



The *PRAXIS*® Study Companion

Marketing Education (5561)



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Marketing Education (5561)

Test at a Glance

The *Praxis*® Marketing Education test is designed to measure knowledge and competencies that are important for safe and effective beginning practice as a marketing education specialist.

Test Name	Marketing Education		
Test Code	5561		
Time	2 hours		
Number of Questions	120		
Format	The test consists of a variety of selected-response questions. You can review the question types in Understanding Question Types.		
Test Delivery	Computer Delivered		
	Content Categories	Approximate Number of Questions	Approximate Percentage of Examination
	I. General Business Principles	17	14%
	II. Marketing-Information Management and Planning	14	12%
	III. Product/Service Management	17	14%
	IV. Promotion	20	16%
	V. Pricing	14	12%
	VI. Personal Selling	14	12%
	VII. Channel Management	12	10%
	VIII. Marketing Education Programs	12	10%

About The Test

The Marketing Education test is designed for the candidate seeking certification as a middle school or high school marketing education classroom teacher. The test focuses on the knowledge and skills a teacher must have to support the marketing education curriculum. It reflects the essential foundations and functions as identified in the MBA Research Marketing Standards (2020). The test concentrates on the core foundations of knowledge and cognitive skills, including general business, management, entrepreneurship, communication and interpersonal skills, economics, and program development. In addition, the test assesses the individual's knowledge of core functions, including distribution, financing, marketing information management, pricing, product and service management, personal selling, and promotion.

The 120 selected-response questions cover topics that require an individual's knowledge, as well as the ability to apply the knowledge and principles needed as a marketing professional. The test taker should be prepared to encounter ethical and technological concepts, as well as emerging trends and issues in marketing or general business.

This test may contain some questions that do not count toward your score.

Content Topics

This list details the topics that may be included on the test. All test questions cover one or more of these topics.

Note: The use of “e.g.” to start a list of examples implies that only a few examples are offered and that the list is not exhaustive.

Discussion Questions

In this section, discussion questions provide examples of content that may be included in the questions you receive on testing day. They are open-ended questions or statements intended to help test your knowledge of fundamental concepts and your ability to apply those concepts to classroom or real-world situations. Answers for the discussion questions are **not** provided; however, thinking about the answers will help improve your understanding of fundamental concepts and may help you answer a broad range of questions on the test. Most of the questions require you to combine several pieces of knowledge to formulate an integrated understanding and response. The questions are intended to help you gain increased understanding and facility with the test’s subject matter. You may want to discuss these questions with a teacher or mentor.

I. General Business Principles

A. Economics and Finance

1. Compare and contrast different economic systems.
2. Understand supply and demand and how the United States economy functions on a macroeconomic level.
3. Explain why financial resource management is critical to the success of a business venture.
 - a. Understand how to budget for and monitor expenses.
 - b. Understand cost analysis.
 - c. Understand return on investment.
4. Identify and understand economic terminology.
5. Describe the use of technology in economics and finance.

B. Business Law

1. Identify the different forms of business ownership.
2. Analyze the effect of legal regulations on business and the role of the government in enforcing.
 - a. Understand truth in advertising laws.
 - b. Understand intellectual property laws.
 - c. Understand the role of consumer protection laws.
3. Identify and understand terminology related to laws that impact marketing.

C. Management and Communication

1. Explain human resource management functions and importance to an organization's success.
2. Identify the role of management in the establishment and communication of company goals and objectives.
3. Apply a working understanding of interpersonal communication skills that are necessary in business.
4. Understand how effective business operations will affect an organization.

Discussion Questions: General Business Principles

- What are basic economic concepts?
- What are the advantages and disadvantages of different types of business ownership?
- What techniques are used by a business to manage human resources?
- What is the role of interpersonal communication in management?
- What are the characteristics and roles of marketing in international business?

II. Marketing-Information Management and Planning

A. Market Research

1. Understand various data collection methods.
 - a. Identify the need for marketing data.
 - b. Describe effective methods and instruments used in marketing research studies.
 - c. Identify primary and secondary research data.
 - d. Describe the use of technology in market research
2. Demonstrate the ability to interpret data.
 - a. Understand techniques for processing marketing data.
 - b. Understand the use of descriptive statistics.

