclose to potential consumers all details of any applicable interest and finance charges associated with borrowing money.	0007
8	D	Although not illegal, purposely luring away or attempting to hire the employees of another organization in order to gain a competitive advantage in a market is generally considered unethical. Companies should compete with other businesses in an ethical manner at all times.	0008
9	B	From the accounting equation, owner's equity is equal to total assets minus total liabilities. The initial equity is $\$120,000 - \$25,000 = \$95,000$. An 8% increase in assets is $(\$120,000)(1.08) = \$129,600$. A 10% decrease in liabilities is $(\$25,000)(.90) = \$22,500$. The target owner's equity is $\$129,600 - \$22,500 = \$107,100$. The change in owner's equity is $\$107,100 - \$95,000 = \$12,100$.	0009
10	C	Return on equity is the result of net income divided by average stockholders' equity. According to the amounts in the table for 2004, the net income is \$65,000. When this amount is divided by average stockholders' equity of \$510,000, the result is 0.1274. This number rounds to 12.7 percent.	0010
11	C	The payroll register summarizes information about employee earnings for a particular pay period. It includes each employee's total number of hours worked, pay rate, and any voluntary and involuntary deductions such as taxes or insurance. The form is used to calculate employees' net pay by subtracting their total deductions from their gross pay.	0011



SECTION 3

TEST I SAMPLE CONSTRUCTED-RESPONSE ASSIGNMENTS

This section of the Georgia Assessments for the Certification of Educators® (GACE™) Preparation Guide is designed to assist you in responding to the constructed-response assignments on the test. Included in this section are:

- ▶ Constructed-response assignment directions
- ▶ Sample constructed-response assignments
- ▶ Assignment response sheets
- ▶ An example of a strong response to each sample assignment
- ▶ Scoring criteria that will be used in evaluating your response to each assignment

For each sample assignment, you may want to take the following steps to prepare for the test:

- Review the constructed-response assignment directions.
- Print the assignment and the assignment response sheet.
- Use scrap paper to make notes, write an outline, or otherwise prepare your response.
- Use the assignment response sheet to record your response. The assignment response sheet reflects the amount of space available on an actual test.
- After you complete the assignment, review the sample strong response, your response, and the scoring criteria.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

A sample of the directions for the constructed-response assignments is shown in the box below.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

For each constructed-response assignment in this section, you are to prepare a written response of up to one page and record it in the area provided on the appropriate Assignment Response Sheet in your answer document.

Read each assignment carefully before you begin to write. Think about how you will organize what you plan to write. You may use any blank space provided in this test booklet following each assignment to make notes, write an outline, or otherwise prepare your response. *However, each of your final responses must be written on the appropriate Assignment Response Sheet in your answer document.*

Your responses will be evaluated based on the following criteria:

- **Purpose:** The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
- **Application of Content Knowledge and Skills:** The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
- **Supporting Evidence:** The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Evaluation of each response will be based on the criteria above, not on your writing ability. However, your response must be communicated clearly enough to permit a valid judgment of your knowledge and skills. Your responses should be written for an audience of educators in the field.

Your responses should be your original work, written in your own words, and not copied or paraphrased from some other work. Please write legibly. You may not use any reference materials during the test. Remember to review your work and make any changes you think will improve your responses.

The selected-response section of the answer document containing your name will be removed from your written responses to maintain your anonymity during the scoring process. Do not write your name on any other portion of the answer document, and do not separate any of the sheets from the document.

Please turn the page and begin the constructed-response assignment section of the test.

CONSTRUCTED-RESPONSE ASSIGNMENT ONE

■ Sample Constructed-Response Assignment One

Use the case study below to complete the assignment that follows.

