

VISC

2018

Centralised Vocational Qualification Exam
Theoretical Assessment Test

Vocational Qualification Commercial Worker of Advertising Services

June 2018

Instructions for completing the theoretical assessment test of the vocational qualification examination

1. The test set consists of tasks and answer sheets.
2. Write on the answer sheet before completing tasks:
 - ☐ name, surname
 - ☐ educational institution
 - ☐ group
3. Use a blue or black pen.
4. Do not use correction pen on the answer sheets.
5. The order of answering the questions is optional.
6. In tasks 1 to 70 on the answer sheet, mark the correct answer with a cross.
The mark must be clearly visible.
7. If an error was made, correct the wrong answer by filling in the square and choosing the right answer.
8. In tasks 71 to 80, write answers in the indicated areas on the answer page.
9. Do not make notes on the pages of the test.
10. Completion time: 100 minutes.
11. After completing the test, hand over the test to the Examination Commission.

PARAUGS	
2.	3.
1 <input type="checkbox"/>	1 <input checked="" type="checkbox"/>
2 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>
3 <input type="checkbox"/>	3 <input type="checkbox"/>
4 <input type="checkbox"/>	4 <input checked="" type="checkbox"/>

1.	Which trademark is assigned to goods and services by the manufacturers?	<ol style="list-style-type: none"> 1. Intermediary trademarks. 2. National (state) trade mark. 3. Intermediary and national trade marks. 4. Agent's trademarks.
2.	What should be taken into account by the intermediary when purchasing goods?	<ol style="list-style-type: none"> 1. Prices, type of transport, age and profession of suppliers. 2. Rules of shopping, type of assortment, prices, the appearance of the intermediary. 3. Prices, supplier companies, purchase terms, type of assortment. 4. Type of transport, packaging of goods, supplier's qualification, the size of tax.
3.	Why do companies use 'cream-skimming' strategy for setting prices?	<ol style="list-style-type: none"> 1. It can significantly expand the market share, destroy competitors, reduce personnel size. 2. It allows to quickly recover research costs, lower the prestige of the product, increase profits. 3. It is associated with high quality, relatively high price; it allows to expand the range of customers (first users) and quickly recover costs. 4. It can increase product quality, acquire new customers, there is an increase in costs and an increase in profits
4.	Which types of information in market research is cheaper, easier to access, but can be inaccurate, incomplete?	<ol style="list-style-type: none"> 1. Results of experiments. 2. Primary. 3. External secondary. 4. Information collected from questionnaires.
5.	Which type of survey is the quickest way to collect information, leads to few cases of misunderstandings, and is not expensive?	<ol style="list-style-type: none"> 1. Survey by post. 2. Telephone survey. 3. Group and personal interviews. 4. Surveys through the press.
6.	Is the competitiveness of a product a broader concept than quality?	<ol style="list-style-type: none"> 1. No, because only the quality of the product determines the price and can affect the competitiveness of the company. 2. Yes, because the quality has nothing to do with the company's competitiveness, competitors' products, advertising impact, market changes. 3. Yes, because without a change in the quality, competitiveness can change as a result of advertising, with appearance of competitors' products, as a result of market changes. 4. No, because the quality of the product is linked to a particular brand and is the key to competitiveness.
7.	Which type of competition is most common in business?	<ol style="list-style-type: none"> 1. Competition of needs and desires. 2. Competition for similar packaging. 3. Inter-company competition. 4. Competition of similar groups of goods.
8.	What needs to be analysed in order to determine competitiveness?	<ol style="list-style-type: none"> 1. Consumer expectations, income levels, social status. 2. Each marketing element in one's own and competitor's company. 3. Product characteristics, market promotion methods, pricing policy, size of distribution channels. 4. State pricing policy, economic situation in the country, tax policy.