B. Segmentation

1. Understand the concepts of market identification and market segmentation.
2. Understand the methodology used in the process of market segmentation.
 - a. Understand the role of demographics in market segmentation.
 - b. Understand the role of geographics in market segmentation.
 - c. Understand the role of psychographics in market segmentation

- d. Understand the role of behavioral traits in market segmentation.

C. Strategic Planning

1. Discuss the various types of analysis used in the strategic planning process.
 - a. Understand how to conduct a SWOT analysis, PEST, and PESTLE analysis and the differences among them.
 - b. Assess global trends and opportunities.
2. Describe each step in the creation of a marketing plan.
 - a. Set marketing goals and objectives.
 - b. Set marketing budgets.
 - c. Monitor and evaluate the performance of marketing plans.

Discussion Questions: Marketing-Information Management and Planning

- What are the data collection methods involved in market research?
- What are the characteristics of marketing segmentation?
- What are the components of a marketing plan?

III. Product/Service Management

A. Product Life Cycle

1. Identify the different stages of the product life cycle.
2. Compare the different stages of the product life cycle.

B. Product Development

1. Describe the steps of product development.
 - a. Identify product opportunities.
 - b. Generate product ideas.
 - c. Determine initial feasibility of product ideas.
 - d. Adjust ideas to create functional products.
 - e. Create processes for ongoing opportunity recognition.
 - f. Identify the role of product development and the use of test marketing in new product evaluation.
2. Discuss the role of quality assurance in product development.
 - a. Describe the uses of grades and standards in marketing.
 - b. Explain warranties and guarantees.
 - c. Identify consumer protection regulations as they relate to new product development.

C. Product-Mix Strategies

1. Explain the concept of product mix.
 - a. Identify the strategies a company uses when analyzing a product line, including depth, width, length, and consistency.
2. Describe the nature of product bundling.
3. Identify products and services to fill customer wants and needs.

D. Product Positioning

1. Identify factors used by marketers to position products and services.
2. Understand strategies to position products and services.
3. Identify products and services to fill customer wants and needs.

E. Branding

1. Explain the nature of product, service, and corporate branding.
2. Identify customer touch points and the role of customer service in branding.
3. Understand strategies to build and position brands.

Discussion Questions: Product/Service Management

- What are the strategies for managing and extending a product life cycle?
- What are the concepts related to the development of a product?
- What is the impact of brands and product positioning on consumer behavior?

IV. Promotion**A. Role of Promotion**

1. Explain the objective and types of promotion.
2. Identify elements of the promotional mix.
3. Describe the use of technology in promotion.

B. Advertising

1. Understand the types of advertising media and when to use them.
 - a. Understand traditional media channels.
 - b. Understand digital media channels.
2. Explain the components of advertisements.
3. Describe the use of technology in advertising.

C. Public Relations and Publicity

1. Identify types of public relations activities.
2. Identify internal and external audiences for public relations activities.
3. Explain communications channels used in public relations activities.

D. Sales Promotion

1. Identify different examples of sales promotion.
2. Discuss the effects of sales promotion.

E. Current Trends in Promotion

1. Identify different digital marketing strategies a company can use when promoting a product or service.
2. Identify the advantages and disadvantages of technologies a company can use when working to increase customer engagement.

Discussion Questions: Promotion

- What are the roles and functions of different types of promotion?
- What is the role of advertising, public relations, and publicity in a business?
- What is the purpose of various types of sales promotion?

V. Pricing**A. Role of pricing**

1. Explain the nature and scope of pricing.
2. Explain the use of technology in pricing.
3. Explain factors affecting pricing decisions.

B. Pricing strategies

1. Identify and describe pricing strategies.
 - a. Describe value pricing and identify its impact on sales.
 - b. Describe cost-plus pricing and its impact on sales.
 - c. Describe penetration pricing and its impact on sales.
 - d. Describe price skimming and its impact on sales.

e. Describe competition pricing and its impact on sales

2. Compare and contrast the benefits of different pricing strategies.
3. Explain factors affecting pricing decisions and adjustments.

C. Pricing Mathematics

1. Understand how to calculate markdowns and discounts.
2. Understand how to calculate markup.
3. Understand how to calculate price per unit.
4. Understand how to calculate cost basis.

Discussion Questions: Pricing

- What is the role and implications of pricing for a product?
- What are the pricing strategies for a product?
- What are the factors influencing a product's price?

VI. Personal Selling**A. Role of Selling**

1. Explain the nature, scope, and objective of the selling function.
 - a. Describe legal and ethical issues in selling.
 - b. Describe the differences between retail and business to business sales.
2. Explain the role of customer service in selling.

