



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

**PREPARATION GUIDE**

**Marketing Education**





## MARKETING 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.

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### 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](http://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**

The diagram illustrates the layout of the test design table. A yellow box labeled 'Assessment' points to the title 'Early Childhood Education'. A yellow box labeled 'Test' points to the header of the first table. A yellow box labeled 'Types of questions' points to the columns 'Approximate Number of Selected-Response Questions' and 'Constructed-Response Assignments'. A red box labeled 'Content areas covered on each test' points to the 'Subareas' column. A yellow box labeled 'Approximate number of questions' points to the 'TOTAL' row of the second table.

Test I (Test Code 001)		Approximate Number of Selected-Response Questions	Constructed-Response Assignments
<b>Subareas:</b>	<b>Objectives</b>		
➤ Reading and English Language Arts	0001–0008	40	1
➤ Social Studies	0009–0012	20	1
<b>TOTAL</b>		<b>60</b>	<b>2</b>

Test II (Test Code 002)		Approximate Number of Selected-Response Questions	Constructed-Response Assignments
<b>Subareas:</b>	<b>Objectives</b>		
➤ Mathematics	0013–0017	25	1
➤ Science	0018–0021	20	1
➤ Health, Physical Education, and the Arts	0022–0024	15	
<b>TOTAL</b>		<b>60</b>	<b>2</b>

