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Quiz 1-Chapter 1 Marketing Promotion questions

1. What is not one of the ways organizations support brand development and management
2. Creating an image and meaning for the brand
3. Information and persuasion
4. Reintroducing old brands
5. Building and maintaining brand loyalty in trade channels
6. What is the most widely used promotional tool?
7. Personal selling
8. Advertising
9. Social media
10. Direct marketing
11. Which of the following is NOT present within the mass-mediated communication process:
12. Accommodation
13. Negotiation
14. Reception
15. Disruption
16. which of the following is NOT a common target audience for promotion:
17. household consumers
18. members of a trade channel
19. members of business organization
20. employer to employee
21. Professionals
22. Which of the following is the process of using a wide range of promotional tools working together to create wide spread brand exposure?
	1. Advertising
	2. Integrated marketing communications
	3. Market segmentation
	4. International promotion
23. Lower per-unit production cost resulting from larger volume is knows as\_\_\_\_\_ ?
	1. Inelasticity of demand
	2. Internal positioning
	3. Global promotion
	4. Economies of scale
24. A promotion that asks the receiver of the message to act immediately is a\_\_\_\_\_\_\_
	1. Delayed-response promotion
	2. Primary demand stimulation
	3. Direct- response promotion
	4. Selective demand stimulation
25. \_\_\_\_ is meant to create a favorable attitude toward a company as a whole.
	1. Corporate advertising
	2. Brand advertising
	3. Direct-response promotion
	4. Brand Equity
26. Advertising communicates how a brand addresses certain needs and desires, it plays an important role in attracting customers to brands but advertising can go further it can
	1. Help link a brand’s image and meaning to consumer behavior
	2. Delivers a sense of personal connection for the consumer
	3. Differentiate the brand image from the consumer and the culture
	4. Both A and B
	5. All of the above
27. One of the most important assets a firm can have is \_\_\_\_, which occurs when a consumer repeatedly purchases the same brand to the extension of competitors’ brands.
	1. Brand Equity
	2. Brand loyalty
	3. Brand Extension
	4. Persuasion

Answers

1. C

2. B

3. D

4. D

5. B

6. D

7. C

8. A

1. D
2. B