3. Explain the factors that affect company selling policies.
 - a. Understand the role of a salesperson in the selling process.
 - b. Understand the role of the company in the support and motivation of salespeople.

B. Selling Process

1. Explain the nature and steps of the selling process.
2. Explain the role of customer service as a component of selling relationships.
3. Analyze the similarities and differences in company selling policies.
4. Understand sales techniques to enhance customer relationships and to meet sales goals.

C. Current Trends in Personal Selling

1. Explain the use of technology in personal selling.
2. Demonstrate an understanding of the role of social media and digital marketing in personal selling.

Discussion Questions: Personal Selling

- What is the role of selling in the marketing mix?
- What are the concepts involved in the selling process?
- What are the current trends in personal selling?

VII. Channel Management

A. Channel Structure/Relationship

1. Explain the nature and scope of channel management and strategies.
2. Understand the nature of channel-member relationships and how to evaluate various channel members.
3. Evaluate channel members.
4. Describe the use of technology in channel management.

B. Physical Distribution Strategies

1. Explain the nature of channel distribution.
2. Understand how to select channels of distribution.

C. Logistics

1. Understand various inventory strategies and demonstrate knowledge of inventory mathematics (e.g., turnover rate).

Discussion Questions: Channel Management

- What are the strategies of physical distribution?
- What are the different inventory strategies in relation to distribution?
- What is the interrelationship between production, distribution, purchasing, and consumption?

VIII. Marketing Education Programs

A. Program Perspectives

1. Understand program development and evaluation.
2. Understand career and technical education student/professional organizations and their role in marketing education programs.
3. Understand the role and function of school-based enterprises.

B. Cooperative Education Programs

1. Identify the characteristics of an effective cooperative education program.
2. Explain the legal issues an instructor should be aware of in cooperative education programs.
3. Discuss how a successful cooperative education program operates in a school.
4. Identify the on-the-job responsibilities of employees and employers in a cooperative education program.

C. Professional Development

1. Explain how to obtain professional development for job-seeking skills.
2. Discuss professional development options for career planning.
3. Discuss the role of professional development for marketing education teachers and professionals, including membership in CTSOs and professional organizations.

Discussion Questions: Marketing Education Programs

- What is the role of career and technical education student organizations in marketing education programs?
- What are the functions and legal issues related to cooperative education?
- What are the strategies or techniques for developing professionally?

Marketing Education (5561) Sample Test Questions

Sample Questions

The sample questions that follow represent a number of the types of questions and topics that appear on the test. They are not, however, representative of the entire scope of the test in either content or difficulty. Answers with explanations follow the questions.

Directions: The test consists of a variety of selected-response questions, where you select one or more answer choices.

1. Which of the following occurs during the screening step of new product development?
 - (A) Ideas gathered from market research and customers are evaluated.
 - (B) Market trends are assessed.
 - (C) The company engages in concept testing.
 - (D) Plans are revised as necessary.

2. On August 4, a store purchased five sofas invoiced at \$7,000, terms 2 / 10, n / 30. The invoice was paid August 13. Which of the following is the final price the store paid for the sofas?
 - (A) \$7,140
 - (B) \$7,000
 - (C) \$6,860
 - (D) \$6,300

3. A marketing researcher is conducting a survey in a large selling area by contacting a small group of people that is representative of all people in that area. Which of the following terms best describes this group?
 - (A) A population
 - (B) A sample
 - (C) A stratification
 - (D) A cluster

4. Which **TWO** of the following are advantages a company gains by using e-mail rather than direct mail when contacting consumers?
 - (A) Messaging is more targeted.
 - (B) Customer feedback is immediate.
 - (C) Customer loyalty will increase.
 - (D) Using e-mail has lower cost than using direct mail.
 - (E) E-mail allows for mass distribution.

5. Which of the following describes the process of keeping a running account of merchandise on hand?
 - (A) Perpetual inventory
 - (B) Economic order quantity
 - (C) Book inventory
 - (D) Physical inventory

6. Which of the following refers to the variety of merchandise lines carried by a retailer and the depth and breadth of the products that are stocked?
 - (A) Basic stock list
 - (B) Buying plan
 - (C) Product mix
 - (D) Price-line list

Questions 7 and 8 refer to the following information.