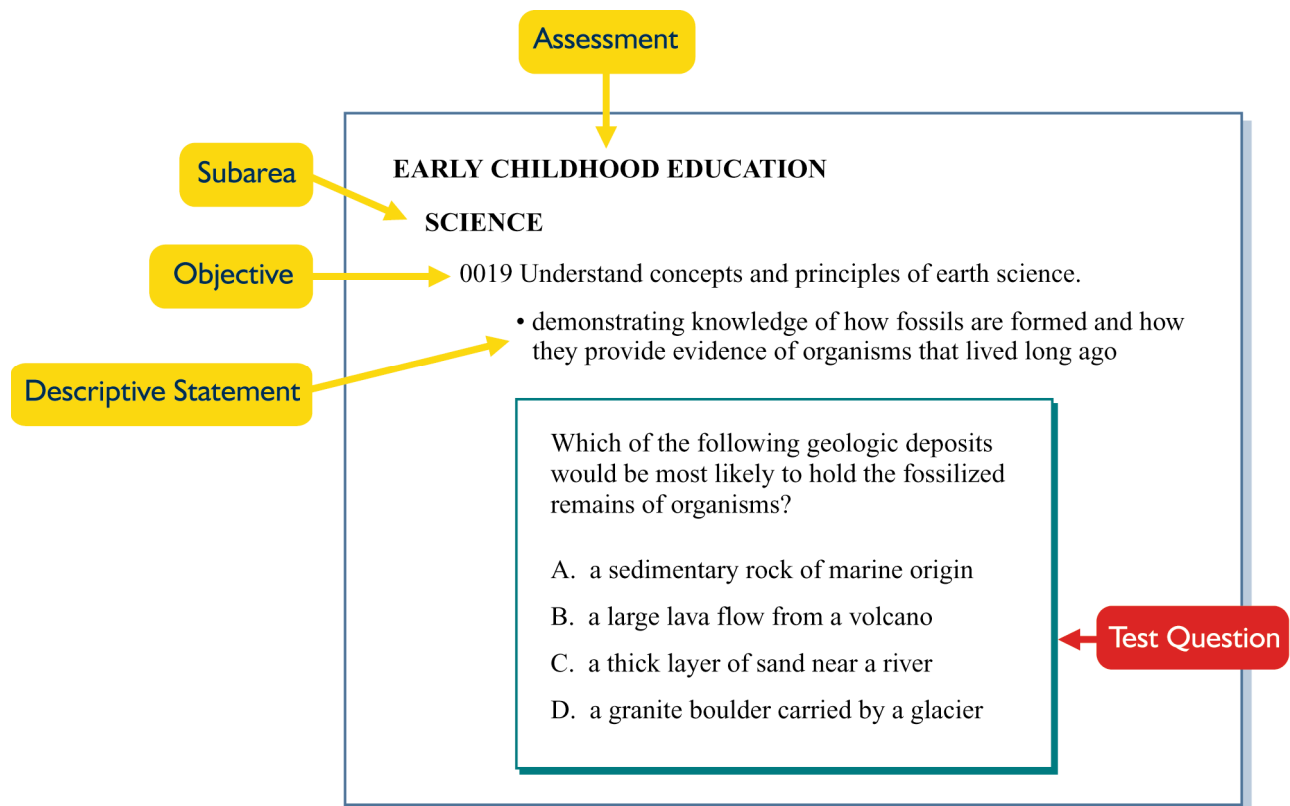
## ■ Test Framework

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.



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## 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.

## Section 2: Test I Sample Questions

### QUESTIONS

1. Which of the following best describes the primary function of marketing in business?
  - A. Marketing presents consumers with a wide selection of products at competitive prices.
  - B. Marketing attempts to influence consumers' interest in buying products through the use of advertising.
  - C. Marketing connects businesses with consumers and provides the means for satisfactory exchanges to occur.
  - D. Marketing generates customer satisfaction and long-run societal well-being by selling goods produced by businesses.
  
2. Sales at a women's clothing store have decreased steadily over the past two years due primarily to changing demographics in the surrounding community. Which of the following marketing strategies is likely to be most effective in increasing the store's sales?
  - A. remodeling the store and redesigning its layout
  - B. creating a new advertising campaign to bring back regular customers
  - C. offering a loss leader to bring new customers into the store
  - D. redefining the store's target population and product mix

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

Planned sales	\$4,500
Planned beginning-of-month (BOM) stock	\$10,000
Planned reductions	\$500
Planned end-of-month (EOM) stock	\$9,500

According to the data in this table, what is the total for planned purchases?

- A. \$3,000
- B. \$4,500
- C. \$7,000
- D. \$10,500

4. A manufacturer is planning to introduce a new washing machine into a highly competitive market. Which of the following marketing strategies is likely to be most effective in building consumer confidence in the quality of this new product?
- A. offering a warranty that is significantly longer than that of similar products
  - B. hiring independent consultants to test and evaluate the product
  - C. designing the product to have a rugged-looking exterior
  - D. featuring testimonials from credible celebrities in the new product's advertisements

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

- The cost to make and market a 7 oz. bag of Tasty potato chips is \$1.50.
- The company's profit margin is typically about 30%.
- Market research indicates a strong demand for potato chips.
- Wholesalers add a 35% markup on potato chips.
- Retailers add a 35% markup on potato chips.
- Current retail prices for most similar chips vary by less than 5%.

The product management team for Tasty potato chips has gathered the information in the table above. Considering costs, demand, and competition, as well as the effects of wholesalers and retailers on price, which of the following would be the most appropriate retail price of a 7 oz. bag of Tasty potato chips?

- A. \$1.79
- B. \$2.99
- C. \$3.59
- D. \$4.39

## Section 2: Test I Sample Questions

6. Finnex is a small manufacturer of custom sportswear that sells its products directly to regional retailers. To expand its products to other parts of the country, Finnex has hired in-house sales representatives to sell its products to wholesalers. Which of the following best describes a major advantage of using wholesalers in this situation?
- A. Wholesalers can negotiate lower product markups from retailers.
  - B. Wholesalers assume all responsibility and liability for the products they distribute.
  - C. Wholesalers can help defray the costs of advertising products.
  - D. Wholesalers have previously established relationships with numerous retailers.
7. In addition to the actual product being advertised, which of the following factors is likely to have the greatest influence on an advertiser's choice of promotional media?
- A. lifestyles of the target audience
  - B. advertising methods used by major competitors
  - C. locations of potential retail outlets
  - D. depth and breadth of the advertising campaign
8. Which of the following best illustrates a situation in which the marketing of a product is affected by federal laws?
- A. A beer company runs a series of ads encouraging people not to drink and drive.
  - B. An oil company runs an ad in which it describes the company's efforts to help the environment.
  - C. An automobile company includes statistics in an ad touting the safety rating of a new vehicle.
  - D. A pharmaceutical company runs a TV ad that includes the potential side effects of a new drug.