Jane was recently hired as the manager of the marketing department of a small publishing company. When she took over, the department was organized in a loose matrix system where employees with different specialties, such as promotion and sales, were assigned to specific editorial projects. When projects ended, staff were reassigned. Many of the staff worked on multiple projects and assumed multiple responsibilities. Jane felt that this structure led to too many complications with staffing and planning, so she reorganized the department into a more bureaucratic structure by staff specialty. All editorial leaders brought their requests to her and she assigned them to her staff supervisors. Soon, the editorial department was complaining of a lack of communication and Jane's staff felt out of touch with the product-development process. Many were complaining that their talents were being underused and that they were misassigned. After a planned product promotion failed because an author wasn't contacted about a book-signing event, it was unclear who was at fault. Jane's supervisor called her to ask what was going on.

- Explain how the problem in the case study above relates to one of the major functions of business management; and
- briefly describe a strategy that would be effective in solving this problem.

■ Strong Response to Sample Constructed-Response Assignment One

The problem in the case study relates to the organization function of business management. Management must arrange tasks, people, and other resources in an effective manner to accomplish business goals. This arrangement needs to include the roles and responsibilities of individuals along with well-defined communication channels for moving information through the organization. Jane reorganized the department to be more bureaucratic, but she did not make clear the roles and responsibilities of individuals in the organizational scheme, nor did she use staff in a way that took advantage of their talent, skills, and experience. In addition, her reorganization made the sharing of information among employees difficult, leading to confusion.

An effective strategy for dealing with this problem would be for Jane to meet with her staff supervisors to consider how to reorganize the department. They should start by focusing on things such as the goals of the marketing department, the nature of the department's work, the strengths and weaknesses of the staff, and the methods and routes of communication. Using the knowledge and expertise of her senior staff members is likely to result in a organizational structure that both meets the goals of the department and has the support of the department's staff.

CONSTRUCTED-RESPONSE ASSIGNMENT TWO

■ Sample Constructed-Response Assignment Two

Use the information below to complete the assignment that follows.

SpeedyFix, an automotive parts delivery service, has just purchased a new delivery truck using credit. The owner has forwarded all paperwork related to this transaction to the company's accountant for proper processing.

- Identify the accounts affected by the transaction outlined above; and
- explain the effects of this transaction on the accounting equation.

Section 3: Test I Sample Constructed-Response Assignments

■ Strong Response to Sample Constructed-Response Assignment Two

This transaction will affect the company's vehicle account, which is an asset account. The transaction will also affect accounts payable, which is a liability account.

The purchase will increase the company's vehicle account. Since this is an asset account, the increase will be recorded as a debit. The company is purchasing the new delivery truck using credit, and therefore the accounts payable account will also increase. Accounts payable is a liability account, so the cost of the truck is recorded as a credit. The accounting equation says that $\text{Assets} = \text{Liabilities} + \text{Owner's equity}$. Since the transaction does not affect the owner's equity account, the increase in assets and corresponding increase in liabilities keeps the accounting equation in balance.

CRITERIA FOR SCORING YOUR RESPONSE

Each response will be evaluated based on the following criteria.

PURPOSE	The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
APPLICATION OF CONTENT KNOWLEDGE AND SKILLS	The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
SUPPORTING EVIDENCE	The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Each response is rated on a three-point scale. The three score points of the score scale correspond to varying degrees of performance that are related to the above criteria.

Score	Description
3	<p>The "3" response reflects thorough understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response fully achieves the purpose of the assignment. • The response demonstrates an accurate and effective application of relevant content knowledge and skills. • The response provides appropriate, specific supporting evidence of relevant content knowledge and skills.
2	<p>The "2" response reflects general understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response largely achieves the purpose of the assignment. • The response demonstrates a generally accurate, generally effective application of relevant content knowledge and skills. • The response provides some appropriate and general supporting evidence of relevant content knowledge and skills.
1	<p>The "1" response reflects limited or no understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response partially achieves or fails to achieve the purpose of the assignment. • The response demonstrates limited, inaccurate, and/or ineffective application of relevant content knowledge and skills. • The response provides limited or no appropriate, specific supporting evidence of relevant content knowledge and skills.

