

Task 4: True or false?

		True / False
a	National television advertising is usually too expensive for most businesses to use.	
b	Advertising is another word for promotion.	
c	Pull promotional techniques rely on above-the-line promotional methods.	
d	The Internet is an example of below-the-line promotion.	
e	Direct marketing does not include media advertising.	
f	Below-the-line promotion includes: direct mail, point of sales displays and flyers (handouts).	

Task 5: Multiple choice

- 1 Which of the following is *not* part of promotion?
 - A Advertising
 - B Branding
 - C Public relations
 - D Price reductions
- 2 Below-the-line promotion does *not* include
 - A Cinema advertising
 - B Direct mailing
 - C Branding
 - D Sales promotions on packaging
- 3 Above-the-line promotion is
 - A Any form of commercial television or radio promotions
 - B The use of promotion via the mass media
 - C Promotional techniques within the control of the organization
 - D Used to persuade or inform customers of a firm's products
- 4 Firms such as Adidas, Pepsi, Police sunglasses, Gillette and Marks & Spencer use celebrities to promote their products. This is an example of
 - A Sponsorship
 - B Hero endorsement
 - C Publicity
 - D Sales promotion
- 5 Direct marketing is
 - A Using radio, television and newspapers to sell directly to customers
 - B The marketing process of selling straight to potential and known customers
 - C Any form of below-the-line promotion
 - D Any form of above-the-line promotion

- 6 Sales promotion can be best described as
- A The process of persuading people to buy a firm's products
 - B Advertising using mass media to attract customers to buy a firm's products
 - C Marketing techniques aimed directly at selling to the customer
 - D Selling products at reduced sales prices
- 7 Promotion carried out through independent media such as commercial radio is known as
- A Broadcasting
 - B Advertising
 - C Above-the-line
 - D Below-the-line
- 8 The catchphrase "I don't wanna grow up" is used by Toys R Us. This is an example of
- A Direct marketing
 - B Above-the-line promotion
 - C Corporate slogans
 - D Copyrights
- 9 The sales method of offering a complementary product to paying customers when they purchase another product is known as
- A Free gifts
 - B Complementary goods
 - C Sales promotion
 - D Customer loyalty schemes
- 10 Telesales and telemarketing are examples of
- A Direct marketing
 - B Above-the-line promotion
 - C Paid-for advertising
 - D Homeworking
- 11 Which option best defines a business logo?
- A It is a registered trademark of a business
 - B It is a sign or symbol that represents the products sold by a business
 - C It is a sign or symbol that represents a business
 - D It is a verbal representation of a business
- 12 Advertising strategy is least likely to consider
- A The types of media to be used
 - B The costs of producing and broadcasting the campaign
 - C Finance or budgetary constraints
 - D Customer relations management
- 13 Direct mail, point of sale displays and sales promotions are all examples of
- A Direct marketing
 - B Advertising
 - C Below-the-line promotion
 - D Above-the-line promotion

- 14** When an organization pays to be associated with a particular event or cause (such as the World Cup) in return for prominent publicity, this is known as
- A Charitable donations
 - B Ethical marketing
 - C Sponsorship
 - D Financial aid
- 15** What is meant by 'public relations'?
- A The relationship between workers and employers
 - B The relationship between customers and the business
 - C Activities aimed at establishing and protecting the image of a business
 - D Activities aimed at getting the business into the media
- 16** Using sales material such as posters and display stands to promote a product in the place where it can be bought is an example of
- A Sales promotion
 - B Sales material
 - C Above-the-line promotion
 - D In-store advertising
- 17** Advertising techniques do *not* include
- A Celebrity or hero endorsements
 - B Sexual attraction or appeal
 - C Use of catchphrases and slogans
 - D Personal selling techniques
- 18** Nike use Tiger Woods (golfing legend) and Manchester United Football Club, among many others, to advertise their brand. This strategy is known as
- A Mass marketing
 - B Brand advertising
 - C Hero endorsement
 - D Product positioning
- 19** The choice of a medium or media to use in a promotional mix depends on several factors, but is least influenced by
- A The associated costs
 - B The target audience or market segment
 - C The product's position in its life cycle
 - D The price elasticity of demand for a product
- 20** Which statement below does *not* apply to informative advertising?
- A It lets customers know about a product's characteristics, purpose and functions
 - B It attempts to alert the consumer of the availability of a product
 - C Focus is placed on promoting the brand or the company itself rather than a product
 - D It is used by non-profit organizations to influence people's attitudes and behaviour

- 21** Advertisements that attempt to get customers to purchase a product are known as
- A** Selling
 - B** Persuasive
 - C** Intermediary
 - D** Instructive
- 22** Advertisements that focus on promoting a business's name and image, rather than its product range, are known as
- A** Branding
 - B** Corporate advertising
 - C** Own-label branding
 - D** Market positioning
- 23** The use of people to sell a firm's products directly to the customer is known as
- A** Personal selling
 - B** Sales promotion
 - C** Door-to-door promotion
 - D** Direct promotion
- 24** Introductory offers, such as free installation and 3-months free viewing of satellite television, are examples of which type of promotion?
- A** Above-the-line
 - B** Television advertising
 - C** Sales promotion
 - D** Direct marketing
- 25** Advantages of using television commercials compared to radio advertisements do *not* include
- A** Large market coverage in diverse geographic locations
 - B** High audience figures from around the world
 - C** Attention-grabbing media that combines visual and audio effects
 - D** Ability to reach audiences engaged in other activities, such as when driving