



Competency Based
Competitive Events
Written Exam

Apparel and Accessories Marketing

National Δ EX Career Development Conference, 2000

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1. Which of the following is a reason why large apparel retailers often store their supplies in a central storeroom:
 - A. To prevent theft
 - B. To monitor vendors
 - C. To ensure quality
 - D. To reduce discounts
2. One reason why businesses plan preventive maintenance programs is to avoid experiencing
 - A. routine inspections.
 - B. minor inconveniences.
 - C. unexpected breakdowns.
 - D. scheduled replacements.
3. If a salesperson selects a variety of size 5 dresses for a customer to try on, the customer wears a _____ size.
 - A. petite
 - B. misses
 - C. half
 - D. junior
4. What type of fabric should you recommend to a customer who has requested slacks that are machine washable and will resist wrinkles?
 - A. Silk
 - B. Acetate
 - C. Wool
 - D. Polyester
5. One of the characteristics of men's dress hats is that they
 - A. are often adjustable in size.
 - B. are made in a variety of fabrics.
 - C. have an unshaped crown.
 - D. have a brim all the way around.
6. What type of garment might a salesperson recommend to a customer who wants to shape and control her figure?
 - A. Princess
 - B. Foundation
 - C. Silhouette
 - D. Elasticized
7. What style of skirt might a salesperson show a customer who wants a skirt that is cut straight and narrow?
 - A. Kilt
 - B. Sheath
 - C. Dirndl
 - D. Tapered
8. Clothing that is sized 4X is designed for which classification of children?
 - A. Toddlers
 - B. Subteenagers
 - C. Infants
 - D. Preschoolers
9. What is the maximum amount that the waistbands of men's trousers can be let out and still maintain the proper garment design?
 - A. One inch
 - B. Two inches
 - C. Three inches
 - D. One-half inch
10. One reason that apparel buyers might decide to use only a few suppliers is to
 - A. obtain quantity discounts.
 - B. encourage vendor competition.
 - C. gain an increased selection.
 - D. acquire a greater variety of goods.
11. Which of the following is a reason why many uniform stores delegate the purchasing responsibility to one person:
 - A. To organize inventory
 - B. To function efficiently
 - C. To regulate receiving
 - D. To supervise accounting
12. The buying process often involves purchasing goods for resale and for use in _____ the business.
 - A. staffing
 - B. operating
 - C. analyzing
 - D. promoting
13. The model stock plan for Susan's Bridal Salon includes 150 gowns. If 30% of these gowns are to be off-white, how many off-white gowns is the salon planning to purchase?
 - A. 15
 - B. 30
 - C. 45
 - D. 50
14. Which of the following is a source of information that clothing stores can use to determine the appropriateness of apparel items before buying them:
 - A. Popular magazines
 - B. Reference materials
 - C. Consumer reports
 - D. Trade publications