Please note: A response that is unrelated to the assigned topic, illegible, not primarily in the target language, or lacking a sufficient amount of original work to score will be considered **unscorable**. If there is no response to the assignment, then the response will be considered **blank**.



SECTION 4

TEST II SAMPLE QUESTIONS

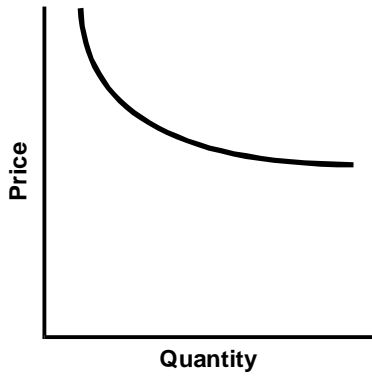
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Section 4: Test II Sample Questions

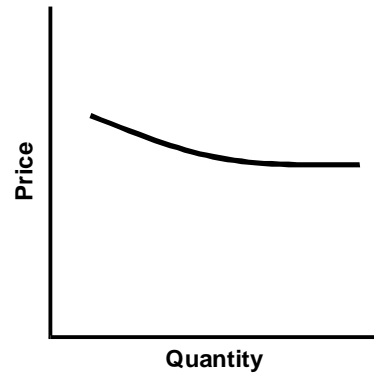
QUESTIONS

1. Each graph below represents the demand for four different products. Which of the graphs best represents a product that has a large number of available high-quality substitutions?

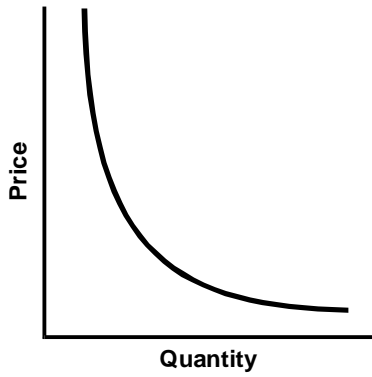
A.



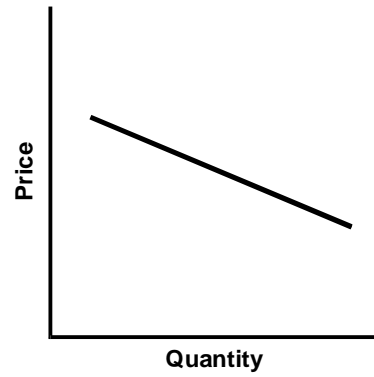
B.



C.



D.



2. The existence of a foreign free-trade zone would most likely benefit a company in which of the following situations?
 - A. A French-German automotive joint venture would like to avoid tariffs when importing its automobiles into the United States.
 - B. A U.S.-based fast-food restaurant would like to expand its market by entering into a franchising agreement with a Mexican firm.
 - C. A Japanese electronics company would like to take advantage of currency exchange rates by increasing its exports to the United States.
 - D. A multinational insurance corporation would like to avoid higher tax payments by basing its operations in Europe.

3. Sophia is a college freshman who lives with her parents. Next year, Sophia plans to borrow money to buy a used car. Which of the following would likely be the most effective way for Sophia to begin establishing credit?
 - A. using her parents' credit card to pay for all college expenses
 - B. making frequent deposits into her personal checking account
 - C. creating a record of how her discretionary income is spent
 - D. opening a retail charge account and paying the balance as it comes due

4. Which of the following best illustrates a company developing a marketing strategy focused primarily on market expansion?
 - A. A photography store is planning to design its own custom-made greeting cards for customers.
 - B. A manufacturer of office supplies signs a contract to sell its products in grocery stores.
 - C. A children's cereal manufacturer is developing a new breakfast bar that will be marketed to adults.
 - D. A bakery plans to offer free samples and giveaways to all customers who enter the shop during the next week.