9.	What are the most typical reasons for fairs?	<ol style="list-style-type: none"> 1. The need to display a new product, create and develop contacts, explore opportunities for new distribution channels, demonstrate the benefits of products compared to those of competitors. 2. The need to demonstrate superiority over competitors, explore the products and selling methods of competitors, explore the way competitors provide information. 3. Need to find new employees, new information channels of sales method. 4. The Commercial Law requires participation in one of the types of fairs once a year.
10.	What does success depend on in fairs?	<ol style="list-style-type: none"> 1. The level of training of employees, the work organisation for the demonstration of samples of products, the design and cleanliness of stands. 2. The type and quality of the product, the size of the stands, the presentation, the age and qualifications of the employees. 3. Advertising during the exhibition, the size and design of the stands, training of the employees. 4. The season, the day of the week, the number of employees, the size of the stall, the organizers of the shows
11.	Why should a marketing specialist know the types of needs, the order of their satisfaction?	<ol style="list-style-type: none"> 1. To create statistical data used in the analysis of consumer behaviour and to conclude whether they are satisfied with the products offered. 2. Because it should be predicted which needs will prevail so the market could be saturated with the relevant goods and services before the consumer expresses the need. 3. To demonstrate professionalism in knowledge about the purchase decisions of the buyer. 4. To create an appropriate price for customers' needs and wishes and to be competitive.
12.	How long in advance should the potential participants be notified?	<ol style="list-style-type: none"> 1. 2-3 months. 2. 2 weeks. 3. 1 year. 4. 6 months.
13.	What is a Certificate of the Product?	<ol style="list-style-type: none"> 1. The law governing the terms of sale of the goods. 2. The confirmation by an individual company that the goods or services meet the requirements of a standard or a normative technical document. 3. The document on product quality based on the feedback of buyers. 4. Confirmation by state authorized and accredited institution that the product or service complies with the requirements of a standard or normative technical document.
14.	What are the external incentives for the process of recognizing problems in the industrial market?	<ol style="list-style-type: none"> 1. New information about similar products has been acquired: in exhibitions, foreign companies, advertisements. 2. Changes in national economy, demographic situation, company management. 3. A decision on the production of a new product and related changes in the types of raw materials and equipment. 4. Decrease in the stock of raw materials, the departure of leading specialists from the company.

15.	In which answer all named goods are fast-moving goods?	1. Furniture, socks, TV, bread, shampoo, boots. 2. Phone, note paper, pen, books, pasta. 3. Detergents, perfumes, flowers, adhesive tape, wax crayons. 4. Fruits, home appliances, newspapers, trip, hair-dryer.
16.	Using sales staff to persuade potential customers to buy a product is ...	1. Direct sales. 2. Formation of public opinion. 3. Sales promotion. 4. Advertisement.
17.	Which of the following applies to primary information in marketing research?	1. Statistics of the respective sector. 2. Business catalogue. 3. The company's annual report. 4. Questionnaires completed by customers.
18.	What can facilitate the memorizing of an ad?	1. Putting them in very expensive, prestigious mass media. 2. Using as many colours as possible, letter patterns, pictures. 3. Repeating the ad several times and highlighting the most important. 4. Always advertising at the same time with extensive information.
19.	Which of the mass media has high cost, low audience selection, short-term but big impact?	1. Magazines. 2. TV. 3. Street advertising. 4. Newspapers.
20.	Which of the media has extensive distribution, flexibility, operativity, reliability, but a short life cycle?	1. Radio. 2. Flyer. 3. Magazine. 4. Newspaper.
21.	What should be taken into account when creating an advertising budget?	1. Number and size of advertising agencies in Latvia. 2. Cost of advertising tools, alternative versions of ads, purpose of the advertisement. 3. Age and education of advertising agency employees. 4. Type, size, value of the product to be advertised.
22.	What is the difference in the impact of an ad in phone book compared to an ad in mass media?	1. It provides detailed information on the manufacturer, its location, the product and its characteristics. 2. It is not attempting to sell but inform where the product can be bought. 3. Multicoloured images of advertised goods with small details that give a picture of the product. 4. Persuasion about the quality of the product compared to competitors' whose ad is on the same page.
23.	Why is it recommended to buy at least half of the ad page in a magazine?	1. Because it allows to place large images and much more text. 2. Competitor's ad cannot be placed next to it, only text can. 3. It will be possible to position the text and image above the fold location. 4. Magazines do not offer smaller advertising spaces.
24.	Which types of advertisements in newspapers are commonly used in section buy, swap, sell?	1. Advertising inserts. 2. Framed ads. 3. Small format ads. 4. Different formats and types, taking into account the behaviour of competitors.