15. One of the reasons why a tuxedo shop might be willing to place an advance order is to receive a
A. discount. C. rebate.
B. markdown. D. premium.
16. The basic stock method for planning stock levels works best when inventory turnover is
A. six or less a year. C. calculated yearly.
B. more than six a year. D. calculated monthly.
17. What is a lingerie store's gross margin if cost of goods sold is \$105,750, planned net sales are \$250,500, and planned reductions are \$11,270?
A. \$131,260 C. \$134,130
B. \$133,480 D. \$135,820
18. The owner of a small retail store has decided to offer designer jeans for the back-to-school campaign. Which of the following business activities should be used to inform the potential customers about the new items for sale:
A. Finance C. Production
B. Marketing D. Management
19. Which of the following is one of the major responsibilities for top-level managers:
A. Tactical planning C. Strategic planning
B. Short-range planning D. Day-to-day planning
20. Which of the following is a merchandising activity:
A. Buying goods C. Sending bills
B. Hiring staff D. Paying vendors
21. If a uniform store decides to make changes in the type of clothing it sells, it must also make changes in all the other elements of the
A. master plan. C. sales policy.
B. strategic goal. D. marketing mix.
22. One of the purposes of a complex written report is to _____ information.
A. collect C. arrange
B. publicize D. interpret
23. Apparel managers who give good directions to employees usually are able to
A. take notes. C. save time.
B. review facts. D. obtain data.
24. Clothing stores that accept bank credit cards agree to pay the issuing bank a certain percentage of the total dollar amount for products
A. sold by the business. C. carried in inventory.
B. purchased from suppliers. D. charged on the bank cards.
25. A sportswear store whose customers are slow in paying for the goods and services they have purchased may obtain the cash needed to continue operating by selling its
A. excess inventory. C. insurance policy.
B. valuable collateral. D. accounts receivable.
26. What type of promotional pricing might a chain of discount clothing stores use in order to attract customers and build a reputation for low prices:
A. Odd pricing C. Even pricing
B. Leader pricing D. Prestige pricing
27. A dress shop that wants to raise the commission rate of its salespeople should first calculate its
A. long-term debt. C. fair market price.
B. break-even point. D. stock turnover rate.
28. Which of the following is a reason why an accessories retailer might mark down the prices of certain goods:
A. To sell new items C. To increase profits
B. To remain competitive D. To counteract understocking

29. What often determines the values attached to money payments for resources?
A. Consumption
B. Distribution
C. Liability
D. Productivity
30. What type of utility is created when a discount clothing store sells a suit to a customer?
A. Possession
B. Convenience
C. Production
D. Satisfaction
31. Wizards Shoe Store has just received 450 pairs of Air Jumpstars and 700 pairs of Air Flash for the fall. They have a waiting list of 1,500 customers. This is an example of a _____ market.
A. buyer's
B. depressed
C. seller's
D. regulated
32. A bridal shop that decides to lease its current building instead of buying it is transferring risk through
A. insurance.
B. contractual agreement.
C. avoidance.
D. business organization.
33. Allowing apparel salespeople to make more decisions, set their own work pace, and supervise coworkers is considered to be job
A. rotation.
B. satisfaction.
C. enrichment.
D. enlargement.
34. Cognos Corporation employs 500 salespeople. In 1996, they sold a total of 34,000 electronic surveillance systems to clothing stores worldwide. In 1997, the company hired 25 additional salespeople and sold 43,000 systems. What effect did hiring additional salespeople have on the company's productivity?
A. Sales increased by 14 systems per salesperson.
B. Sales increased by 17 systems per salesperson.
C. Sales increased by 86 systems per salesperson.
D. Sales increased by 360 systems per salesperson
35. What type of union representation exists when some employees of a business join a union and pay dues but other employees do not participate?
A. Union shop
B. Agency shop
C. Open shop
D. Non-union shop
36. One reason that a multinational corporation might move its operations to a foreign country is if that country offers
A. higher tax base.
B. limited natural resources.
C. lower labor costs.
D. increased restrictions.
37. John thoroughly studied the basic customer personality types. He felt he needed to know them because
A. all people fit into several of the six categories.
B. customer appearances are misleading most of the time.
C. customers can change personalities or merge two together.
D. each customer's personality can influence buying decisions.
38. Which of the following is a guideline to follow in helping customers make the decision to buy:
A. Use general terms.
B. Demonstrate product knowledge.
C. Avoid asking questions.
D. Exhibit indifferent behavior.
39. George went to the shoe store to buy a pair of Adidas athletic shoes which the cashier told him were on sale. George went to Brent's house and told him about the sale. As a result, Brent bought the same pair of Adidas from the shoe store. Which of the following benefits of building a clientele has occurred:
A. Repeat sales
B. Personal satisfaction
C. Referrals
D. Word-of-mouth advertising
40. What should salespeople do if they discover that a different sweater will better meet a customer's needs than the one originally requested?
A. Prepare a demonstration
B. Question for information
C. Recommend a substitute
D. Respond to an objection
41. Using the question approach when opening an industrial sale is effective because it generates a(n)
A. answer.
B. referral.
C. inquiry.
D. benefit.

