

## **2005 OHIO AGRICULTURAL SALES CDE EXAM**

*Record most correct answer on bubble sheet provided.*

1. A letter of application :
  - a) should be short and fairly vague
  - b) should include your desired salary
  - c) is representative of yourself
  - d) is never hand written
  
2. A letter of inquiry:
  - a) is the same thing as a letter of application
  - b) will not relate to specific job qualifications
  - c) is not as important as a letter of application
  - d) should include your desired salary
  
3. Which quality does not improve the appearance of business letters?
  - a) use of regular margins
  - b) use of ruled or lined paper
  - c) regular spacing of words and lines
  - d) use of white or letterhead paper
  
4. A rough draft:
  - a) is a preliminary version
  - b) is only prepared once
  - c) is not used by experienced writers
  - d) is not made for memos
  
5. The opening of a letter:
  - a) should excite the reader
  - b) lead the reader into the rest of the communication
  - c) should not start with "I" or "We"
  - d) all the above
  - e) no correct answer listed above
  
6. A written statement outlining responsibilities of an individual within a business or industry is known as:
  - a) an application form
  - b) a resume
  - c) an invoice
  - d) a job description
  
7. Which of the following is not a desirable trait of an employee?
  - a) a sense of humor
  - b) tact
  - c) indifference
  - d) initiative
  
8. A customer's bill is expected to be paid in full within 10-15 days from receipt. If this is not done, a finance charge is added. This is an example of:
  - a) installment credit
  - b) a 30-day open charge account
  - c) a revolving charge account
  - d) a 90-day charge account

9. When determining if a customer's check is properly completed, the item which is of least importance to the payee ( person receiving it ) is the:
- "memo" information
  - proper date
  - proper signature
  - amount of check written in numbers and words
  - customer's address and phone number
10. An itemized list of goods shipped specifying price and terms of the sale is known as:
- an invoice
  - a purchase order
  - a bill of lading
  - a packing slip
11. When advertising is carried by a newspaper it is carried ROP. What does ROP mean?
- Read On Page
  - Run On Page
  - Run of the Paper
  - Run On Press
  - Read Over Paper
12. Prime time advertising in broadcasting is at what times? (Eastern Standard Time)
- 6:00 p.m.-11:00 p.m.
  - 6:30 p.m.-11:30 p.m.
  - 7:30 p.m.-11:00 p.m.
  - 7:00 p.m.-11:30 p.m.
13. A good salesperson should have many attributes or traits. When you are constantly trying to improve yourself, you have \_\_\_\_\_.
- ambition]
  - confidence
  - talent
  - personality
14. A \_\_\_\_\_ is a visual tool used by business firms to promote products and build goodwill.
- promotion
  - product
  - sign
  - display
15. The name of the delivery system of advertising is the \_\_\_\_\_.
- the marketing system
  - the sales system
  - the marketing plan
  - the media
16. Customers may be classified in three basic categories. Which of the following is not one of the basic customer categories.
- the undecided customer
  - the decided customer
  - the just-looking customer
  - the comparison shopper

17. The following closely describes “ the copy “in advertising.
- a) it is the main message of the advertisement
  - b) should give more information related to headline
  - c) the copy should make contact with the audience
  - d) all of the above
  - e) no correct choice listed
18. The key component of both radio and television advertising is:
- a) the cost
  - b) the color
  - c) the script
  - d) the signature
  - e) none of the listed above
19. The portion of a classis advertisement that supplies the customer with facts and information about a product is the:
- a) headline
  - b) subhead
  - c) body copy
  - d) illustration
  - e) none of these
20. Using one main item in an advertisement to grab the readers attention is called:
- a) dominant element
  - b) headline
  - c) subhead
  - d) design flow
  - e) none of the above
21. ABC Coop is offering a 14% bulk discount on early delivery fertilizer for Ohio farmers. If fertilizer costs \$70 per ton ( 2,000#) before the bulk discount and 15 tons were delivered to the local farmer, what would be the total savings?
- a) \$105
  - b) \$147
  - c) \$98
  - d) \$903
  - e) \$210
22. ABC Farmers Coop will loan local farmers money for production loans at 8%. If Farmer Jones borrows \$7500 for 12 months, what will be the total amount of interest added to the \$7500 loan?
- a) \$7200
  - b) \$1500
  - c) \$900
  - d) \$600
  - e) \$300
23. ABC Coop hired one intern for 12 weeks last summer. Her base salary per hour was set at \$7.50 with forty hours scheduled per week. What were her total gross earnings for the 12-week internship?
- a) \$90
  - b) \$300
  - c) \$3600
  - d) \$5,760
  - e) \$19,200

24. Your local county has just raised the county sales tax to 7.5% from the previous rate of 7.0%. If Farmer Smith purchased \$4500 dollars of taxable goods, what would his sales tax be for the purchased items using the new rate?
- a) \$ 3.15
  - b) \$3.38
  - c) \$315.00
  - d) \$337.50
  - g) \$652.50
25. ABC Coop makes direct deposit options available to all employees. Joe Smith earned \$515 gross income his last pay period of 40 hours. If 19% is deducted from his gross check for taxes and insurance, what will his net deposit slip read from the bank?
- a) \$475
  - b) \$456
  - c) \$417.15
  - d) \$47.50
  - e) \$45.60

THE END- check work

2005 OHIO Ag Sales CDE Exam key

1. C
2. B
3. B
4. A
5. D
6. D
7. C
8. B
9. A
10. A
11. C
12. C
13. A
14. D
15. D
16. D
17. D
18. C
19. C
20. A
21. B- \$147 (  $\$70 \times 15 \text{ tons} = \$1050 \times .14 = \$147$  )
22. D- \$600 (  $\$7500 \times .08 = \$600$  )
23. C- \$3600 (  $12 \times 40 = 480 \text{ hours} \times \$7.50 = \$3600$  )
24. D- \$337.50 (  $\$4500 \times .075 = \$337.50$  )
25. C- \$417.15 (  $\$515 \times .19 = \$97.85$  ;  $\$515.00 - 97.85 = \$417.15$  )