25.	What factors should be taken into account when selecting media time?	<ol style="list-style-type: none"> 1. Target audience, product type and packaging. 2. Product turnover, shopping frequency, how long will the audience remember the ad. 3. Costs, accessibility and location of the media. 4. How long will the audience remember the ad, costs, purchase motives.
26.	What are the most important criteria to follow when choosing an insertion strategy in the newspaper?	<ol style="list-style-type: none"> 1. Editor's working style, taste, professional education, product features and season, type of advertisement. 2. Location of the editorial office, distribution of the newspaper, number of weekly releases, payment for the advertising area, quality. 3. The page and the placement of the advertisement in it, the choice of the day, the type of advertisement, the necessity for placing discount vouchers for customers, the circulation of the newspaper. 4. Product type, popularity, text length, image size.
27.	Which answer indicates the correct distribution of percentage of captivating elements of a presenter's image by relevance to the audience?	<ol style="list-style-type: none"> 1. Visual 55%, the manner of delivery and speech 38%, the content of the speech 7%. 2. Visual 38%, the manner of delivery and speech 55%, the content of the speech 7%. 3. Visual 7%, the manner of delivery and speech 38%, the content of the speech 55 %. 4. The content of the speech 50%, the manner of delivery and speech 40%, visual 10%.
28.	A well-known car company is about to release a new car model. How can the manufacturer cover the widest market?	<ol style="list-style-type: none"> 1. Advertise on national television and social media. 2. Advertise on local radio and local newspaper. 3. By distributing marketing materials and creating promotional events at sales sites. 4. By placing advertising on vehicles and stationery.
29.	How can people who speak different languages communicate quickly?	<ol style="list-style-type: none"> 1. By quickly learning one common language. 2. By creating symbol strings that are understandable in every country. 3. It is impossible for these people to communicate immediately. 4. By using different gestures.
30.	Which communication barriers are based on a different understanding of word combinations or abbreviations?	<ol style="list-style-type: none"> 1. Logical barrier. 2. Semantic barrier. 3. Stylistic barrier. 4. Ignorance barrier.
31.	Which of the answers correctly lists the components of the ad formula AIMDA?	<ol style="list-style-type: none"> 1. Enthusiasm, involvement, desire, reaction, interest. 2. Perception, understanding, motivation, values, rationality. 3. Attention, interest, motivation, desire, action. 4. Attention, interest, understanding, emotions, result.
32.	What is the psychological effect of blue colour on humans?	<ol style="list-style-type: none"> 1. Passive, neutral, easy to match with other colours. 2. Attractive, mysterious, fatigues perception. 3. Calming, can be both warm and cold. 4. Passive, distancing, reduces the impression of irritation of perception.
33.	Which colours are not recommended for large areas?	<ol style="list-style-type: none"> 1. Light blue. 2. Cool green. 3. Pure white. 4. Saturated grey.

