



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.

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.

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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

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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