



## Sample Test Questions

# Business and Marketing Education



## SAMPLE TEST QUESTIONS

The sample test questions in this document are designed to give you an introduction to the nature of the questions included in the Washington Educator Skills Tests—Endorsements™ (WEST-E™). They represent the various types of questions you may expect to see on an actual test in this test field; however, they are *not* designed to provide diagnostic information to help you identify specific areas of individual strength or weakness or to predict your performance on the test as a whole.

Work through the sample questions carefully before referring to the answer key that follows. The answer key provides the correct response for each question and lists the objective within the test framework to which each question is linked. When you are finished with the sample questions, you may wish to review the test objectives and descriptive statements provided in the test framework for this test field.

In addition to reading and answering the sample questions, you should also utilize the following preparation materials available on the WEST Web site:

- Read **WEST-E Test-Taking Strategies** to understand how test questions are designed to measure specific test objectives and to learn important test-taking strategies for the day of the test.
- Review the **Test Summary and Framework** for your test field to familiarize yourself with the structure and content of the test. This document contains general testing information as well as the percentage of the total test score derived from each content domain described in the test framework.

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## SAMPLE MULTIPLE-CHOICE QUESTIONS

1. A company emphasizes task differentiation and division of labor in establishing its organizational structure. One advantage of taking this approach is that:
  - A. the company will be better able to monitor worker compliance with job rules and procedures.
  - B. workers will embrace the company's philosophy and pull together to achieve corporate goals.
  - C. the company will be able to reduce the number of middle managers who supervise workers.
  - D. workers will develop greater expertise in areas requiring specialized knowledge and skills.
2. Which of the following strategies is likely to be most appropriate and effective for a company to take to reduce the cost of worker compensation insurance premiums?
  - A. comparing premiums, deductibles, and services offered by various insurance companies
  - B. implementing programs that help ensure workers' health and safety while on the job
  - C. requiring workers to provide information about their existing medical conditions when they are hired
  - D. providing workers with enough paid sick time to meet their needs over the course of the year



3. In which of the following situations would the provisions of the Uniform Commercial Code apply?
- A. Neighbors of a large cattle ranch allege that a stream that runs through their property is polluted by runoff from the ranch.
  - B. Customers of a large electronics store allege that the store regularly sells out of advertised items shortly after a sale begins.
  - C. Workers at a large discount store allege that they are forced to work unpaid overtime and are paid less than the prevailing wage.
  - D. Owners of a retail clothing store allege that shirts provided by a supplier were of lower quality than those that were ordered by the store.

4. **Use the information below to answer the question that follows.**

The owner of City Taxi purchases ten new cars. After the purchase, the owner gives the following invoice to City Taxi's accountant.

<b>Invoice</b>	
Sold to: City Taxi	
10 cars @ \$15,000	\$150,000
preferred customer discount	( 10,000)
Total taxable sales tax	\$140,000 ( 7,000)
Total	\$147,000
cash received	( 17,000)
loan	( 130,000)
Balance	\$ 0,000

Based on this invoice, which of the following amounts should the accountant use as the recording cost when journalizing this transaction?

- A. \$130,000
- B. \$140,000
- C. \$147,000
- D. \$157,000



5. Which of the following financial statements provides detailed information about a business's net profit or net loss for a given period?
- A. income statement
  - B. statement of cash flows
  - C. balance sheet
  - D. statement of owner's equity
6. A small retailer sells hiking boots. During a given period, the store's inventory for a particular boot model fluctuates as follows:
- beginning of period:  
10 pairs @ \$15 each
  - first shipment received for period:  
10 pairs @ \$18 each
  - next and last shipment received for period:  
10 pairs @ \$20 each
- If the store sells a total of 12 pairs of that boot model during the period and uses the last in, first out (LIFO) inventory method, what is the cost of goods sold for the period?
- A. \$180
  - B. \$210
  - C. \$236
  - D. \$240
7. Demand is likely to be most elastic for which of the following products?
- A. home heating oil
  - B. vacation cruises
  - C. fresh milk
  - D. antibiotic drugs
8. Which of the following actions would be most appropriate for federal regulators to take after a sudden increase in the consumer price index (CPI)?
- A. cutting personal income taxes
  - B. lowering trade barriers
  - C. raising short-term interest rates
  - D. increasing government spending



