Chapter 11 Quiz MKT 4354-001

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1. are sales promotion designed to motivate distributors, wholesalers. and retailers to stock and feature a firms brand
   1. consumer-market sales promotion
   2. trade-market sales promotion
   3. sales promotion
   4. shelf promotion
2. sales promotion consisting of a message places on useful items given to consumers with no obligation is
   1. advertising specialties
   2. free premium
   3. Self-liquidating premium
   4. sweepstakes
3. Sales promotion technique that offers consumers a trial opportunity
   1. contest
   2. sweepstakes
   3. sampling
   4. test run
4. sampling carried out using logo-emblazoned vehicles where samples are dispensed at malls or other high traffic areas
   1. newspaper sampling
   2. on-package sampling
   3. Door-to-door sampling
   4. mobile sampling
5. What type of promotion is aimed at motivating distributors, wholesalers, and retailers to stock and feature a firm’s brand?
   1. Consumer-market sales promotion
   2. Trade-market sales promotion
   3. Sales promotion
   4. Business-market sales promotion
6. A entitles a buyer to a designated reduction in price for a product or service
   1. Premium
   2. Price-off Deal
   3. Coupon
   4. Special Deal
7. In a , consumers compete for prizes based on skill or ability.
   1. Contest
   2. Sweepstake
   3. Lottery
   4. Slot Machine
8. What delivers samples through the postal service?
   1. Mobile Sampling
   2. Door-to-door sampling
   3. In-store sampling
   4. Mail sampling
9. Sales Promotion use incentives to motivate action by which of the following?
   1. Corporations, members of the trade channel, and business buyers
   2. Consumers, members of the trade channel, and business buyers
   3. Consumers, members of the trade channel, and business sellers
   4. Corporations, members of the board, and business sellers
10. Which of the following provides rewards for repeat purchase?
    1. Borrowing from future sales and alienating customers
    2. Issuance of common stock and directory advertising
    3. Rebates and frequency program
    4. Sales incentives and distribution program
11. What do the risks of sales promotion include?
    1. Legal considerations
    2. Point of purchase advertising
    3. Trade show participation
    4. Obtaining initial distribution
12. Which of the following is not an objective of trade-market sales promotion?
    1. Obtain initial distribution
    2. Increase order size
    3. Diversify media clutter
    4. Increase store traffic
13. hich of the following is a technique used by marketers that includes attaching a sample item to a product package and is useful for targeting current customers?
14. Complimentary Sampling
15. Coupled Sampling
16. On-Package Sampling
17. Dual-Product Sampling
18. hat is the purpose of using frequency programs?
19. To determine which consumers regularly use discounts when making repeat purchases
20. To evaluate consumer trends within a market that allow for important

campaign decisions to be made

1. To retain consumers who make repeat purchases through the use of

discounts or product rewards

1. To provide data from frequent buyers in order to determine pricing strategies
2. How is the use of support media beneficial to marketers?
3. It fortifies the main channel of communication
4. It allows marketers to incorporate several messages into one media
5. It helps to reinforce a desired message by using a secondary media

channel

1. It enhances the impact of one media channel by using contrasting messages in another
2. hich of the following is not a practice of misredemption?
3. Redemption of coupons by consumers who do not purchase the couponed

brand

1. Redemption of coupons by salesclerks and store managers without

consumer purchases

1. Redemption of coupons by consumers who did not originally acquire the coupon and are not frequent purchasers of the couponed brand
2. Collection or copying of coupons by individuals who sell them to unethical store merchants, who in turn redeem the coupons without the accompanying consumer purchases
3. What type of promotion is designed to cultivate buyers making purchase decisions in corporations?
   1. Business-Market Sales Promotion
   2. Consumer-market sales promotion
   3. Trade-market sales promotion
   4. Shelf-Life Promotion
4. Which of the following is NOT a reason why marketers have been shifting funds from mass-media advertising to sales promotions?
   1. Demand for greater accountability
   2. Short-term orientation
   3. Consumer response to promotions
   4. Decreased power of retailers
5. hich of the following is not an objective for Consumer-Market Sales Promotion?
   1. Stimulate larger purchases
   2. Revamp old brands
   3. Introduce new brands
   4. Combat or disrupt competitor’s strategies
6. Which of the following is NOT a technique for trade-market sales promotions?
   1. Incentives
   2. Allowances
   3. Sales training
   4. Horizontal Cooperative Advertising

# B

1. A
2. C
3. D
4. B
5. C
6. A
7. D
8. B
9. C
10. A
11. C
12. C
13. C
14. C
15. C
16. A
17. D
18. B
19. D