A local department store sold a cookware set at the retail cost of \$40. The actual cost of the cookware set was \$25.

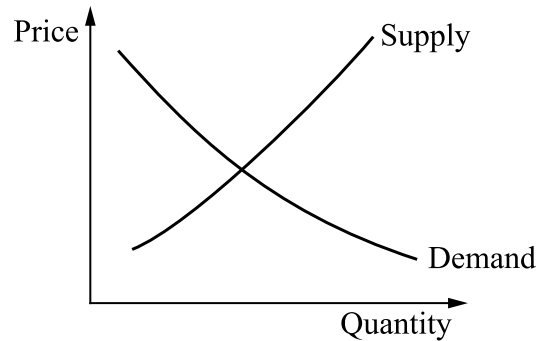
7. What was the percentage markup based on the cost price for the cookware set?
 - (A) 25%
 - (B) 37.5%
 - (C) 60%
 - (D) 82.5%

8. What was the percentage markup based on the retail price for the cookware set?
- (A) 25%
 - (B) 37.5%
 - (C) 60%
 - (D) 62.5%
9. When there are high levels of business failures and unemployment, the business cycle is said to be in which of the following phases?
- (A) Expansion
 - (B) Peak
 - (C) Recovery
 - (D) Trough
10. A company sells its product at two different prices in two different locations. Which of the following types of research will be most effective in identifying the optimal price for the product if all other marketing factors are held constant?
- (A) Descriptive
 - (B) Exploratory
 - (C) Ethnographic
 - (D) Causal
11. Which of the following types of advertising is being used when a retail store agrees to share advertising costs for a consumer product with the national distributor of the product?
- (A) Trade advertising
 - (B) Industrial advertising
 - (C) National advertising
 - (D) Cooperative advertising
12. Firms that view themselves as market leaders in product quality frequently adopt which of the following strategies?
- (A) Market share strategy
 - (B) Penetration pricing strategy
 - (C) Non-price competition strategy
 - (D) Market expansion strategy

13. Which **THREE** of the following characteristics are reflective of high-quality career and technical education (CTE) programs?
- (A) They lead to industry certifications and credentials.
 - (B) They provide students with multiple exit and entry points.
 - (C) They are aligned to very narrow career paths.
 - (D) They progress from building broad knowledge to building in-depth knowledge.
 - (E) They provide future learning options primarily in classroom settings.
14. When salespeople make a large number of unsolicited sales calls to potential customers, they are engaging in which of the following?
- (A) Multilevel marketing
 - (B) Cold canvassing
 - (C) The center-of-influence method
 - (D) The sales associate method
15. Which of the following gives a manufacturer exclusive rights by law to use a brand?
- (A) Brand loyalty
 - (B) Brand mark
 - (C) Trade name
 - (D) Trademark
16. Which of the following best characterizes inelastic demand?
- (A) The quantity demanded changes a great deal as prices fluctuate.
 - (B) The quantity demanded barely changes with a change in price.
 - (C) The change in quantity demanded is in the same proportion as the change in price.
 - (D) The demand curve and the supply curve intersect at a given price point.
17. Which of the following is the best example of a trade discount?
- (A) A lumberyard offers a discount to a homeowner for buying lumber.
 - (B) A retailer offers a discount to a consumer for buying out-of-season merchandise.
 - (C) A producer offers a discount to retailers for promoting its product during a specific month.
 - (D) A car dealer offers a discount to a customer in exchange for a used car.

18. The owners of independent gasoline stations in a community meet secretly and agree to keep their prices high to protect their profitability. If their plan is discovered and they are charged with a crime, which potential sentence might they receive?
- (A) They could be found guilty under the Sherman Antitrust Act and face prison time and fines.
 - (B) They could be found guilty under the Magnuson-Moss Warranty Act and face large fines.
 - (C) They could be found guilty under the Adamson Act and face prison time and fines.
 - (D) They could be found not guilty because retailers are allowed to set their own price levels.
19. Micromarketing is best directed to which of the following potential buyers?
- (A) Those who have excess disposable income
 - (B) Those who are between the ages of 8 and 14
 - (C) Those who share similar attitudes and behaviors
 - (D) Those who have opted out of customized marketing
20. Which of the following is the primary objective of team-based selling?
- (A) To match various functional areas of the company with customer needs
 - (B) To distribute the work involved in managing an account
 - (C) To equitably manage the sales bonus pool
 - (D) To create multiple points of contact between the customer and the company
21. Which of the following terms refers to the paid mention of a company, a product, or a service by a form of media?
- (A) Puffery
 - (B) Public relations
 - (C) Third-party endorsement
 - (D) Advertising
22. Which of the following pricing strategies attempts to influence a customer's perception of price to make a product's price more attractive?
- (A) Captive pricing
 - (B) Demand-based
 - (C) Markup pricing
 - (D) Psychological pricing

Questions 23 and 24 refer to the following information.



