



# PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION

2013 SAMPLE  
CONTENT INTERVIEWS



AS USED IN DECA'S  
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

# Principles of Business Administration Sample Events

Principles of Business Management and Administration

DECA Images  
1908 Association Drive  
Reston, Virginia 20191-1594

DECA Images

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# Principles of Business Management and Administration Sample Event

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### INTRODUCTION

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This document will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

This series of events is presented as an example of the types of events in which a student might expect to participate at the International Career Development Conference. The competitive events found herein, however, are not representative of all performance indicators that the student may be expected to demonstrate on the international level. A complete list of performance indicators upon which the events are written can be found at [www.deca.org/competitions/2/](http://www.deca.org/competitions/2/).

### PROCEDURE

In the Principles of Business Administration Events, students will take a multiple-choice test and participate in a content interview. Students will begin by completing a 100-question comprehensive exam. The students will then participate in a content interview, described as a second stage interview, with a prospective employer.

Each event will involve a content interview with a prospective employer to explain selected performance indicators. In this scenario, the interview is run as a second stage job interview, taking place after the initial meeting and exchanging of qualifications has taken place.

The content interview is a form of a role-play, with the student playing the role of a job applicant and the judge portraying a business employer.

### TIP

For these Principles of Business Administration events, the only difference among the four career areas will be the actual business setting chosen. However, a student who is adept may be able to stand out by applying the performance indicators under discussion to the particular industry in which he/she is competing.

## PREPARATION

As the local, district, state or international competitive event approaches, the advisors are encouraged to further prepare the competitor in tasks such as the following:



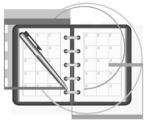
### **Prepare yourself mentally.**

The competitor should get sufficient sleep the night before competition so that (s)he will be mentally alert and able to concentrate on the activities.



### **Dress appropriately.**

Professional dress should be worn to all conference sessions. Please note: Competitors at the ICDC must wear an official DECA blazer during interaction with the judges. Official DECA blazers are sold through DECA Images.



### **Follow the program agenda.**

Competitors should carefully follow the program agenda provided at the conference. (S)he should locate the event room beforehand and arrive at the site early enough to be acclimated to the environment, relaxed, etc. Competitors must be on time for each event.



### **Use preparation time wisely.**

Competitors should take advantage of the time provided for each activity of the event. During the written tests, the competitor should think through each item completely and carefully while gauging the time appropriately. If time allows, recheck the answers. While preparing for the events, competitors should use all the time allotted constructively.



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Economics

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Distinguish between economic goods and services.
2. Explain the concept of economic resources.
3. Determine economic utilities created by business activities.
4. Describe the concepts of economics and economic activities.

## **INTERVIEW SITUATION**

You are to assume the role of applicant for an executive assistant position at JOY CONSULTING. You have submitted your résumé and have been invited in for a face-to-face interview with the owner (judge). The executive assistant position works closely with staff consultants who use their expertise to advise struggling management companies. This interview will be used to measure your understanding of an aspect of business. The owner (judge) wants to make sure you understand the economic workings of the consulting firm.

In the first part of your interview you will explain economic goods and services and the concept of economic activities and utilities. Your presentation must include the additional performance indicators listed on the first page of the event. The second part of the interview will consist of answering questions the owner (judge) will ask you.

The interview will take place in the owner's (judge's) office. The owner (judge) will begin the interview by greeting you and asking you to explain your understanding of economics. After you have provided your explanation and have answered the owner's (judge's) questions, the 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. Interview Situation
4. Judge Situation 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 owner of JOY CONSULTING. The applicant (participant) has submitted their résumé for an executive assistant position and has been invited in for a face-to-face interview with you. The executive assistant position works closely with staff consultants who use their expertise to advise struggling management companies. This interview will be used to measure the applicant's (participant's) understanding of an aspect of business. You want to make sure the applicant (participant) understands the economic workings of the consulting firm.

In the first part of the interview the applicant (participant) will explain the consulting firm's economic goods and services and the concept of economic activities and utilities. The applicant (participant) should also address the additional performance indicators listed on the first page of the event.

