1. is the use of incentive techniques that create a perception of greater brand value among consumers, the trade, and business buyers.
   1. Sales promotion
   2. Business-market
   3. Coupons
   4. Frequency programs
2. To help ensure the proper application of sales promotion what should be set?
   1. Coupons
   2. Objectives
   3. Strategies
   4. New brands
3. What is a goal of sales promotion?
   1. Introduces trial use
   2. Encourages brand loyalty
   3. Promotes images
   4. Cultivates long-term demand
4. What entitles a buyer to a designated reduction in price for a product or service?
   1. Strategies
   2. Taxes
   3. Coupons
   4. Promotions
5. Illegal collection or copying of coupons by individuals who sell them to unethical store merchants, who in turn redeem the coupons without any purchase is an example of what?
   1. A coupon risk
   2. Grand larceny
   3. Coupon payment
   4. Insider trading
6. What requires a consumer to pay most of the cost of the item received as a premium?
   1. Free premium
   2. Self-liquidating premium
   3. Pyramid scheme
   4. Bait and switch
7. What draws the most attention to brands?
   1. Contests and sweepstakes
   2. Fringe benefits
   3. Kim Kardashian
   4. Ethical policies
8. What sales promotion is designed to provide a consumer with an opportunity to use a brand on a trial basis with little or no risk?
   1. Do-Over
   2. Sampling
   3. Testing
   4. The risk-free rate
9. The use of phone and gift cards is an increasingly popular form of sales promotion. (True or False)
10. A is a money-back offer requiring a buyer to mail in a form requesting the money back from the manufacturer.
    1. Rebate
    2. Trial offer
    3. Hook up
    4. Mail sampling
11. Which is most popular consumer market sales promotions technique?
12. Frequency Programs
13. Push strategy
14. Price off deals
15. Rebates
16. If a marketer uses sales promotions to help push a brand into a distribution channel until it reaches a consumer, which approach are the executing?
17. Frequency programs
18. Push strategy
19. Price off deals
20. Rebates
21. What are the four primary objectives for the trade market sales promotion?
22. Obtain initial distribution, increase size order, increase store traffic, and encourage cooperation with consumer market sales promotion
23. Stimulate trial purchase, stimulate repeat purchase, introduce new brands, stimulate larger purchases
24. Increase size order, decrease store traffic, stimulate larger purchases, obtain initial distribution
25. Decrease size order, decrease store traffic, stimulate smaller purchases, obtain initial distribution
26. Which of the following is a form of allowances?
27. Merchandise allowances
28. Slotting fees
29. Bill-back allowances
30. Off invoice allowances
31. All of the above
32. Getting something for nothing appeals to business buyers as much as it does to consumers.
33. True
34. False
35. Which is not a risk of sales promotions?
36. Creating a price orientation
37. Borrowing from future sales
38. Alienating customers
39. Time and expense
40. None of the above
41. One of the fastest growing approaches of brand promotion in today’s marketplace is Point of purchase advertising.
42. True
43. False
44. What are the goals of point of purchase advertising?
45. Create short-term impact on sales while preserving long term image of the brand

being developed by advertising

1. Stimulate decreased varied usage of brands
2. Create only short term promotional displays
3. Only preserve the long term image of the brand
4. Marketers use to reinforce or supplement a message being delivered via some other media vehicle.
5. Support media
6. Word of mouth
7. Social media
8. Billboards
9. Commercials
10. When companies send individuals to a site to see if the location is desirable for a billboard it is called:
11. Riding the boards
12. Scanning
13. Surfing
14. Ariel advertising

Answers

1. a

2.b

3.a

4.c

5.a

6.b

7.a

8.b 9.True 10.a

11.a

12.b

13.a

14.e

15.True

16. e

17.True 18.a

19.a

20.a