34.	Which are the characteristics of harmonious composition?	1. Simplicity, transparency and 'golden ratio'. 2. Symmetry, luxury, accent. 3. Rhythm, exaggeration, sequence. 4. Balance, spatiality, contrast.
35.	What conditions should be observed when planning window or room lighting?	1. The size of the window or room. 2. The quantities of the item to be advertised. 3. The location of shelves and stands. 4. The texture of the walls of the showroom.
36.	What kind of advertising agency does an agency dealing with one particular sector of advertising belong to?	1. Full service. 2. Specialized. 3. The internal agency of the company. 4. Agency for national minorities.
37.	What is the main goal of a good agency?	1. Focusing on the needs of customers. 2. Winning competitions. 3. Self-promotion. 4. Increasing turnover.
38.	What indicators are included in advertising budget planning?	1. Expenses, materials, number of employees. 2. Expenses, deadlines, materials, objectives to be achieved. 3. Materials, advertising platform, expenses. 4. Advertising objectives.
39.	For what period can the contract of employment be concluded?	1. The contract of employment does not specify a time limit. 2. For a fixed or indefinite period. 3. Only for one year. 4. Up to two years.
40.	Which of the answers suggests the best method of choosing the right advertising agency?	1. By always choosing a full-service advertising agency. 2. By choosing a recognizable and experienced advertising agency that meets your business goals. 3. By choosing the same advertising agency as the competitor. 4. By choosing the cheapest full-service advertising agency.
41.	In which case does the advertiser own the copyright to the creatively created work by the employees?	1. If the creative worker is independent and is not an employee of the advertiser. 2. If the creative worker is an employee of the advertiser. 3. If the ad worker has worked with the advertiser repeatedly. 4. If creative work involves creating ad texts.
42.	What will be the frequency indicator (F), if it is known that it was planned to show an ad to 45,000 housewives on TV and in the press, respectively delivering a total of 900,000 messages?	1. 20. 2. 0.005. 3. 5. 4. 2000.
43.	How is the most optimal time for placement of an ad on TV determined?	1. By intuition. 2. By the highest price in certain position. 3. By the lowest price in certain position. 4. By TV viewing habits of the audience.
44.	What information is included in a job offer?	1. Information about pay. 2. Description of the work and the requirements for applicants. 3. Gender, age and religion. 4. Work schedule and to-do list of jobs.
45.	In compliance with the law, where should the lottery rules be available to the buyer?	1. At the point of sale where the lottery takes place. 2. At the place where you can buy the lottery product. 3. At manufacturer's office. 4. At different points of sale.

46.	Which two directions of ethics are faced most frequently by an advertising professional?	1. Virtue and life ethics. 2. Business and deontology ethics. 3. Social and professional ethics. 4. Business and professional ethics.
47.	What is the real state of morality called, when the moral obligation comes to people's lives, actions, relationships?	1. Morals. 2. Ethics. 3. Virtue. 4. Existing societal norms.
48.	Where is the information on the negative effects of alcohol use located?	1. At the bottom of the ad, with black letters on a white background. 2. On the side of the ad, in black letters on a white background. 3. Anywhere in the ad with white letters on a black background. 4. At the top of the ad, letters in a colour matching the ad on a respectively coloured background.
49.	Where is the placement of advertisement for veterinary medicinal products prohibited?	1. On the packaging of the veterinary medicinal products. 2. On prescription forms. 3. In radio and TV commercials. 4. In veterinary clinics.
50.	What in accounting is used for the accounting of fixed assets and liabilities?	1. Payroll. 2. Accounting registers. 3. Calculation of cost price. 4. Cost estimates.
51.	What recording method in accounting is used for displaying economic operations?	1. Double-entry method. 2. Compound-entry method. 3. Geometric-degressive method. 4. FIFO method.
52.	Which of the balance equations is wrong?	1. CAPITAL = FUNDS + LIABILITIES 2. CAPITAL = FUNDS - LIABILITIES 3. LIABILITIES + CAPITAL = FUNDS 4. LIABILITIES = FUNDS - CAPITAL
53.	Who are the users of the company's internal accounting?	1. Management of the company. 2. SRS. 3. Ministry of Finance. 4. Suppliers.
54.	What % of the employee's daily average earnings is currently calculated for sick-pay for the second and third days of sick-leave certificate A?	1. 0%. 2. 100%. 3. 75%. 4. 80%.
55.	What is the FIFO method?	1. Inventory valuation method for warehouse inventory. 2. Accounting method of creditors and debtors. 3. Method of correcting errors in accounting. 4. Accounting inventerization method.
56.	What method is used for correcting cash and bank income / expense orders?	1. Correction method. 2. Storno (reverse) method. 3. The incorrect document is cancelled. 4. FIFO method.
57.	Which answer applies to microeconomics?	1. Public production. 2. People employed in national economy. 3. Average price level. 4. Sugar production and its price dynamics.