42. What type of question can be effectively used for probing at the beginning of a sales presentation to get the customer talking?
- A. Open-end
 - B. Closed-end
 - C. Assumptive
 - D. Interpretive
43. Which of the following often is a source within the business that can provide useful product information:
- A. Sales managers
 - B. Repeat customers
 - C. Local vendors
 - D. Receiving clerks
44. Manufacturers of children's sleepwear may obtain information about how well their flame-retardant pajamas perform under normal conditions by using
- A. research techniques.
 - B. government facilities.
 - C. educational methods.
 - D. testing laboratories.
45. Which of the following is a benefit to a store of selling brand-name clothing:
- A. Simple packaging
 - B. Limited availability
 - C. Variable quality
 - D. National advertising
46. Salespeople for Jones New York Suit Company are required to make five cold calls per week during their sales trips. This type of quota is a(n) _____ quota.
- A. activity
 - B. financial
 - C. sales-volume
 - D. expense/budget
47. Which of the following is a benefit to clothing stores of providing sales training:
- A. Improved customer relations
 - B. Increased employee turnover
 - C. Reduced performance level
 - D. Decreased sales successes
48. What must supervisors have in order to plan and organize the work of others?
- A. Authority
 - B. Personality
 - C. Diversity
 - D. Stability
49. As the personnel director for a large wholesale clothing business, you are to conduct an orientation for new hourly employees. Which of the following would you include in your orientation:
- A. Tour of facility
 - B. A pre-employment test
 - C. Work station training
 - D. Appraisal of performance
50. What do most businesses use as the basis for developing a sales-support budget?
- A. Sales revenue
 - B. Sales forecast
 - C. Sales quota
 - D. Sales volume
51. Which of the following is an example of a major objective that management might establish for a clothing manufacturer:
- A. Produce high-quality goods
 - B. Advertise in national publications
 - C. Develop a suggestion system
 - D. Hire three new employees each month
52. All of the following are advantages of using group meetings to motivate sportswear salespeople except that
- A. the meetings encourage cooperation.
 - B. some participants may disagree with the outcome.
 - C. the meetings can bring staff and management together.
 - D. employees are involved in the firm's decision making.
53. The unique types of communication structure and working environment that exist in various clothing stores are often the result of different
- A. management goals.
 - B. personnel policies.
 - C. leadership styles.
 - D. employee aptitudes.
54. Which of the following is a characteristic that is shared by both government employment agencies and private employment agencies:
- A. Both are free to the public.
 - B. Both are supported by tax funds.
 - C. Both serve employers and employees.
 - D. Both charge a fee for their services.
55. Which of the following evaluation tests is usually the most effective in determining the motivation level of prospective accessory salespeople:
- A. Polygraph
 - B. Work sample
 - C. Personality and interest
 - D. Aptitude and intelligence