23. An increase in the price of leather and a simultaneous increase in consumers' incomes will most likely have which of the following effects on the equilibrium price and quantity of leather garments?
- (A) Price will increase, and quantity will increase.
 - (B) Price will increase, and the change in quantity will be indeterminate.
 - (C) The change in price will be indeterminate, and quantity will decrease.
 - (D) Price will decrease, and quantity will decrease.
24. If the government places a price ceiling on leather garments that is below the equilibrium price, which of the following will occur in the market for leather garments?
- (A) There will be a shortage.
 - (B) There will be a surplus.
 - (C) The demand curve for leather garments will shift leftward.
 - (D) The supply curve for leather garments will shift rightward.
25. A company builds its sales message, advertising message, and promotional theme to influence how a particular market sector perceives a good or service in comparison with the competition. The company is primarily engaged in which of the following?
- (A) Segmentation
 - (B) Mass customization
 - (C) Concentrated targeting
 - (D) Positioning

26. Salespeople at a large consumer goods manufacturer are encouraged to ask probing questions of customers to identify their interests. Once the customers' key desires have been uncovered, the salesperson should tailor a presentation so that the customers can see how the product will satisfy their wants. Which of the following presentation formats does this scenario best represent?
- (A) Hard selling format
 - (B) Formula selling format
 - (C) Need-satisfaction format
 - (D) Stimulus-response format
27. Which of the following is the name for a coupon that is included in a package for later purchase?
- (A) A bounce-back coupon
 - (B) An instant-redemption coupon
 - (C) A free-standing coupon
 - (D) A rebate coupon
28. Which of the following is an example of cost-based pricing?
- (A) Basing the price on what the customer is willing to pay
 - (B) Basing the price on the psychological expectations of the customer
 - (C) Basing the price on the features and benefits of the product
 - (D) Basing the price on the full cost of production plus the required profit
29. Which of the following is the most appropriate pricing strategy to use when introducing a new and unique product to the market?
- (A) Price skimming
 - (B) Promotional pricing
 - (C) Psychological pricing
 - (D) Penetration pricing
30. Which element of the promotional mix handles unfavorable stories and events and promotes a good corporate image?
- (A) Personal selling
 - (B) Sales promotion
 - (C) Direct marketing
 - (D) Public relations

Answers

1. Option (B) is correct. During the screening step of new product development, market trends are assessed to determine the feasibility and potential success of the product idea. This includes analyzing factors such as consumer needs and preferences, market size and growth, and competitive landscape to determine if the product idea aligns with current market conditions and whether it is worth pursuing further.
2. Option (C) is correct. The invoice was paid within 10 days; therefore, the customer was entitled to a 2% discount. $\$7,000 \times .02 = \140 . $\$7,000 - \$140 = \$6,860$.
3. Option (B) is correct. A sample is the portion of a population that is selected for a survey.
4. Options (B) and (D) are correct. While both e-mail and direct mail will provide the seller direct feedback, electronic mail offers a quicker response time than direct mail. In addition, the costs entailed with e-mail are ultimately less expensive than those incurred for direct mail, in which one must produce, print, and then pay the postage to have the communication delivered.
5. Option (A) is correct. Perpetual inventory is a system of controlling merchandise by maintaining store records in a manner such that merchandise balances are always readily available.
6. Option (C) is correct. The product mix is the set of products offered by the retailer. This product assortment includes the variety of goods that a retailer carries.
7. Option (C) is correct. The markup is \$15, which is the difference between \$40 (retail price) and \$25 (cost). The markup as a percentage based on cost price is $15 \div 25$ or 60 percent.
8. Option (B) is correct. The markup is \$15, which is the difference between \$40 (retail price) and \$25 (cost). The markup as a percentage based on retail price is $15 \div 40$, or 37.5 percent.
9. Option (D) is correct. There is little production during the trough phase of the business cycle, which forces industries to downsize.
10. Option (D) is correct. Causal research seeks to determine how the dependent variable changes with variations in the independent variable.
11. Option (D) is correct. Cooperative advertising describes the sharing of advertising costs between the seller and producer in a mutually beneficial arrangement.
12. Option (C) is correct. Companies with market-leading products prefer not to compete on price, instead adopting a strategy focusing on the quality and design of the products, which may create brand loyalty and the perception that there is no substitute available on the market.

