**Chapter 14 Quiz**

1. Which of the following is NOT an example of a social media network?
   1. Facebook
   2. Twitter
   3. Ask Jeeves
   4. YouTube
2. Which of the following is NOT a key form of direct marketing?
   1. Mail order
   2. Telemarketing
   3. Direct-response advertising
   4. E-commerce
3. The form(s) of mail order include:
   1. Catalog
   2. Direct mail
   3. Both A and B
   4. None of the above
4. What is the first step in the Creative Selling Process?
   1. Preapproach
   2. Prospect and qualify
   3. Handle objections
   4. Sales presentation
5. What type of marketing involves “ambushing” consumers with promotional content in places they don’t expect to encounter such messages?
   1. Guerilla marketing
   2. Buzz marketing
   3. Viral marketing
   4. Many-to-many marketing
6. Social networks provide an opportunity to create a \_\_\_\_\_\_\_\_\_
   1. Social community
   2. Brand community
   3. Fake identity
   4. None of the above
7. “Online highly engaging digital environments where avatars ‘live’ and interact with other avatars in real time” describes what?
   1. Tron
   2. Pandora
   3. Virtual worlds
   4. None of the above
8. Which of the following is an example of a product review site?
   1. TripAdvisor
   2. Yelp
   3. Both A and B
   4. None of the above
9. What AR app game was a short-lived sensation in 2016?
   1. Pokemon Go
   2. FIFA ‘16
   3. Final Fantasy
   4. None of the above
10. What is telemarketing?
    1. What people do to interrupt dinner
    2. The use of telephones to sell directly to consumers and business customers
    3. Marketing to people within range of a telescope
    4. None of the above
11. What type of advertising allows consumers to respond by immediately contacting the provider with questions or an order?
    1. Newspaper
    2. Mail order
    3. Billboards
    4. Direct response
12. Which of the following is NOT a type of sales job?
    1. Missionary salesperson
    2. Order getter
    3. Technical specialist
    4. All the above are sales jobs
13. What approach to personal selling focuses on making an immediate sale with little concern for developing a long-term relationship with the customer?
    1. Relationship selling
    2. Group selling
    3. Transactional selling
    4. None of the above
14. How many steps are in the creative selling process?
    1. 4
    2. 7
    3. 6
    4. 5
15. Process by which salespeople identify and develop prospect lists-
    1. Listing
    2. Prospecting
    3. Identifying
    4. None of the above
16. What part of the selling process includes directly communicating the value proposition to the customer?
    1. Approach
    2. Close
    3. Follow up
    4. Sales presentation
17. What is the most important PR function?
    1. Publicity
    2. Lobbying
    3. Crisis management
    4. None of the above
18. What is the last step of the creative selling process?
    1. Close
    2. Handle objections
    3. Sales Presentation
    4. Follow-up
19. Which of the following are examples of guerilla marketing?
    1. Ambient advertising
    2. Flash mobs
    3. Both A and B
    4. None of the above
20. \_\_\_\_\_\_\_\_\_ refers to activities aimed at increasing brand awareness or sales via a many-to-many communication.
    1. Viral marketing
    2. Buzz marketing
    3. Guerilla marketing
    4. None of the above