The interview will take place in your office. You will begin the interview by greeting the applicant (participant) and asking him/her to explain their understanding of economics. After the (applicant) participant has explained economics to you, you are to ask the following questions of each participant:

1. How can a consulting firm measure economic utilities?
2. What role does our business have in the marketplace?



Once the applicant (participant) has answered your questions, you will conclude the interview by thanking the applicant (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  
PBM-2013**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Distinguish between economic goods and services?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>2. Explain the concept of economic resources?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>3. Determine economic utilities created by business activities?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>4. Describe the concepts of economics and economic activities?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>5. Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Operations

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

1. The event will be presented to you through your reading of these instructions, including the Performance Indicators and Event Situation. You will have up to 10 minutes to review this information to determine how you will handle the role-play situation and demonstrate the performance indicators of this event. During the preparation period, you may make notes to use during the role-play situation.
2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Explain the nature of operations.
2. Explain routine security precautions.
3. Describe health and safety regulations in business.
4. Maintain a safe work environment.

## **INTERVIEW SITUATION**

You are to assume the role of applicant for a project supervisor position at G.N. DISTRIBUTING, a distribution center that loads and transports product inventory via tractor-trailer. You have submitted your résumé and have been invited in for a face-to-face interview with the owner (judge). The project supervisor oversees the duties of the truck loaders and drivers. This interview will be used to measure your understanding of an aspect of business. The owner (judge) wants to make sure you understand safety and security in the workplace.

In the first part of your interview you will explain the nature of operations and routine security and safety regulations in the workplace. Your presentation must include the additional performance indicators listed on the first page of the event. The second part of the interview will consist of answering questions the owner (judge) will ask you.

The interview will take place in the owner's (judge's) office. The owner (judge) will begin the interview by greeting you and asking you to explain safety and security in the workplace. After you have provided your explanation and have answered the owner's (judge's) questions, the 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. Interview Situation
4. Judge Situation 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 owner of G.N. DISTRIBUTING, a distribution center that loads and transports product inventory via tractor-trailer. The applicant (participant) has submitted a résumé for the project supervisor position and has been invited in for a face-to-face interview with you. The project supervisor oversees the duties of the truck loaders and drivers. This interview will be used to measure the applicant's (participant's) understanding of an aspect of business. You want to make sure the applicant (participant) understands safety and security in the workplace.

In the first part of the interview the applicant (participant) will explain the nature of operations and routine security and safety regulations in the workplace. The applicant (participant) should also address the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the applicant (participant) and asking him/her to explain safety and security in the workplace. After the (applicant) participant has explained safety and security to you, you are to ask the following questions of each participant:

1. Beyond demonstrating that we care about our employees' well-being, how do health and safety

regulations benefit our company?

2. How can we make sure all employees are aware of safety regulations?

Once the applicant (participant) has answered your questions, you will conclude the discussion by thanking the applicant (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  
PBM-2013**

<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Explain the nature of operations?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>2. Explain routine security precautions?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>3. Describe health and safety regulations in business?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>4. Maintain a safe work environment?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>5. Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____



**CAREER CLUSTER**  
Business Management and Administration

**INSTRUCTIONAL AREA**  
Information Management

## **PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION EVENT**

### **PARTICIPANT INSTRUCTIONS**

#### **PROCEDURES**

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2. You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
3. You will be evaluated on how well you meet the performance indicators of this event.
4. Turn in all your notes and event materials when you have completed the role-play.

#### **PERFORMANCE INDICATORS**

1. Discuss the nature of information management.
2. Identify ways that technology impacts business.
3. Explain the role of information systems.
4. Discuss principles of computer systems.

## **INTERVIEW SITUATION**

You are to assume the role of applicant for a project coordinator position at PLOT RESEARCH MANAGEMENT, a company that manages research studies for other businesses. You have submitted your résumé and have been invited in for a face-to-face interview with the CEO (judge). The project coordinator is the liaison between the client and the research team. This interview will be used to measure your understanding of an aspect of business. The CEO (judge) wants to make sure you are knowledgeable on the different information-technology tools used in managing projects.

In the first part of your interview you will explain the nature of information management and how technology impacts business. Your presentation must include the additional performance indicators listed on the first page of the event. The second part of the interview will consist of answering questions the CEO (judge) will ask you.