9. In response to declining sales, the owner of a cardboard manufacturing plant has decided to lay off 10% of the company's workforce. Which of the following is likely to be the most important role of the human resource department as the company plans for problems that may be associated with this layoff?
- A. developing a contingency plan in the event that the company suddenly acquires more work
  - B. addressing a wide range of emotional responses that develop in the remaining employees
  - C. finding the resources necessary to process the paperwork involved with a large-scale layoff
  - D. creating a retraining program to assist the laid-off employees in finding new work
10. The owner of a fast-food franchise would like to diversify the business by adding several new food items to the current menu. Which of the following factors will have the most significant effect on the owner's ability to diversify the product line?
- A. the amount and type of payments required to the franchisor
  - B. the scope of the franchise's marketing and advertising plans
  - C. the description of the business outlined in the franchise agreement
  - D. the depth and breadth of the franchise's training program

## ANNOTATED ANSWER KEY

For question	The correct response is	Reason	Test Objective
1	C	The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.	0001
2	D	Changing demographics means that the characteristics of the population in the surrounding community have changed. For example, a community made up primarily of single residents with no children may have changed into a community made up primarily of families with young children. Since it is important to match an organization's products and services to consumers' needs and wants, the store should redefine its target market to be the new residents and sell products that meet their needs.	0002
3	B	Planned purchases are the amounts a firm needs in order to achieve its sales and inventory projections. Planned purchases are calculated using the following formula: (Planned Sales + EOM Stock + Reductions) – BOM Stock = Planned Purchases, or $(\$4,500 + \$9,500 + \$500) - \$10,000 = \$4,500$ .	0003
4	A	Consumers are often reluctant to purchase a product if they are uncertain about the manufacturer's quality record. When a product warranty is provided, consumers tend to think that the manufacturer is confident of the product's quality, since the company is willing to pay to repair or replace a defective product. Offering long-term warranties shows consumers that the company is confident of the product's quality over a long time period. This has the effect of increasing the consumer's confidence in the quality of the product.	0004
5	C	If the company plans to receive a 30% profit on its chips, it will increase the price by 30%, and sell them for $\$1.50 \times 1.30 = \$1.95$ . The wholesaler next adds a 35% markup and sells them for $\$1.95 \times 1.35 = \$2.64$ . Lastly, the retailer would add a markup of 35% to get $\$2.64 \times 1.35$ , which results in an approximate selling price of $\$3.56$ . Of the choices given, response C's price of $\$3.59$ is the most appropriate retail price for a bag of chips.	0005
6	D	Wholesalers typically have preestablished relationships with numerous retailers spread out over large geographic regions. Therefore, wholesalers are extremely effective in situations where a manufacturer is trying to reach customers located in many small markets.	0006

Section 2: Test I Sample Questions

For question	The correct response is	Reason	Test Objective
7	A	When marketers are aware of the lifestyles of their consumers, they can customize their promotional methods by choosing media that are more likely to reach their customers. For example, an advertiser may choose to promote a company's products using newspapers if the company's target audience has a high percentage of people who enjoy reading the newspaper.	0007
8	D	Federal law requires pharmaceutical companies to test their products for side effects. In addition, the labeling and packaging as well as any other promotional material related to pharmaceutical products being sold is required by law to provide consumers with information about potential side effects.	0008
9	B	Staff reductions such as employee layoffs affect not only workers receiving those layoffs, but also workers who remain on the job. The workers who remain may worry that they will be laid off, or they may have feelings of guilt or resentment. These emotional responses may negatively affect worker productivity and product quality. It is the responsibility of the human resource department to address these emotions.	0009
10	C	Consumers have expectations about the quality and type of products or services offered by franchises. To maintain consistency among franchises, franchise agreements often include restrictions on the products or services that may be offered. Therefore, the owner of a fast-food franchise must review details set forth in the franchise agreement before adding any new food items to the menu.	0010



## 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.

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## 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.