58.	What affects the level of competition on the market?	<ol style="list-style-type: none"> 1. Increase or decrease in the product's price. 2. Customer service culture. 3. Number of buyers and sellers in a specific market. 4. Product design, diversity, advertising.
59.	Which measure would best stimulate the growth period during crisis?	<ol style="list-style-type: none"> 1. Reduction of profits. 2. Reduction of purchasing power. 3. Increase of investments. 4. Increase of unemployment
60.	Who has access to the information from the commercial register?	<ol style="list-style-type: none"> 1. Natural persons only. 2. Legal persons only. 3. Any person. 4. State Revenue Service.
61.	What is the name of an insolvency solution between creditors and debtors as a debt settlement agreement?	<ol style="list-style-type: none"> 1. Rehabilitation. 2. Composition. 3. Recovery plan. 4. Execution of the claim application.
62.	Who can exclude an Ltd. (SIA) member from the company?	<ol style="list-style-type: none"> 1. Ltd. (SIA) Board. 2. The respective municipality. 3. General Meeting of Ltd. (SIA). 4. The Court.
63.	What will happen in the competitive environment if the supply of goods is greater than demand?	<ol style="list-style-type: none"> 1. There will be demand for more goods. 2. Manufacturers will increase the output of goods. 3. The price will decrease. 4. The price will increase.
64.	What to consider before presenting information to a wide audience?	<ol style="list-style-type: none"> 1. Consider the objective you want to achieve, the appearance, the size of the fee, the design of the room, your comfort, lighting so it can be perceived with visual memory. 2. Consider the objective you want to achieve; how to create positive atmosphere, type of behaviour, how to make better use of the space to facilitate the perception of information. 3. Consider the content, the amount of information so that it is wide enough, about the water necessary during the presentation of the information. 4. Consider the way to step on the stage (podium), how to hold your hands, at which point you can pause and take a sip of water.
65.	Mark the right type of speech when presenting information!	<ol style="list-style-type: none"> 1. Get acquainted with the audience, think about how to hide insecurities; logical presentation of the content, talk about similar topics if they are related and complement the main topic. 2. Speak figuratively using vivid expressions from different sources of literature, as it will draw attention, conclude speech logically. 3. Introduce yourself to a foreign audience, articulate topics precisely, present content in a logical way, do not deviate from the main subject. 4. Articulate the topic precisely, use a lot of foreign terms, which will indicate erudition, supplement the speech with expressive gestures.

66.	Which of the answers lists all possible conversation errors?	<ol style="list-style-type: none"> 1. Expressing gratitude for participation in the interview, asking encouraging questions, repeating what the other party said in one's own words. 2. Discussing many questions at the same time, taking long pauses, mentioning the desired answer, changing uncomfortable topics, giving advice. 3. Centring the conversation, paraphrasing, clarifying contradictions, changing the topic. 4. Obtaining additional information with questions, asking encouraging questions, clarifying contradictions.
67.	Which type of influencing is based on the engagement, inspiring (suggestion) of the partner?	<ol style="list-style-type: none"> 1. Force (stick, whip method). 2. Emotional impression. 3. Causing interest. 4. Constructive criticism.
68.	What is stress? Mark the answer that best describes it!	<ol style="list-style-type: none"> 1. The condition of a tense body caused by tightening muscles for various reasons. 2. The type of human emotion caused by a strong emotion, great sorrow. 3. The emotional state as the response of the body to any unusual, strong irritant. 4. With higher education, purposeful, ambitious, tends to dominate, disobedient, with the ability to criticize, never mistaken.
69.	To what are the customers paying attention?	<ol style="list-style-type: none"> 1. The temperament of the personnel. 2. The empathy of the person. 3. The knowledge of the personnel. 4. The life position of the personnel.
70.	Which of the named adaptive gestures expresses a positive attitude?	<ol style="list-style-type: none"> 1. Pulling objects on the table closer to oneself. 2. Collecting particles from clothing. 3. Hand movement towards face, closer to nose. 4. Stroking neck, head.