5. Which of the following best explains why private brand products containing similar ingredients are generally less expensive than national brands?
 - A. Private brands typically have lower marketing costs.
 - B. A greater number of private brand products being sold tends to lead to increased competition.
 - C. Private brands are typically sold at lower profit margins.
 - D. Companies that manufacture private brands benefit from economies of scale.

Section 4: Test II Sample Questions

6. An advantage of employing transit advertising rather than using other forms of advertising media is that transit advertisements:
- A. can be highly creative and are not limited to any size, color, or shape.
 - B. are more likely to reach the people who live and work near the business's location.
 - C. tend to be very inexpensive to produce and can be changed on a daily basis.
 - D. can include a coupon or other incentive to help reach potential customers.
7. A pie chart would be most appropriate for displaying which of the following information?
- A. the relative sizes of the market share of a company and its competitors
 - B. sales-volume figures illustrating market trends
 - C. the comparative sales of several of a company's products
 - D. the relationship between quality control practices and customer satisfaction
8. Which of the following is an example of a computer input and output device?
- A. data projector
 - B. ergonomic keyboard
 - C. bar-code scanner
 - D. touch-screen monitor
9. Spreadsheet software would be most appropriate for performing which of the following tasks?
- A. organizing and storing customer data for quick retrieval
 - B. analyzing numerical data to make financial forecasts
 - C. creating a table for displaying numerical data in a Web page
 - D. developing an encryption algorithm for secure data transmission

10. Most computer applications developed in recent years are based on which of the following characteristics of programming languages?
- A. object-oriented languages in which data types and the procedures for handling them are encapsulated
 - B. procedural languages in which code is written and executed in an ordered, sequential fashion
 - C. machine languages in which algorithms are written to address data to each memory location
 - D. assembly languages in which programs are written in a mnemonic form and translated to machine language
11. Verifying that an e-commerce Web site contains which of the following components will most likely help guarantee its authenticity?
- A. a content filter
 - B. mandatory site log-ins
 - C. a digital certificate
 - D. intrusion detection devices

ANNOTATED ANSWER KEY

For question	The correct response is	Reason	Test Objective
1	C	The product described has a high price-elasticity. If a product has a large number of available equal-quality substitutes, demand for the product will decrease significantly as the price increases. This is because consumers can purchase several other products in place of the product with the increased price. The graph for choice C shows a demand curve that falls sharply as the price increases, which is typical for a product with a high-price elasticity.	0012
2	A	A foreign free-trade zone is a designated geopolitical region in which merchandise from participating countries is exchanged with little or no tariffs or custom duties. A free-trade zone would be most advantageous to the French-German automotive joint venture, since the venture could manufacture cars in their own countries and import them into the United States without paying tariffs.	0013
3	D	In order to borrow money from a lending institution, a person needs to establish a credit history that includes the regular payment of bills. Since Sophia is young and lives with her parents, it's likely that she does not have regular payments to creditors. A good way for her to build credit is to open a retail charge account in her own name and establish a record of regular payments by paying the balance as it comes due.	0014
4	B	An organization focusing on market expansion seeks to sell its products in new and different markets. This entails increasing the number and variety of places where its products are sold. An example of this would be a manufacturer of office supplies that attempts to sell its products in grocery stores.	0015
5	A	Private brands are targeted to cost-conscious consumers. Customers recognize that these brands cost less. Therefore, private brands don't require large advertising expenditures for consumer sales. This allows companies to sell private brand products at lower prices.	0016
6	B	Transit advertising is advertising that is featured on buses, subways, and taxicabs. Companies typically utilize transit advertising near their business' locations because the ads are likely to be read by people that live and work near the business.	0017