56. One of the ways that training and human resource development benefits apparel shops is by increasing salespeople's
- A. rate of turnover.
 - B. production and quality of work.
 - C. need for supervision.
 - D. salaries and benefits package.
57. Which training and development method involves shoe store managers training the individuals who are designated to succeed them:
- A. Job rotation
 - B. Role-playing
 - C. Coaching
 - D. Understudy
58. A dress shop manager who uses a subjective method to evaluate salespeople might take into consideration a salesperson's
- A. gender.
 - B. productivity.
 - C. attitude.
 - D. education.
59. Which of the following is responsible for proving that a bridal salon salesperson has violated company regulations:
- A. Business
 - B. Customer
 - C. Court
 - D. Union
60. What type of staffing decision might result if a salesperson for a specialty boutique consistently receives an unfavorable performance evaluation?
- A. Reprimand
 - B. Termination
 - C. Reassignment
 - D. Modification
61. Which category of motivational theory focuses on the factors that arouse motivational behavior?
- A. Process
 - B. Development
 - C. Content
 - D. Reinforcement
62. Apparel retailers usually do which of the following with shipments of goods once they have been received in order to continue processing:
- A. Move to marking area
 - B. Send to selling floor
 - C. Route to branch location
 - D. Transfer to storage room
63. When several large shipments arrive at the same time, what type of merchandise should be processed first?
- A. Top priority
 - B. Special orders
 - C. Basic stock
 - D. Damaged boxes
64. What might a shoe store owner, who was planning an end-of-the-season clearance, have employees do to the sale merchandise?
- A. Remove all labels
 - B. Send to the cleaners
 - C. Place in storage
 - D. Attach new price tags
65. What is one way that a clothing store can verify the accuracy of an inventory count?
- A. Have an employee spot-check random sections.
 - B. Have the same employee count inventory twice.
 - C. Use properly trained employees to complete counts.
 - D. Use inventory sheets that show perpetual inventory counts.
66. Calculate inventory shrinkage using the following information: opening stock value of \$39,650, sales of \$24,381, periodic stock count of \$26,600, and purchases of \$11,423.
- A. \$85
 - B. \$88
 - C. \$90
 - D. \$92
67. Mike and Andy had an idea for a way to solve the problem of employee theft within their menswear store. They decided to try out the idea to see if it would actually work. What activity are Mike and Andy performing?
- A. Meditation
 - B. Experimentation
 - C. Role-playing
 - D. Brainstorming
68. What do employees need to do first before they can make work-related decisions?
- A. Gather information
 - B. Identify alternatives
 - C. Inform supervisor
 - D. Analyze consequences

69. Which of the following is a quantitative media factor that a local dress shop should consider when selecting advertising media:
- A. Credibility
 - B. Competition
 - C. Geography
 - D. Distribution
70. Clothing stores often posttest promotions in order to evaluate the effectiveness of the promotions
- A. under actual market conditions.
 - B. before launching a major campaign.
 - C. while scheduling media space.
 - D. during the developmental stage.
71. Why would a headline writer decide to use a kicker?
- A. To explain captions
 - B. To attract attention
 - C. To occupy space
 - D. To describe symbols
72. Advertising copywriters should make sure that their ad copy complies with
- A. current laws.
 - B. local opinions.
 - C. public values.
 - D. social standards.
73. Which of the following is a reason why lingerie shops often use color in their advertisements:
- A. To promote unity
 - B. To attract attention
 - C. To create balance
 - D. To develop harmony
74. A menswear store should make sure that its signature is distinctive and easy to read when checking
- A. rough layouts.
 - B. photograph captions.
 - C. final storyboard.
 - D. advertising proofs.
75. In order for discount clothing stores to be successful in today's competitive environment, they need to combine the functions of advertising, visual merchandising, and
- A. stockkeeping.
 - B. merchandising.
 - C. specializing.
 - D. manufacturing.
76. What must bridal salons know well in order to plan appropriate promotional mixes for their products?
- A. Local media
 - B. Distribution system
 - C. Service plan
 - D. Specific market
77. Which of the following is an important design tool that is used in sportswear store displays to immediately attract the attention of customers:
- A. Props
 - B. Signage
 - C. Color
 - D. Fixtures
78. What type of display fixture might a shoe store use in order to easily rearrange the appearance of the display area?
- A. Plastic
 - B. Standard
 - C. Custom
 - D. Modular
79. Display workers should carefully handle the clothing they are preparing for display because that clothing will eventually be
- A. put in storage.
 - B. returned to vendors.
 - C. sold to customers.
 - D. added to inventory.
80. What type of display arrangement might an accessories store use in order to promote the sale of a variety of discounted items?
- A. Open
 - B. Unit
 - C. Mass
 - D. Wall
81. One of the reasons why it often requires more display workers to dress a male mannequin than a female mannequin is because the male mannequin is
- A. much heavier.
 - B. more expensive.
 - C. more fragile.
 - D. more complicated.
82. What is often one of the first steps in the process of dismantling displays?
- A. Replacing burned out lights
 - B. Relocating background scenes
 - C. Returning fixtures to storage
 - D. Removing merchandise carefully

