MULTIPLE CHOICE

1. If you are having a face to face conversation with a customer, you are engaging in
2. Direct Marketing b) Personal Selling c) Sales Promotions d) Public Relations
3. Email or postal mail marketing that is directed to a targeted group of prospects is called

Direct Marketing b) Personal Selling c) Publicity d) Public Relations

1. Promotions are designed to do 3 things: inform, persuade, and
2. Remind b) Influence c) Collect Information d) Encourage
3. When you determine your promotional budget by suggesting to spend a percentage of expected sales on promotions, you are employing what type of budgeting strategy?

a) All you can afford b) Competition c) Percentage of sales d) Percentage of expected profit

1. When you promote to intermediaries so they help sell a product for you, it is known as a push strategy. A) True B) False
2. When you promote to consumers to stimulate demand of a product, you are using a Pull Strategy A) True B) False
3. When you research your competitors and spend the same amount of advertising money in similar marketing outlets, you are employing this type of budgeting strategy

a) All you can afford b) Competition c) Percentage of sales d) Percentage of expected profit

1. This form of promotion does not directly promote a particular product. Rather, it creates a favorable image for a company, or helps it advocate for change or take a stand on trade or community issues
2. Product promotion b) Online Promotion c) Image brand identity d) Institutional Promotion
3. Delivering information to your own employees instead of promoting a message to your customers is known as
4. Inside Communications b) Internal Communications c) Employee Communications d) Private Communications
5. When you have a higher priced product and you decide to offer contests, giveaways, free trips, etc. in an attempt to gain the attention of customers, you are using \_\_\_\_\_\_ to attract their attention
6. Samples b) Bribes c) Discounts d) Incentives
7. If you place your logo on a uniform or at a stadium, you are engaging in this type of promotion
8. Sponsorship b) Incentives c) Product Placement d) Premiums
9. How often you advertise to a group of people in a certain period of time is known as
10. Periodization b) Frequency c) Reach d) Ad Scheduling
11. The number of people that see your advertising during a period of time is known as
12. Periodization b) Frequency c) Reach d) Ad Scheduling
13. The advertising method that stimulates the most senses for a customer is television. A) True B) False.
14. Any INFORMATIVE or PERSUASIVE message that is carried by a non-personal medium is called Advertising. A) True B) False
15. Information or advertising given out that is NOT paid for by a business is called Public Relations (Publicity) .

A) True B) False

1. Roy is taking a class on how to use the new software he just purchased for his business. The class is offered by the store where he purchased the software. What aspect of customer service does this situation illustrate?

A. Customer training

B. Credit/Financing

C. Order processing

D. Installation

18. Terms-of-sale selling policies cover such conditions of the sale as

A. credit, delivery, and discounts.

B. installation and maintenance.

C. discounts, guarantees, and returns.

D. entertaining the customer and prospecting.

19. A salesperson is most likely to find out how effectively a product actually functions in normal, everyday

use from a(n)

A. advertiser.

B. competitor.

C. designer.

D. customer.

20. One way for salespeople to answer a customer's question about the difference between two items is to

explain

A. construction and materials.

B. appearance and style.

C. unique or novel features.

D. use and durability.

21. One of the purposes of establishing a relationship with a customer in the beginning of the selling process is to

A. put the customer on guard.

B. make a single sale.

C. gain the customer's confidence.

D. prevent customer objections.

22. Salespersons can demonstrate their enthusiasm for the products they sell through

A. tone of voice.

B. physical contact.

C. customer endorsements.

D. indifferent expressions.

23. The salesperson can check his/her understanding of what the customer has said by asking \_\_\_\_\_\_\_\_\_\_

questions.

A. interpretive

B. personal

C. open-endedD. Fixed

24. After determining that the product requested by the customer is not available, the salesperson's next

steps in substitute selling are to

A. explain how to care for the product and reinforce the customer's decision.

B. evaluate the customer and select substitute products.

C. reinforce the customer's decision and close the sale.

D. clarify the customer's need and select substitute products.

25. Jason works for Sky Airlines. When reserving airline tickets for customers by telephone, Jason needs to obtain the customer's desired arrival and departure locations, travel dates, and

A. passport and credit card information.

B. identification number and email address.

C. contact and payment information.

D. telephone number and travel code.

26. Which of the following is the right time for a business to make promotional decisions in relation to

product, price, and distribution decisions:

A. After product, price, and distribution

B. Before product, price, and distribution

C. Along with product, price, and distribution

D. Without considering product, price, and distribution

27. An ad informing consumers of a company's efforts to stop pollution is an example of \_\_\_\_\_\_\_\_\_\_

promotion.

A. promotional

B. institutional

C. direct-mail

D. retail

28. Which of the following is the basic purpose of a company's promotional mix:

A. To provide all product information

B. To influence consumers to purchase

C. To list the company's products

D. To reduce competitors' sales

29. Technology advancements have provided marketers the ability to send cost-effective, opt-in promotional

messages to a customer's \_\_\_\_\_\_\_\_\_\_ address.

A. P.O. box

B. street

C. email

D. secondary

30. Which of the following is an example of specialty advertising:

A. Skywriting

B. A postcard announcing a special sale

C. Billboards

D. Key rings bearing a company's name

(VERY) Short Answer

On a piece of paper, please draw the communication process (including NOISE). This is very important in the promotional world because the way information is given and received can determine if an item is sold.