

Exam Title: MARKETING APPLICATIONS

Courses Assessed by this Exam: 8827120 Marketing Applications

Key Vocabulary:

Account, Agenda, Balance sheet, Boomerangs, Budget account, Cash balance, Cash flow, Check requisitions, Color, Communication, Corporation, Credit, Customer goodwill, Dating terms, Delivery arrangements, Department, Deposit slip, Discount, Distribution, Emergency procedures, End cap, Entrepreneurship, Expenses, Felony, Finance, Finance charges, Finance team, Financial statement, Focal point, Follow-up, General partnership, Goals, Gross revenue, Income statement, Installment account, Integrated software, Limited partnership, Line, Management, Market research, Merchandise, Merchandising, Minimum order, Minimum payments, Misdemeanor, Need slips, Negotiation tactic, Organization, Perseverance, Price, Price marking, Product, Product knowledge, Profit and loss statement, Promotion, Promotional mix, Purchase orders, Quality control, Requisitions, Revenue, Revolving account, Rewards cards, Safety procedures, Sales techniques, Sole proprietorship, Staff meeting, Stock, Substitution, Superior point, SWOT analysis, Texture, Theft, Third party, Training program, Transfer, UPC, Worksite

Student Tasks:

Students should be able to:

Identify sales techniques

- Identify types of buyers
- Know different management styles
- Know effective listening skills
- Know how managers monitor departments
- Know how to acquire accurate product knowledge
- Know how to conduct an employee meeting
- Know how to explain emergency procedures
- Know how to organize product displays
- Know how to write purchase orders
- Know methods of handling objections
- Know negotiation tactics
- Know parts of a formal training program
- Know procedures for following up on a task
- Know process for reducing expenses
- Know the parts of a promotional mix
- Know types of business ownership
- Know types of point-of-sale systems
- Know types of retail crime
- Understand basics of entrepreneurship
- Understand cash balances

- Understand causes and effects of distribution changes
- Understand credits and debits
- Understand different types of credit cards
- Understand price marking techniques
- Understand principles of maintaining customer relationships
- Understand product plans
- Understand quality control
- Understand safety procedures
- Understand steps in a warranty
- Understand the uses of financial forms
- Understand use of social media in business
- Understand use of technology in business