13. Options (A), (B), and (D) are correct. A high-quality CTE program will lead to post-secondary credentials, including certifications and licenses. The program of study allows for numerous entry and exit points, and it offers a progression of learning for students that evolves from broad foundational knowledge to more specialized knowledge.
14. Option (B) is correct. Cold canvassing is done by making telephone or door-to-door sales calls when the potential customer is not known.
15. Option (D) is correct. A trademark is used by a manufacturer to distinguish a product or service from that of a competitor and gives the owner exclusive rights by law.
16. Option (B) is correct. Inelastic demand occurs when the percentage change in quantity demanded is minimal compared to the percentage change in price.
17. Option (C) is correct. A trade discount is offered by a manufacturer or wholesaler to channel members who perform certain functions, such as storing, selling, or promoting the product.
18. Option (A) is correct. The Sherman Antitrust Act is an anti-monopoly act that regulates price-fixing. Both companies and individual managers are held responsible. Managers can be sentenced to both fines and prison time if found guilty of price-fixing.
19. Option (C) is correct. As contrasted with mass production and mass marketing, micromarketing is all about targets: using behavioral and attitudinal analyses to identify the target demographic most likely to respond to product promotion.
20. Option (A) is correct. One of the principles of customer relationship management is to provide solutions to customer problems. The solutions often require the expertise of groups outside of sales and marketing (e.g., information technology, finance). The most effective way of delivering this multidisciplinary solution is to create a team consisting of representatives from the various functional areas. The team is usually led by the sales or account manager.
21. Option (D) is correct. Advertising is the placement of announcements or persuasive messages in any mass media outlet by identified sponsors seeking to bring their products, services, organizations, or ideas to the attention of a target audience.
22. Option (D) is correct. Psychological pricing is pricing that attempts to influence a customer's perception of price to make a product's price more attractive (e.g., setting the price at \$4.99 rather than \$5.00).
23. Option (B) is correct. An increase in the price of leather decreases the supply of leather garments, and an increase in incomes will increase the demand for leather garments, assuming leather garments are normal goods. These simultaneous shifts in the curves will result in an increase in price, but the effect on quantity is indeterminate and will depend on the extent of the shift of each curve.
24. Option (A) is correct. The result of an effective price ceiling below the equilibrium price will be an excess of quantity demanded versus quantity supplied, which will result in a shortage.

25. Option (D) is correct. In marketing, positioning means to plant a mental image of a product or business in the mind of the customer. That image is one that is attractive to the customer and shows the advantages over the competition. This is done through the planned mix of marketing strategies.
26. Option (C) is correct. The need-satisfaction presentation format emphasizes probing and listening by the salesperson to identify the needs and interests of prospective buyers. Once these are identified, the salesperson tailors the presentation to the prospective buyers and highlights product benefits that may be valued by the prospective buyers.
27. Option (A) is correct. A bounce-back coupon is given to the consumer after the sale in the hope of incentivizing the consumer to come back to the store.
28. Option (D) is correct. Cost-based pricing is a pricing strategy that uses production costs to determine the final selling price of a product. This method assures the company of always making a profit, as long as the markup figure is sufficient and unit sales meet expectations.
29. Option (A) is correct. A new, innovative product should command a premium since it presumably enters the market with no competitors, and a relatively high price can be used to recapture R&D costs. Price skimming is when a relatively high price for a product is set with the expectation of price erosion due to competition. Once competitors enter the market, the price will probably have to be lowered.
30. Option (D) is correct. Public relations seeks to build positive relationships with the company's consumers and the public.

Understanding Question Types

The *Praxis*® assessments include a variety of question types: constructed response (for which you write a response of your own); selected response, for which you select one or more answers from a list of choices or make another kind of selection (e.g., by selecting a sentence in a text or by selecting part of a graphic); and numeric entry, for which you enter a numeric value in an answer field. You may be familiar with these question formats from seeing them on other standardized tests you have taken. If not, familiarize yourself with them so that you won't have to spend time during the test figuring out how to answer them.