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## CONSTRUCTED-RESPONSE ASSIGNMENT ONE

### ■ Sample Constructed-Response Assignment One

Use the information below to complete the assignment that follows.

An electronics company produces and sells several different models of digital cameras. The company's goal is to maintain its competitive edge by regularly creating new models to meet consumers' changing needs and expectations. The company's marketing department has been asked to provide information on segmenting the digital camera market.

- Define the concept of market segmentation; and
- explain how the company can apply the concept of market segmentation to achieve its goal.



■ Strong Response to Sample Constructed-Response Assignment One

Market segmentation is the process of dividing a large market of potential customers who share common needs and wants into smaller groups of potential customers who share a narrower spectrum of common interests and needs. This process can help an organization plan its marketing strategies in one of two ways. The organization could choose to focus its marketing efforts on a single segment or the organization could focus on several segments, developing a marketing mix to address the needs of each different segment.

The marketing department of this electronics company can apply this second type of market segmentation by assessing the needs of the range of market groups within their total market. They can begin by examining their existing camera models to determine how those models meet the needs of particular segments. They can then select additional segments to which they would like to market new models. For example, they could develop a waterproof model for scuba divers; a very simple point-and-shoot model in various bright colors for kids; a complex, high-quality expensive model for professional photographers and photo buffs; and so on. The range of possibilities is potentially as wide as the level of risk the company is willing and able to undertake to maintain its competitive edge.

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## CONSTRUCTED-RESPONSE ASSIGNMENT TWO

### ■ Sample Constructed-Response Assignment Two

Use the information below to complete the assignment that follows.

Star Clothing is a large, well-known fashion boutique with outlets in several of the largest, most popular malls across the United States. The company has just added a new line of clothing consisting of the latest trends in fashion and design. The company is currently discussing several different plans to promote its new products.

- Describe an appropriate promotional method that Star Clothing could use to market its new products; and
- explain why this promotional method would be an effective way to market Star Clothing's new products.



### Section 3: Test I Sample Constructed-Response Assignments

#### ■ Strong Response to Sample Constructed-Response Assignment Two

Since Star Clothing is already well known across the United States, and it is already located around the country in the largest, most popular shopping malls, promoting a new, trendy line of clothes should not be difficult. The company must already have the basics of marketing in place, such as an established image and a reputation for fashion, design, and customer interest. It must also already have a promotional network in place across the country. Therefore, it can probably afford to promote its new line in a splashy high-impact way that goes beyond traditional print and visual media. One appropriate promotion would be to sponsor a high-visibility fashion show at each mall where it has a store. Playing on their name, Star could get models with "star power" from the city, state, or even nationally, particularly if it ties the fashion show in with a fund-raising benefit for a worthy cause. It could announce the shows in print and on T.V., using celebrity endorsements that would attract an audience to come see the clothes on the "stars." This promotional method would be effective because it would launch a new line in a highly visible way that would link its name to high fashion and fame while it also benefits a good cause and assures the company that its customers feel good about it.

## CRITERIA FOR SCORING YOUR RESPONSE

Each response will be evaluated based on the following criteria.

<b>PURPOSE</b>	The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
<b>APPLICATION OF CONTENT KNOWLEDGE AND SKILLS</b>	The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
<b>SUPPORTING EVIDENCE</b>	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.

