MKT4354

Market Promotions

Quiz Chapter 1

1. The communications process in marketing that is used to create a favorable predisposition toward a brand of product or service is referred to as:
a. Advertising
b. Social Media Marketing
c. B-to-B Sales
d. Promotion

2. Advertising to professionals is predominantly carried out through which medium?
a. Billboards
b. Direct Mail
c. Personal Selling
d. Trade Journals

3. A campaign directed at creating demand for an entire product category is known as:
a. Primary Demand Stimulation
b. Selective Demand Stimulation
c. Direct-Response Promotion
d. Delayed-Response Promotion

4. The meaning of a product or service in a societal context is referred to as:
a. Value
b. Symbolic Value
c. Social Meaning
d. Internal Position

5. Marketing encompasses which of the following activities
a. Designing products
b. Setting a price
c. Promoting the product
d. All of the above

6. What is the most-used tool in the promotion mix
a. Advertising
b. Personal Selling
c. Public Relations
d. Social Media

7. The audience category that mass media advertising mainly impacts is:
a. Household consumers
b. Professionals
c. Members of business organization
d. Members of a trade channel

8. What is the main purpose of Advertising?
a. To inform you about the service/product.
b. To explain how a service/product functions.
c. To persuade you to purchase a service/product.
d. To entertain you.

9. Mass-mediated communication may occur through any of the following except:
a. Magazines
b. Internet
c. Face to face
d. Television

10. A name, term, sign, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers is defined as a(n):
a. Brand
b. Slogan
c. Product
d. Advertisement

11. The Snickers Ice Cream Bar is a \_\_\_\_\_\_\_\_\_\_\_ of the original Snickers candy bar.
a. Brand loyalty
b. Brand extension
c. Market segmentation
d. Brand equity

12. Which form of promotion asks consumers to act immediately?
a. Quick-response promotion
b. Delayed-response promotion
c. Fast-response promotion
d. Direct-response promotion

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13. Positive associations with a brand in the minds of consumers is:
a. Brand Equity
b. Brand Loyalty
c. Market Segmentation
d. Brand Extension

14. What are two positioning decisions for a brand:
a. Internal position and economies of scale
b. Inelasticity of demand and external position
c. External position and internal position
d. None of the above

15. Wal-Mart advertises to persuade consumers to shop at their stores. This is an example of?
a. Brand advertising
b. Selective demand stimulation
c. Corporate advertising
d. Gross domestic product

16. A particular group of consumers singled out for an advertising or promotion campaign is:
a. Audience
b. Professionals
c. Household consumers
d. Target Audience

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17.) Buying a product from a specific brand repeatedly is known as?
a. Brand interest
b. Consumer behavior
c. Brand equity
d. Brand loyalty

18.) Which of these is NOT an example of audience categories?
a. Household customers
b. College students
c. Members of a trade channel
d. Professionals

19.) The measure of the total value of goods and services produced within the economic system is...
a. GDP
b. Demand
c. Business cycle
d. Value

20.) Differentiation is the process of creating a perceived difference, in the mind of the \_\_\_\_\_\_ , between an organization's brand and the competition's
a. Seller
b. Market
c. Consumer
d. Brand

1. D
2. D
3. A
4. C

5. D
6. A
7. A
8. C

9. C
10. A
11. B
12. D

13. A
14. C
15. C
16. D

17. D
18. B
19. A
20. C

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