Understanding Selected-Response and Numeric-Entry Questions

For most questions you will respond by selecting an oval to choose a single answer from a list of answer choices.

However, interactive question types may also ask you to respond by doing the following:

- Selecting more than one choice from a list of choices.
- Typing in a numeric-entry box. When the answer is a number, you may be asked to enter a numerical answer. Some questions may have more than one entry box to enter a response. Numeric-entry questions typically appear on mathematics-related tests.
- Selecting parts of a graphic. In some questions, you will select your answers by selecting a location (or locations) on a graphic such as a map or chart, as opposed to choosing your answer from a list.
- Selecting sentences. In questions with reading passages, you may be asked to choose your answers by selecting a sentence (or sentences) within the reading passage.
- Dragging and dropping answer choices into targets on the screen. You may be asked to select answers from a list of choices and to drag your answers to the appropriate location in a table, paragraph of text, or graphic.
- Selecting answer choices from a drop-down menu. You may be asked to choose answers by selecting choices from a drop-down menu (e.g., to complete a sentence).

Remember that with every question, you will get clear instructions.

Understanding Constructed-Response Questions

Some tests include constructed-response questions, which require you to demonstrate your knowledge in a subject area by writing your own response to topics. Essay questions and short-answer questions are types of questions that call for a constructed response.

For example, an essay question might present you with a topic and ask you to discuss the extent to which you agree or disagree with the opinion stated. For such questions, you must support your position with specific reasons and examples from your own experience, observations, or reading.

Following are a few sample essay topics to review:

- *Brown v. Board of Education of Topeka*

“We come then to the question presented: Does segregation of children in public schools solely on the basis of race, even though the physical facilities and other ‘tangible’ factors may be equal, deprive the children of the minority group of equal educational opportunities? We believe that it does.”

 - What legal doctrine or principle, established in *Plessy v. Ferguson* (1896), did the Supreme Court reverse when it issued the 1954 ruling quoted above?
 - What was the rationale given by the justices for their 1954 ruling?

- *In his self-analysis, Mr. Payton says that the better-performing students say small-group work is boring and that they learn more working alone or only with students like themselves. Assume that Mr. Payton wants to continue using cooperative learning groups because he believes they have value for all students.*
 - Describe **TWO** strategies he could use to address the concerns of the students who have complained.
 - Explain how each strategy suggested could provide an opportunity to improve the functioning of cooperative learning groups. Base your response on principles of effective instructional strategies.

- *“Minimum-wage jobs are a ticket to nowhere. They are boring and repetitive and teach employees little or nothing of value. Minimum-wage employers take advantage of people because they need a job.”*
 - Discuss the extent to which you agree or disagree with this opinion. Support your views with specific reasons and examples from your own experience, observations, or reading.

Keep the following things in mind when you respond to a constructed-response question:

1. **Answer the question accurately.** Analyze what each part of the question is asking you to do. If the question asks you to describe or discuss, you should provide more than just a list.
2. **Answer the question completely.** If a question asks you to do three distinct things in your response, you should cover all three things for the best score. Otherwise, no matter how well you write, you will not be awarded full credit.
3. **Answer the question that is asked.** Do not change the question or challenge the basis of the question. You will receive no credit or a low score if you answer another question or if you state, for example, that there is no possible answer.
4. **Give a thorough and detailed response.** You must demonstrate that you have a thorough understanding of the subject matter. However, your response should be straightforward and should not be filled with unnecessary information.
5. **Take notes on scratch paper so that you don't miss any details.** Then you'll be sure to have all the information you need to answer the question.
6. **Reread your response.** Check that you have written what you intended to write. Do not leave sentences unfinished or omit clarifying information.

General Assistance For The Test

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Doing Your Best

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Helpful Links

[Ready to Register](#) – How to register and the information you need to know to do so.

[Disability Accommodations](#) – Testing accommodations are available for test takers who meet ETS requirements.

[PLNE Accommodations \(ESL\)](#) – If English is not your primary language, you may be eligible for extended testing time.

[What To Expect on Test Day](#) – Knowing what to expect on test day can make you feel more at ease.

[Getting Your Scores](#) – Find out where and when you will receive your test scores.

[State Requirements](#) – Learn which tests your state requires you to take.

[Other Praxis Tests](#) – Learn about other *Praxis* tests and how to prepare for them.

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