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## DECA Marketing Cluster Exam Questions

A clothing manufacturer build quality into its operating system, placing responsibility on each employee. This process is known as quality:

- A.) delivery
- B.) guarantee
- C.) assurance
- D.) inspection correct answer C.) assurance

Channels of distribution benefit businesses by:

- A.) lowering the prices of all industrial goods
- B.) getting their products to consumers more efficiently
- C.) raising their profits each year
- D.) allowing them to avoid all channel tasks correct answer B.) getting their products to consumers more efficiently

What a brand is and stands for, as well as how it behaves and the qualities it projects, are embodied in its:

- A.) personality
- B.) identity
- C.) logo
- D.) equity correct answer A.) personality

Which of the following is a true statement about housekeeping in retail business:

# Deca Marketing Cluster Exam

**Jack Rudman**



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