Section 4: Test II Sample Questions

For question	The correct response is	Reason	Test Objective
7	A	It is appropriate to use a pie chart to represent data when the total amount of data can be identified and percentages for various attributes associated with the data can be calculated. A pie chart is an effective way to show the relative sizes of the market share of a company and its competitors because the total market for a product can be identified and the percentage of market share for a company and its competitors can be calculated.	0018
8	D	A computer input device allows the user to provide data and instructions to the computer. An output device provides data from the computer to the user. A touch-screen monitor is both an input device and an output device, since a user can enter data into the computer by touching the screen and read the contents of computer files and other data displayed on the screen.	0019
9	B	Spreadsheet software organizes numerical data using cells. The relationship between cells can be defined using mathematical formulas. A change to one of the cells produces changes to any related cells. This makes spreadsheet software very useful for analyzing data and performing financial forecasts.	0020
10	A	Object-oriented programming packages together data and the procedures that read or manipulate that data into a single unit or object. When the structure of an object changes, any program that accesses the object automatically accesses the change. A major benefit of object-oriented programming is the ability to reuse and modify existing objects, allowing programmers to create applications faster. Most contemporary programs are written using object-oriented programming packages.	0021
11	C	A digital certificate is an encrypted file that contains information such as a user's name, the issuing certificate authority's name and signature, and the serial number of the certificate. E-commerce applications commonly use digital certificates to verify authenticity to their users.	0022



SECTION 5

TEST II SAMPLE CONSTRUCTED-RESPONSE ASSIGNMENTS

This section of the Georgia Assessments for the Certification of Educators® (GACE™) Preparation Guide is designed to assist you in responding to the constructed-response assignments on the test. Included in this section are:

- ▶ Constructed-response assignment directions
- ▶ Sample constructed-response assignments
- ▶ Assignment response sheets
- ▶ An example of a strong response to each sample assignment
- ▶ Scoring criteria that will be used in evaluating your response to each assignment

For each sample assignment, you may want to take the following steps to prepare for the test:

- Review the constructed-response assignment directions.
- Print the assignment and the assignment response sheet.
- Use scrap paper to make notes, write an outline, or otherwise prepare your response.
- Use the assignment response sheet to record your response. The assignment response sheet reflects the amount of space available on an actual test.
- After you complete the assignment, review the sample strong response, your response, and the scoring criteria.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

A sample of the directions for the constructed-response assignments is shown in the box below.

CONSTRUCTED-RESPONSE ASSIGNMENT DIRECTIONS

For each constructed-response assignment in this section, you are to prepare a written response of up to one page and record it in the area provided on the appropriate Assignment Response Sheet in your answer document.

Read each assignment carefully before you begin to write. Think about how you will organize what you plan to write. You may use any blank space provided in this test booklet following each assignment to make notes, write an outline, or otherwise prepare your response. *However, each of your final responses must be written on the appropriate Assignment Response Sheet in your answer document.*

Your responses will be evaluated based on the following criteria:

- **Purpose:** The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
- **Application of Content Knowledge and Skills:** The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
- **Supporting Evidence:** The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Evaluation of each response will be based on the criteria above, not on your writing ability. However, your response must be communicated clearly enough to permit a valid judgment of your knowledge and skills. Your responses should be written for an audience of educators in the field.

Your responses should be your original work, written in your own words, and not copied or paraphrased from some other work. Please write legibly. You may not use any reference materials during the test. Remember to review your work and make any changes you think will improve your responses.

The selected-response section of the answer document containing your name will be removed from your written responses to maintain your anonymity during the scoring process. Do not write your name on any other portion of the answer document, and do not separate any of the sheets from the document.

Please turn the page and begin the constructed-response assignment section of the test.

CONSTRUCTED-RESPONSE ASSIGNMENT ONE

■ Sample Constructed-Response Assignment One

Use the information below to complete the assignment that follows.

In order to protect U.S. manufacturers, the federal government has decided to impose a new tariff on imported farm machinery.

- Describe one likely short-term effect of this action on the U.S. economy; and
- describe one likely long-term effect of this action on the U.S. economy.