<b>Score</b>	<b>Description</b>
<b>3</b>	<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"> <li>• The response fully achieves the purpose of the assignment.</li> <li>• The response demonstrates an accurate and effective application of relevant content knowledge and skills.</li> <li>• The response provides appropriate, specific supporting evidence of relevant content knowledge and skills.</li> </ul>
<b>2</b>	<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"> <li>• The response largely achieves the purpose of the assignment.</li> <li>• The response demonstrates a generally accurate, generally effective application of relevant content knowledge and skills.</li> <li>• The response provides some appropriate and general supporting evidence of relevant content knowledge and skills.</li> </ul>
<b>1</b>	<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"> <li>• The response partially achieves or fails to achieve the purpose of the assignment.</li> <li>• The response demonstrates limited, inaccurate, and/or ineffective application of relevant content knowledge and skills.</li> <li>• The response provides limited or no appropriate, specific supporting evidence of relevant content knowledge and skills.</li> </ul>

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

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.

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## QUESTIONS

1. Which of the following best illustrates the concept of reliability as used in market research?
  - A. a survey that elicits responses containing the specific information the market researchers are seeking
  - B. a survey that generates similar results when applied to different samples of the same target population
  - C. survey results that can be communicated clearly to the end users
  - D. survey results that are aligned with the marketing plan so they can be used to make marketing decisions
2. One advantage of using secondary market research data over primary market research data is that secondary data is:
  - A. typically less expensive than primary data.
  - B. usually less influenced by research bias than primary data.
  - C. generally more detailed than primary data.
  - D. typically more focused on segmented markets than primary data.
3. Which of the following technology applications would be most appropriate for creating magazine advertising layouts that contain large blocks of text, multiple fonts, and complex graphics?
  - A. multimedia authoring
  - B. word processing
  - C. image editing
  - D. desktop publishing
4. The managers of a U.S. paper company that is considering selling its products overseas would like to identify countries with high export potential. Which of the following data sets would provide the best information for the managers to analyze?
  - A. exchange rate and governmental monetary policy
  - B. population size and gross domestic product (GDP)
  - C. unemployment rate and tariff structure
  - D. inflation rate and equilibrium net national product (NNP)

5. A large retailer has just created a Web site to sell its products online. Internet shoppers can browse the company's catalog, gather product information, and select items for purchase. Once online customers have selected items to buy, they are sent to a Web page that includes a summary of items selected for purchase, payment and shipping options, and lists of potential complementary items. Links to information regarding which of the following should also be included on this page?
- A. independent product reviews
  - B. video clips detailing how certain products are made
  - C. the company's privacy policy
  - D. information related to the company's operating licenses
6. The sales manager for a chemical manufacturer is scheduled to present details of a new manufacturing process to a group of potential clients. The manager's presentation includes large amounts of both general and technical information. Which of the following strategies is most likely to enhance the effectiveness of the presentation?
- A. including an outline and a summary of the major points discussed in the presentation
  - B. showing a video about the types of machines used in the new manufacturing process
  - C. distributing binders that contain graphics, definitions, and reference materials
  - D. distributing pamphlets containing the answers to many of the most frequently asked questions
7. Companies that engage in differentiated competition in which products are somewhat standardized can best attract customers by:
- A. providing consumers with product samples.
  - B. lowering the prices of products sold in specific locations.
  - C. offering various sizes of products to consumers.
  - D. advertising products that are of high quality or are visually appealing.

## Section 4: Test II Sample Questions

8. A marketing manager in charge of pricing would most appropriately consult which of the following financial statements when analyzing the net sales, cost of goods sold, and gross profit for a line of products?
- A. balance sheet
  - B. income statement
  - C. cash flow statement
  - D. statement of changes in equity
9. A student who is interested in a career as a purchasing agent would most likely need which of the following skills or abilities?
- A. reasoning, leadership, and problem-solving skills
  - B. analytical, organizational, and decision-making abilities
  - C. expressive, technological, and public-speaking abilities
  - D. motivational, editing, and critical-thinking skills
10. Which of the following best describes the primary purpose of submitting a cover letter when applying for a job?
- A. to summarize how one's qualifications best satisfy the requirements of a particular job
  - B. to describe personal short- and long-term career goals
  - C. to determine if a company has any job openings in a particular career area
  - D. to give potential employers a sample of one's written communication skills
11. The primary purpose of competitive events for high school students sponsored by DECA (an association of marketing students) is to:
- A. allow students to meet and interact with individuals who have achieved considerable success in the field of marketing.
  - B. give students opportunities to enhance their promotion and selling skills.
  - C. provide students with opportunities to develop their career skills by participating in individual and team activities.
  - D. encourage students' creativity and ability to generate a variety of new product ideas.

