



## SECTION 4

### TEST II SAMPLE QUESTIONS

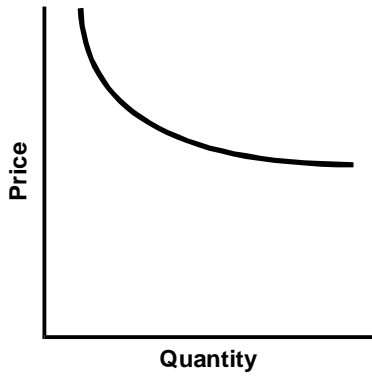
This section of the Georgia Assessments for the Certification of Educators® (GACE™) Preparation Guide provides sample selected-response questions with an annotated answer key for you to review as part of your preparation for the test. The sample selected-response questions are designed to illustrate 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.

Section 4: Test II Sample Questions

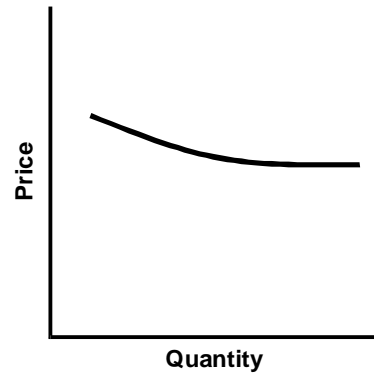
**QUESTIONS**

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?

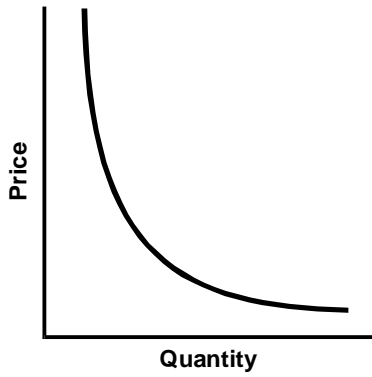
A.



B.



C.



D.



## Section 4: Test II Sample Questions

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