9. The European Union differs from other international trade agreements, such as the General Agreement on Tariffs and Trade (GATT) and the North American Free Trade Agreement (NAFTA), primarily by requiring all of its members to:
- A. coordinate their economic and fiscal policies.
  - B. lower barriers to imports from other member states.
  - C. apply a uniform tax rate for personal and business income.
  - D. stop providing government subsidies to domestic industries.
10. When presenting a business plan to lenders and investors, an entrepreneur should avoid:
- A. revealing that the capital base for the business is stable.
  - B. using too many technical details that could be confusing.
  - C. showing enthusiasm about the business's anticipated benefits.
  - D. emphasizing that competition in the market could be fierce.
11. Compared with customers in the consumer market, customers in the business-to-business market are typically:
- A. used to dealing with numerous marketing intermediaries.
  - B. large in number and small in individual purchasing power.
  - C. used to an advertisement-based marketing approach.
  - D. more rational in their evaluation and selection of goods and services.
12. Which of the following types of advertising is designed by manufacturers to attract primarily wholesale and retail buyers?
- A. online advertising
  - B. comparison advertising
  - C. institutional advertising
  - D. trade advertising



13. A salesperson has just finished making a product presentation, including a demonstration of the product, to a prospective customer. Which of the following steps would be most appropriate for the salesperson to take *next* before attempting to close the sale of the product?
- A. asking the customer for a series of small commitments
  - B. offering the customer a point-of-purchase display
  - C. responding to customer questions and objections
  - D. inviting the customer to an upcoming trade show
14. Which of the following products has a value-to-weight ratio that makes it best suited for selling on the Internet?
- A. laptop computers
  - B. bedroom furniture
  - C. party favors
  - D. exercise machines
15. In a computer system, the devices used for input, output, and secondary storage are referred to as:
- A. peripherals.
  - B. modems.
  - C. microprocessors.
  - D. routers.
16. Which of the following types of optical disks provides the highest storage capacity?
- A. CD-ROM
  - B. DVD
  - C. CD-R
  - D. WORM



17. Use the excerpt below from a sales strategy computer program to answer the question that follows.

1. If the employee sold more than \$25,000 over the last year,
  2. give the employee a 6% raise for the next year;
  3. award the employee a \$3,000 bonus;
  4. raise the limit on the employee's expense account by 20%.
5. Otherwise,
  6. if the employee sold between \$15,000 and \$25,000 over the last year,
  7. give the employee a 4% raise for the next year.
8. Otherwise,
  9. give the employee a 2% raise for the next year;
  10. have the employee sign a sales pledge commitment contract.

Lines 1, 5, 6, and 8 of this computer program illustrate which of the following aspects of programming logic?

- A. repetition
  - B. sequencing
  - C. decision
  - D. looping
18. One Web site uses a capability called "framing" to construct an on-screen border around content obtained by linking to a second Web site. The first Web site's border and logo stay on the screen, making the content of the second Web site appear to be "offered" by the first Web site. This kind of activity primarily represents a potential infringement of:
- A. copyright law.
  - B. privacy rights.
  - C. patent law.
  - D. consumer rights.





19. One advantage that a telephone call has over an e-mail message is that a telephone call provides an opportunity for the caller to:
- A. establish a clear tone and receive instant feedback.
  - B. create a detailed, accurate record of facts and ideas that are conveyed.
  - C. use formal language and receive a well-considered reply.
  - D. deliver a long, low-priority message without interruption.
20. To receive approval or reapproval of Career and Technical Education (CTE) courses from the Office of Superintendent of Public Instruction (OSPI), applicants must verify that each course:
- A. is part of a sequence that includes postsecondary study.
  - B. includes lessons and activities that promote development of leadership skills.
  - C. includes a work-based learning opportunity.
  - D. is approved by a Washington State recognized Career and Technical Student Organization (CTSO).



## ANSWER KEY

Question Number	Correct Response	Test Objective
1	D	0001
2	B	0002
3	D	0003
4	C	0004
5	A	0005
6	C	0006
7	B	0007
8	C	0008
9	A	0009
10	B	0010
11	D	0011
12	D	0012
13	C	0012
14	A	0013
15	A	0014
16	B	0014
17	C	0015
18	A	0016
19	A	0017
20	B	0018