## ANNOTATED ANSWER KEY

For question	The correct response is	Reason	Test Objective
1	B	The reliability of a measurement instrument refers to the extent that the instrument gives the same results on repeated measurements or trials. A market research survey that samples a target population to measure attributes such as consumer attitudes or preferences will reliably measure the characteristics of the population if it yields similar results when applied to different samples of the population.	0011
2	A	Primary data is information that is collected specifically for a company's research needs and is obtained directly from the consumer or source. Secondary market data is information obtained from previously compiled sources such as U.S. census information or trade publications. While primary market data may be better targeted to answer specific research questions, secondary data is usually much less expensive and easier to obtain.	0012
3	D	Desktop publishing programs provide users with the capability to manipulate text and graphics to create sophisticated page layouts. These features are well suited for designing the high-quality advertising layouts typically found in magazines.	0013
4	B	In choosing countries in which to sell its products, an organization needs to consider how much money consumers have to purchase those products. Determining the ratio of a country's gross domestic product to its population allows the company's managers to determine the total market value of a country's domestic goods and services produced per person. This is a good indicator of how much money consumers have to purchase the company's products.	0014
5	C	A company's privacy policy explains how the company will treat its customers' personal information. In order for consumers' identity and personal information to remain safe and secure when making purchases through a company's Web site, the company must provide its customers with a detailed description of the company's privacy policy. This information should be accessible from the page describing payment and shipping options.	0015
6	C	When presenting information that contains large amounts of both general and technical information, it is important to provide reference materials so that participants do not have to spend time listening and taking notes at the same time. By distributing binders that contain graphics, definitions, and reference materials, the sales manager can focus the presentation on the primary benefits of the process, while allowing potential customers to access more detailed information, if they so desire.	0016

**Section 4: Test II Sample Questions**

For question	The correct response is	Reason	Test Objective
7	D	In a market where products are somewhat standard, companies must distinguish their products from those of their major competitors. One way to achieve this is by advertising products that are of higher quality or products that have great visual appeal. These attributes can give a company's products a competitive edge over those of other companies because they help differentiate the products from those of its major competitors.	0017
8	B	An income statement summarizes a firm's revenues and expenses. Revenues include gross sales categories; expenses include cost of goods sold and operating expenses. The income statement reflects a company's profit or loss over a specified period of time.	0018
9	B	A purchasing agent acts as an important interface between a company and its suppliers. Purchasing agents need organizational skills in order to monitor product inventory and analytical skills to determine the types of products that will best satisfy the company's needs. Purchasing agents also need good decision-making skills because they are required to make judgements regarding quantities, types, and costs associated with purchasing products for the company.	0019
10	A	A résumé provides an overview of a job applicant's qualifications, skills, and experience. Submitting a cover letter along with a résumé allows a job applicant to explain how his or her qualifications, skills, and experience will be helpful in the specific job for which he or she is applying. The intent of a good cover letter is to highlight the match between the job applicant's skills and abilities and the job requirements.	0020
11	C	DECA (an association of marketing students) offers competitive events to provide students with opportunities to develop the skills necessary for careers in marketing, merchandising, management, and entrepreneurship through active participation in individual and cooperative learning activities.	0021



## 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.

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## 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.

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## CONSTRUCTED-RESPONSE ASSIGNMENT ONE

### ■ Sample Constructed-Response Assignment One

Use the information below to complete the assignment that follows.

Blaze is a popular downtown restaurant in the center of a heavily populated city. The restaurant has a reputation for its upbeat atmosphere and original menu offerings. The owner has created several new menu items and would like to get feedback from customers about these new items.

- Describe one appropriate method the owner could use to gather this information; and
- explain why this method would be an effective way to gather this information.