The interview will take place in the CEO's (judge's) office. The CEO (judge) will begin the interview by greeting you and asking you to discuss information management in the workplace. After you have provided your explanation and have answered the CEO's (judge's) questions, the CEO (judge) will conclude the interview by thanking you for your presentation.

# **JUDGE'S INSTRUCTIONS**

## **DIRECTIONS, PROCEDURES AND JUDGE'S ROLE**

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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 CEO of PLOT RESEARCH MANAGEMENT, a company that manages research studies for other businesses. The applicant (participant) has submitted a résumé for a project coordinator position and has been invited in for a face-to-face interview with you. The project coordinator is the liaison between the client and the research team. This interview will be used to measure the applicant's (participant's) understanding of an aspect of business. You want to make sure the applicant (participant) is knowledgeable on the different information-technology tools used in managing projects.

In the first part of the interview the applicant (participant) will explain the nature of information management and how technology impacts business. The applicant (participant) should also address the additional performance indicators listed on the first page of this event.

The interview will take place in your office. You will begin the interview by greeting the applicant (participant) and asking him/her to discuss information management in the workplace. After the applicant (participant) has explained information management, you are to ask the following questions of each participant:

1. How are ethics involved in information management?
2. Why is it important that all levels of employees, from entry level to management, be knowledgeable about information management?

Once the applicant (participant) has answered your questions, you will conclude the discussion by thanking the applicant (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.

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**JUDGE'S EVALUATION FORM**  
**PBM-2013**

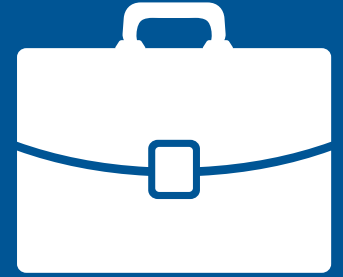
<b>PERFORMANCE INDICATORS</b>	<b>Little/No Value</b>	<b>Below Expectations</b>	<b>Meets Expectations</b>	<b>Exceeds Expectations</b>	<b>Judged Score</b>
<b>DID THE PARTICIPANT:</b>					
<b>1. Discuss the nature of information management?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>2. Identify ways that technology impacts business?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>3. Explain the role of information systems?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>4. Discuss principles of computer systems?</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
<b>5. Overall impression and responses to the judge's questions</b>	0, 1, 2, 3, 4, 5, 6	7, 8, 9, 10, 11	12, 13, 14, 15, 16	17, 18, 19, 20	_____
				<b>TOTAL SCORE</b>	_____







# PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION



## 2013 Sample Content Interviews

This publication is designed to assist DECA members and their local chapter advisors in preparing for the Principles of Business Administration events. This booklet will be useful in preparing students for local, state and international competition by familiarizing them with the format, structure and evaluation tools used in competition.

DECA Images offers a full range of competitive event preparation materials including:

- Comprehensive Exams
- Sample Role Plays & Case Studies
- Instructor's Guides
- Bell Ringer Activities
- Written Event Winners
- Flash Cards

### ORDERING INFORMATION

703-860-5006 | 8:30 AM - 4:30 PM EST

[www.deca.org/shop](http://www.deca.org/shop)



YOUR SOURCE FOR DECA PREPARATION MATERIALS.

### ALSO AVAILABLE



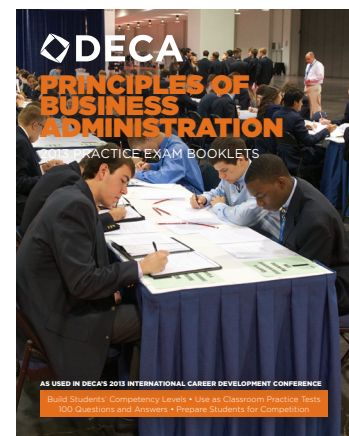
#### Everything You Wanted to Know About

The Principles of Business Administration Events

#### An Instructor's Guide



### INSTRUCTOR'S GUIDE



### 2013 EXAM

To learn more about DECA visit us online at

[WWW.DECA.ORG](http://WWW.DECA.ORG)

