

**CAREER CLUSTER**

Marketing

**INSTRUCTIONAL AREA**

Business Law/Economics

**PRINCIPLES OF MARKETING EVENT****PARTICIPANT INSTRUCTIONS****PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the performance indicators and interview task. You will have up to 10 minutes to review this information to determine how you will perform the task and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the interview situation.
2. You will give an ID label to your adult assistant during the preparation time.
3. You will have up to 10 minutes with the judge, including 5 to 7 minutes to accomplish the task and several minutes to respond to follow-up questions. (You may have more than one judge.)
4. You will be evaluated on how well you meet the performance indicators of this event.
5. Turn in all your notes and event materials when you have completed the interview.

**PERFORMANCE INDICATORS**

1. Apply knowledge of business ownership to establish and continue business operations.
2. Explain types of business ownership.
3. Determine factors affecting business risk.
4. Identify factors affecting a business's profit.



## **INTERVIEW SITUATION**

You are to assume the role of candidate for an entry-level position at SMITHVILLE GROCERY, an independently owned grocery store in your hometown. You have submitted your résumé and have been invited in for a face-to-face interview with the store owner (judge). This interview will be used to measure your knowledge and understanding of an aspect of business. The store owner (judge) wants to make sure you understand the different types of business ownership before he/she offers you the position.

In the first part of your interview you will explain the different types of business ownership and the additional performance indicators listed on the first page of this event. Following your explanation, the store owner (judge) will ask you to respond to additional questions.

The interview will take place in store owner's (judge's) office. The store owner (judge) will begin the interview by greeting you and asking to hear your ideas on business ownership and risk. After you have provided your explanation and have answered the store owner's (judge's) questions, the store owner (judge) will conclude the interview by thanking you for your presentation.

## JUDGE'S INSTRUCTIONS

### DIRECTIONS, PROCEDURES AND JUDGE'S ROLE

In preparation for this event, you should review the following information with your event manager and other judges:

1. Procedures
2. Performance Indicators
3. Event Situation
4. Judge Role-play Characterization  
Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
5. Judge's Evaluation Instructions
6. Judge's Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### JUDGE SITUATION CHARACTERIZATION

You are to assume the role of store owner of SMITHVILLE GROCERY, an independently owned grocery store. The student (participant) has submitted his/her résumé and has been invited in for a face-to-face interview with you so you can determine if this student is qualified for an entry-level position at your store. This interview will be used to measure the student's (participant's) knowledge and understanding of an aspect of business. You want to make sure the student (participant) understands the different types of business ownership before you offer him/her the position.

For the first part of the presentation, the student (participant) has been asked to demonstrate and/or explain the business concept of types of business ownership and the performance indicators on the first page of this event. The student (participant) is to present to you the different types of business ownership, the advantages and disadvantages of each ownership type, the risks associated with each ownership type and how profit will be affected by each ownership type.

The interview will take place in your office. You will begin the interview by greeting the applicant (participant) and asking to hear his/her ideas on business ownership types and associated risks. After the participant has presented the appropriate material, you are to ask the following questions of each participant:

1. What are characteristics of a successful entrepreneur?

2. Why is entrepreneurship important to the economy?

Once the participant has answered your questions, you will conclude the discussion by thanking the participant for the work.

You are not to make any comments after the event is over except to thank the participant.

*Answers will vary but should demonstrate a basic understanding of the concepts.*

## **JUDGE'S EVALUATION INSTRUCTIONS**

### **Evaluation Form Information**

The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators being demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### **Evaluation Form Interpretation**

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event chairperson and the other judges to ensure complete and common understanding for judging consistency.

<b>Level of Evaluation</b>	<b>Interpretation Level</b>
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.

**JUDGE'S EVALUATION FORM  
PMK SAMPLE**

<b>PERFORMANCE INDICATORS DID THE PARTICIPANT:</b>	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
<b>1. Apply knowledge of business ownership to establish and continue business operations?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>2. Explain types of business ownership?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>3. Determine factors affecting business risk?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>4. Identify factors affecting a business's profit?</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
<b>5. Overall impression and responses to the judge's questions</b>	20, 19, 18, 17, 16	15, 14, 13, 12, 11	10, 9, 8, 7, 6	5, 4, 3, 2, 1	_____
				<b>TOTAL SCORE</b>	_____