**■ Strong Response to Sample Constructed-Response Assignment One**

With Blaze's name, atmosphere, location, and reputation for original menus, its owner must know it is considered a true "hot spot" downtown and a destination for locals as well as visitors. For this reason, the owner probably has a good, steady repeat business and should be able to entice customers to give feedback fairly easily. The owner could put announcements on each table, and perhaps in the local paper and downtown visitors' magazine, advertising a 3-night "Blaze Graze" - an opportunity to come in and sample new menu items at seriously reduced prices. Customers could purchase any number or combination of small-sized samples to allow them to taste a variety of items and still feel satisfied by their meal. Customers would be asked to fill out a survey about the items' taste and quality and to rank them in comparison to each other. This method would be effective because the owner would be obtaining information about the menu from a representative sample of Blaze's target market. The owner could feel fairly confident that the information obtained could be used to help make important decisions about the new menu.

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## CONSTRUCTED-RESPONSE ASSIGNMENT TWO

### ■ Sample Constructed-Response Assignment Two

Read the information below to complete the assignment that follows.

Refresh is a U.S. soft drink manufacturer that has been in business for more than 20 years. The owners of Refresh believe that the international market is filled with potential consumers for its line of soft drinks and are researching distributors in other countries who could license and sell the company's line of soft drinks.

- Describe one cultural issue that the company should consider while researching the possibility of selling its products in another country; and
- describe an effective strategy for addressing this issue.



## Section 5: Test II Sample Constructed-Response Assignments

### ■ Strong Response to Sample Constructed-Response Assignment Two

The story goes that when Chevrolet marketed its new small car, the Nova, in Mexico, the effort failed miserably. Why? Because "no va" in Spanish means "no go" or "won't move." Who would want to spend money on such a vehicle? "No one!" Chevrolet would have been well advised to research the meaning of the name of the new car in every language in the world to learn whether the construction had any offensive or negative connotations. Chevy learned the hard way that one cultural issue that must be considered when researching the possibility of selling a product in another country is to find out "what's in a name." The Refresh company will need to learn whether its company name and its various products' names, logos, and slogans have different, negative, or offensive meaning in other languages. This must be their first step, because all else in marketing flows from the products' identity. Refresh must consult with multilingual, multicultural experts with international trade and marketing experience to research how its products translate, literally, into any of the world markets it seeks to enter. If it does not have staff with such expertise, it must hire them or train existing staff who will work with these accounts. Refresh must also be prepared to change, reconfigure, or even abandon its plans as a result.

## CRITERIA FOR SCORING YOUR RESPONSE

Each response will be evaluated based on the following criteria.

<b>PURPOSE</b>	The extent to which the response fulfills the purpose of the assignment in relation to relevant GACE framework objectives
<b>APPLICATION OF CONTENT KNOWLEDGE AND SKILLS</b>	The extent to which the response accurately and effectively applies content knowledge and skills in relation to relevant GACE framework objectives
<b>SUPPORTING EVIDENCE</b>	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.

<b>Score</b>	<b>Description</b>
<b>3</b>	<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"> <li>• The response fully achieves the purpose of the assignment.</li> <li>• The response demonstrates an accurate and effective application of relevant content knowledge and skills.</li> <li>• The response provides appropriate, specific supporting evidence of relevant content knowledge and skills.</li> </ul>
<b>2</b>	<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"> <li>• The response largely achieves the purpose of the assignment.</li> <li>• The response demonstrates a generally accurate, generally effective application of relevant content knowledge and skills.</li> <li>• The response provides some appropriate and general supporting evidence of relevant content knowledge and skills.</li> </ul>
<b>1</b>	<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"> <li>• The response partially achieves or fails to achieve the purpose of the assignment.</li> <li>• The response demonstrates limited, inaccurate, and/or ineffective application of relevant content knowledge and skills.</li> <li>• The response provides limited or no appropriate, specific supporting evidence of relevant content knowledge and skills.</li> </ul>

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**.