83. One way that a chain of T-shirt stores can make their publicity information available to all the media at the same time is to
- A. prepare a press kit.
 - B. hold a news conference.
 - C. develop a fact sheet.
 - D. record a radio announcement.
84. What type of promotional method might a national chain of clothing stores use to present a new line of merchandise to customers throughout the country?
- A. Fashion shows
 - B. Television ads
 - C. Transit signs
 - D. Discount coupons
85. If a retailer wants to arrange a trunk show for a new line of clothing, the retailer should contact the
- A. designer.
 - B. distributor.
 - C. buyer.
 - D. manufacturer.
86. Which of the following is an external factor that affects the type of promotional plan that a sportswear store develops:
- A. Government regulations
 - B. Advertising procedures
 - C. Vendor qualifications
 - D. Transportation systems
87. Why do many bridal salons analyze past advertisements before planning future promotions?
- A. To write reports
 - B. To hire consultants
 - C. To design displays
 - D. To make improvements
88. Many accessory shops determine the amount of money they will budget for advertising by allocating a certain percentage of their
- A. assets.
 - B. expenses.
 - C. profits.
 - D. tariffs.
89. Which of the following is one reason why discount clothing stores often try to obtain cooperative advertising from manufacturers:
- A. To negotiate discounts on finance charges
 - B. To arrange for marketing-research studies
 - C. To have more money available for promotions
 - D. To get personal attention from representatives
90. Which of the following is not a loss-prevention measure that a menswear store can use to protect itself from some business risks:
- A. Conducting infrequent safety inspections
 - B. Establishing policies for check approval
 - C. Placing employees who handle cash under bond
 - D. Employing guards and teaching employees about theft
91. An apparel retailer who observes several people spending a lot of time just looking around the store might suspect they are potential
- A. customers.
 - B. shoplifters.
 - C. employees.
 - D. competitors.
92. In order to verify that the accessory shop's cash deposit equals the amount listed on the deposit slip, the shop owner should _____ the cash.
- A. count
 - B. separate
 - C. stack
 - D. arrange
93. A swimwear shop sold \$152,000 in goods that was subject to 5 1/2 % state sales tax. The shop paid an additional fee of \$50 for failing to file its return on time. What is the total amount the shop paid?
- A. \$8,150
 - B. \$8,360
 - C. \$8,410
 - D. \$8,520
94. Which of the following is the net loss for a clothing store with net sales of \$384,600, cost of merchandise sold of \$235,250, and operating expenses of \$176,550:
- A. \$17,650
 - B. \$23,520
 - C. \$27,200
 - D. \$38,400

95. Georgina likes to wear loose, baggy clothing while her sister Monica prefers to wear very tailored, close-fitting clothing. They do not agree on the _____ element of design.
- A. trim
 - B. texture
 - C. color
 - D. silhouette
96. Which of the following information will help a T-shirt shop to predict its sales potential:
- A. Financial goals
 - B. Industry standards
 - C. Trade quotas
 - D. Market trends
97. Which of the following is an external factor that menswear stores should consider when forecasting sales:
- A. Operations
 - B. Competitors
 - C. Management
 - D. Distribution
98. The interior appearance of a designer boutique has an effect on the company's
- A. policy.
 - B. credit.
 - C. debt.
 - D. image.
99. Determine whether the following is a true statement: Once a clothing brand is established, no maintenance of the brand is needed.
- A. True, an established brand needs no changes.
 - B. False, the brand will need periodic revision.
 - C. True, an established brand needs no maintenance.
 - D. False, the brand must be protected and reevaluated.
100. What should retailers take into consideration when planning assortments of clothing?
- A. Needs of customers
 - B. Availability of goods
 - C. Number of competitors
 - D. Preferences of buyers