MKT Promo Quiz 11

1. Which of the following is NOT a reason why marketers have been shifting funds from mass-media advertising to sales promotions?

a. Demand for greater accountability

b. Decreased power of retailers

c. Consumer response to promotions

d. Media clutter

2. Which of the following is NOT an objective for consumer-market sales promotion?

a. Stimulate trial purchase

b. Introduce a new brand

c. Combat or disrupt competitor’s strategies

d. A, B, and C are all objectives

3. A \_\_\_\_\_\_\_\_\_\_\_ offers consumers cents or even dollars off merchandise at the point of purchase through specially marked packages.

a. Self-liquidating premium

b. Coupon

c. Price-off deal

d. Advertising specialty

4. Which of the following is a business market technique for sales promotion?

a. Frequency programs

b. Consumer outreach

c. Warranties

d. Contract negotiations

5. Sales Promotions use incentives to motivate action by

a. Consumers

b. Members of the trade channel

c. Business Buyers

d. All of the above

6. Which is NOT a technique for consumer-market promotions?

1. Coupons
2. Contests
3. National TV AD
4. Trial offers

7. Objectives for Trade-market sales promotions include all of these except

1. Obtaining initial distribution
2. Increasing order size
3. Increasing store traffic
4. Introduce a new brand

8. Point of Purchase (P-O-P) refers to what?

1. To materials used in the retail setting to attract shoppers’ attention to a firm’s brand, convey primary brand benefits, or highlight pricing information
2. Buying a product or service on site and paying for them in full right at the same time
3. A receipt that shows the geographical pinpoint of the purchase location of a product or service
4. A and C

9. Which of the following is not true about Coupons?

A. Entitles buyers a reduction in price.

B. Oldest form of sales promotion

C. Most widely used form of sales promotion

D. Offered for free

10. What is true about Sweepstakes?

A. Winner is NOT by chance

B. Consumers compete for prizes

C. Winners determined by chance

D. Using a brand on a trial basis

11. Which of the following takes place at the point of purchase?

A. Door-to-door sampling

B. In-store sampling

C. Newspaper sampling

D. Mobile sampling

12. Another word for frequency programs is \_\_\_\_\_\_\_\_\_.

A. Continuity programs

B. Push strategy

C. Slotting fee

D. Cooperative advertising

13. Which of the following is the oldest and most widely used form of sales promotion?

A. Billboard advertising

B. Direct mail

C. Coupons

D. Advertising in newspapers

14. Which of the following is NOT an objective for trade-market sales promotion?

A. Obtain initial distribution

B. Decrease spending

C. Increase store traffic

D. Encourage cooperation with consumer-market sales promotion

15. Which most closely defines on-package sampling?

A. A coupon is attached to the packaging to encourage a future purchase

B. While the customer is in store, they are handed samples

C. A promotion code for a free sample is provided with the product

D. A sample of a product is attached to another product package

16. To assess locations for billboard advertising, companies may send individuals to the site to see if the location is desirable in an activity known as:

A. Location surveying

B. Billboard surveying

C. Riding the boards

D. Assessing the boards

17. What is the aim of implementing rebates and frequency programs?

A. Increase traffic in stores

B. Reward customers for repeat purchases

C. Increase order size

D. None of the above

18. Which of the following techniques is not used for trade-market sales promotions?

a. Incentives

b. Sale-training

c. Allowances

d. B2C Selling

19. What two programs provides rewards for repeat purchases?

a. Rebates and Frequency programs

b. Trial offers and Sampling techniques

c. Contests and Sweepstakes

d. Price-off deal and coupons

20. Which of the following choices is a risk of sales promotion?

a. Not reaching the correct target market

b. Creating a better brand image

c. Borrowing from future sales

d. Not creating enough product

Answers

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