PARTICIPANT INSTRUCTIONS
Please leave all contest materials including this sheet and your notes with the event administrator!!  Good luck!

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 15 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 give an ID label to your adult assistant during the preparation time.

3. You will have up to 5 minutes to role-play your situation with a judge (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 role-play.

PERFORMANCE INDICATORS

1. Describe marketing functions and related activities.

2. Identify forms of economic utility created by marketing activities.

3. Handle customer inquiries.

4. Explain marketing and its importance.

5. Explain the concept of marketing and market identification.
EVENT SITUATION

You are to assume the role of grocery department manager for a nationwide supermarket. As you are reviewing department restocking sheets, an angry customer approaches you and complains to you about how manufacturers and retailers waste money on marketing their goods. The customer emphatically states that retail prices could be significantly lower if manufacturers spent less money on marketing their products.

You are quite aware that marketing makes buying easier for customers. It also creates new and improved products at lower prices. You are to take this opportunity to respond to the customer and explain the economic benefits of marketing. Consider the following economic concepts when responding to the customer:

• How marketing adds value (utility) to a good or service
• Place utility
• Time utility
• Information utility
• Possession utility

The role-play will take place on the sales floor. The customer (judge) will begin the role-play by explaining his/her feelings concerning retail prices. After you have answered the customer’s questions, the customer (judge) will end the role-play by thanking you for your explanation.
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 ROLE-PLAY CHARACTERIZATION

You are to assume the role of customer for a nationwide supermarket. While shopping, you approach the grocery department manager (participant) to complain about how manufacturers and retailers waste money on marketing their goods. You emphatically state that retail prices could be significantly lower if manufacturers spent less money on marketing their products.

The grocery department manager (participant) is quite aware that marketing makes buying easier for customers. It also creates new and improved products at lower prices. The department manager (participant) will take this opportunity to respond to your complain and explain the economic benefits of marketing. During the presentation the department manager (participant) will consider the following economic concepts when responding to your complaint:

- How marketing adds value (utility) to a good or service
- Place utility
- Time utility
- Information utility
- Possession utility
You will discuss the concerns with the grocery department manager (participant) in a role-play to be held on the sales floor. You will begin the discussion by greeting the department manager (participant) and explaining your feelings concerning retail prices.

During the course of the role-play you are to ask the following questions of each participant:

1. Which of the economic utilities are related to marketing?
2. What is meant by the economic concept of utility?
3. How can marketing lower prices?
4. What is marketing’s role in developing new and improved products?

Once the grocery department manager (participant) has presented his/her thoughts and has answered the questions, you may conclude the meeting by thanking the department manager (participant) for sharing his/her thoughts.

You are not to make any comments after the role-play is over except to thank the participant.

**PERFORMANCE INDICATORS**

6. Describe marketing functions and related activities.
7. Identify forms of economic utility created by marketing activities.
8. Handle customer inquiries.
9. Explain marketing and its importance.
10. Explain the concept of marketing and market identification.
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.

<table>
<thead>
<tr>
<th>Level of Evaluation</th>
<th>Interpretation Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>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.</td>
</tr>
<tr>
<td>Good</td>
<td>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 70-89th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Fair</td>
<td>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 50-69th percentile of business personnel performing this performance indicator.</td>
</tr>
<tr>
<td>Poor</td>
<td>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 0-49th percentile of business personnel performing this performance indicator.</td>
</tr>
</tbody>
</table>
NAME: 
SCHOOL: 
(TO BE WRITTEN IN AFTER EVAL IS COMPLETE) 

JUDGE’S EVALUATION FORM  
FMML-06  
District Event  
12  

DID THE PARTICIPANT:  

1. Describe marketing functions and related activities?  
<table>
<thead>
<tr>
<th>POOR</th>
<th>FAIR</th>
<th>GOOD</th>
<th>EXCELLENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 2</td>
<td>4, 6, 8</td>
<td>10, 12, 14</td>
<td>16, 18</td>
</tr>
</tbody>
</table>

Efforts to describe marketing functions and related activities were weak and unclear.  

Adequately described marketing functions and related activities.  

Effectively described marketing functions and related activities.  

Very effectively described marketing functions and related activities; understood the importance of each function and related activities.  

2. Identify forms of economic utility created by marketing activities?  
<table>
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</tr>
</tbody>
</table>

Identifications were nonexistent or weak.  

Adequately identified some forms of economic utility created by marketing activities.  

Effectively identified forms of economic utility created by marketing activities.  

Very effectively determined forms of economic utility created by marketing activities; provided examples.  

3. Handle customer inquiries?  
<table>
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<td>16, 18</td>
</tr>
</tbody>
</table>

Handling customer inquiries was inadequate.  

Adequately handled customer inquiries.  

Effectively handled customer inquiries.  

Very effectively handled customer inquiries; excellent interpersonal skills.  

4. Explain marketing and its importance?  
<table>
<thead>
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</table>

Explanation of marketing and its importance was weak or inaccurate.  

Adequately explained marketing and its importance.  

Effectively explained marketing and its importance.  

Very effectively explained marketing and its importance; clearly understood marketing concepts.  

5. Explain the concept of marketing and market identification?  
<table>
<thead>
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</table>

Explanation of the concept of marketing and market identification was weak or incorrect.  

Adequately explained the concept of marketing and market identification.  

Effectively explained the concept of marketing and market identification.  

Very effectively explained the concept of marketing and market identification; clearly understood marketing concepts.  

6. Overall impression and response to judge’s questions?  
<table>
<thead>
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<th>EXCELLENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>0, 1</td>
<td>2, 3, 4</td>
<td>5, 6, 7</td>
<td>8, 9, 10</td>
</tr>
</tbody>
</table>

Demonstrated few skills could not answer the judge’s questions.  

Demonstrated limited ability to link skills; answered the judge’s questions adequately.  

Demonstrated the specified skills; answered the judge’s questions effectively.  

Demonstrated skills confidently and professionally; answered the judge’s questions very effectively.