For tasks 71 to 80, see the answer sheet!

Theoretical Assessment Test of the Vocational Qualification Examination Answer Sheet June 2018									
Examinee's first name, surname				Educational Institution				Group	
Evaluation: In tasks 1 to 70, each correct answer – 1 point In tasks 71 to 80, each correct answer – maximum 3 points									
1	2	3	4	5	6	7	8	9	10
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
11	12	13	14	15	16	17	18	19	20
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
21	22	23	24	25	26	27	28	29	30
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
31	32	33	34	35	36	37	38	39	40
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
41	42	43	44	45	46	47	48	49	50
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
51	52	53	54	55	56	57	58	59	60
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
61	62	63	64	65	66	67	68	69	70
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4

Examinee's name, surname _____

No.	Tasks of increased difficulty	Answer	Points
71.	Calculate the breaking point - how many units does the manufacturer have to sell to earn profit, if the unit price is 150.00 EUR; fixed costs of the unit are 60.00 EUR; variable costs of the unit are 90.00 EUR; total fixed costs 300000.00 EUR With the sale of the Q number of units, the manufacturer will start making profit.		
72.	Name 5 reasons why there is saturation of assortment!	1. 2. 3. 4. 5.	
73.	Name 5 advantages of magazine advertising!	1. 2. 3. 4. 5.	
74.	Name 5 tasks of the ad with an objective to persuade!	1. 2. 3. 4. 5.	

75.	Name the 5 steps of the decision-making process needed to manage your advertising activity!	1. 2. 3. 4. 5.	
76.	Fill in the missing fields!		
	<p>The Executive Director of the LRA (Latvian Advertising Association) shall send a copy of the application within _____ (1) business days upon receipt of the application, requesting _____ (2) for the application.</p> <p>_____ (3) for the application shall be submitted to the LRA Executive Director within _____ (4) days after the request is sent.</p> <p>The LRA Executive Director shall refer the complaint to the LRA _____ (5) within _____ (6) days after receiving the complaint.</p>		
77.	Calculate the purchase price, the value of the mark-up, and the value of the VAT if the sales price of the item is EUR 9.75, including a mark-up of 24%, VAT 21%.		
78.	<p>There are 6 terms and 3 definitions. Select and write a term that corresponds to each definition!</p> <p>Terms revaluation, deflation, inflation, emissions, devaluation, stagflation.</p> <p>Definitions _____ is the decision of the government or the Central Bank to reduce the value of the currency in relation to the currencies of other countries, if the country has a pegged or fixed exchange rate.</p> <p>_____ is a general increase in price levels and a decrease in the value of money.</p> <p>_____ – release of cash and securities into circulation.</p>		

79.	Divide the bank functions by inserting corresponding numbers in the table!		
	1. Issuing money. 2. Issuing loans to individuals. 3. Leasing operations. 4. Acceptance of utility payments. 5. Ensuring the stability of the Euro. 6. Storage of gold and currency reserves.		
	Bank of Latvia (Central Bank)	Commercial bank	
80.	List 8 listening errors (what should one not do when listening)!	1.	
		2.	
		3.	
		4.	
		5.	
		6.	
		7.	
		8.	

The total number of points for the theoretical assessment:

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Reviewed by: _____
first name, surname, signature