■ Strong Response to Sample Constructed-Response Assignment One

One short-term effect of a federally imposed tariff on imported farm machinery on the U.S. economy would be higher expenses for the farmer. The tariff would cause the cost of imported farm machinery to rise. The tariff would also benefit U.S. manufactures by allowing them to raise the prices of farm equipment to prices comparable to those of the imported machinery. While this increase in the cost of farm machinery would be good for U.S. farm equipment manufactures, it would be bad for U.S. farmers.

One likely long-term effect of the tariff would be that foreign governments would impose tariffs on U.S. exported manufactured goods to retaliate for the U.S. tariff. This would lead to decreased profits for U.S. exporters as well as reduced employment and lower tax revenues. It could also affect international relations between the two countries and lead to protectionism or an all-out trade war, which would have serious consequences for the U.S. economy.

CONSTRUCTED-RESPONSE ASSIGNMENT TWO

■ Sample Constructed-Response Assignment Two

Use the information below to complete the assignment that follows.

A home furniture manufacturer is experiencing problems with its customer service. Customers who call are often put on hold while customer service representatives search for paper files containing up-to-date customer information on recent purchases, orders, summaries of previous telephone conversations, letters of complaint, and other written correspondence. The company would like to use information technology to help improve its customer service.

- Describe an application of information technology that could be used by the company to help solve this problem; and
- explain why this technology would be effective in helping to solve this problem.

Section 5: Test II Sample Constructed-Response Assignments

■ Strong Response to Sample Constructed-Response Assignment Two

This company could use a system based on relational database software integrated with telecommunication technology. The database would include information about purchases, returns, complaints, payment history and other account information for each customer. Correspondence and other documents could be scanned into the database, and phone calls could be digitally recorded for future reference. Customer service reps could key in customer I.D. information and get an immediate customer history. The database could provide access to specific product information, shipping schedules and costs, warranty information, etc., which would allow the reps to search the database for answers to customers' questions.

This would be effective in improving customer service because reps will have instantaneous access to the customer's file, thus reducing errors and the time involved in obtaining pertinent information. The software will allow the rep. to update the file during the phone call and eliminate both the problem of putting a customer on hold and the customer's frustration over waiting for a problem to be solved.

CRITERIA FOR SCORING YOUR RESPONSE

Each response will be evaluated based on the following criteria.

PURPOSE	The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
APPLICATION OF CONTENT KNOWLEDGE AND SKILLS	The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
SUPPORTING EVIDENCE	The extent to which the response includes appropriate, specific supporting evidence of content knowledge and skills in relation to relevant GACE framework objectives

Each response is rated on a three-point scale. The three score points of the score scale correspond to varying degrees of performance that are related to the above criteria.

Score	Description
3	<p>The "3" response reflects thorough understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response fully achieves the purpose of the assignment. • The response demonstrates an accurate and effective application of relevant content knowledge and skills. • The response provides appropriate, specific supporting evidence of relevant content knowledge and skills.
2	<p>The "2" response reflects general understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response largely achieves the purpose of the assignment. • The response demonstrates a generally accurate, generally effective application of relevant content knowledge and skills. • The response provides some appropriate and general supporting evidence of relevant content knowledge and skills.
1	<p>The "1" response reflects limited or no understanding of relevant content knowledge and skills as defined in relevant GACE framework objectives.</p> <ul style="list-style-type: none"> • The response partially achieves or fails to achieve the purpose of the assignment. • The response demonstrates limited, inaccurate, and/or ineffective application of relevant content knowledge and skills. • The response provides limited or no appropriate, specific supporting evidence of relevant content knowledge and skills.

Please note: A response that is unrelated to the assigned topic, illegible, not primarily in the target language, or lacking a sufficient amount of original work to score will be considered **unscorable**. If there is no response to the assignment, then the response will be considered **blank**.