Chapter 10

1. Which of these is not a primary reason to increase your cost for direct marketing?
2. Closing sales with customers
3. Identifying prospects for future contacts
4. Offering information and incentives to foster brand loyalty
5. None of the Above
6. What are examples of customer convenience?
7. Credit cards
8. 800 numbers
9. The Internet
10. Scantrons
11. What information do you need to build a mailing list?
12. Customer Names
13. Customer addresses
14. Customers Social Security Number
15. None of the Above
16. A & B
17. What act doesn’t help build customer loyalty?
18. Coupons
19. Loyalty Programs
20. Recall letters
21. Follow-up letters
22. What is not a key part of a Marketing Database?
23. Private Information
24. List Enhancements
25. Mailing List
26. Consumer Provided Information
27. What is a key part of list enhancements?
28. Geodemographics
29. Psychographics
30. Demographics
31. All of the above
32. What is required to have a successful infomercial?
33. A same-day response
34. Frequent closes
35. Testimonials
36. All of the Above
37. Which is not a form of conventional media?
38. Magazines
39. Blogs
40. Newspapers
41. Radio
42. What year did L.L. Bean found the first mail-order catalog?
43. 1912
44. 1954
45. 1880
46. 1776
47. What allowed for 800 numbers to become so powerful?
48. Toll-Free calls
49. Ease of use
50. Customer Service
51. All of the Above
52. Which of the following is common information gathered by businesses?
53. Zip Code
54. Home address
55. Name
56. All of the Above
57. What isn’t a key feature of a Frequency-Marketing Program?
58. Coupons
59. Databases
60. Benefit Package
61. Communication Strategy
62. Direct marketing was originally generated by which company?
63. Forbes
64. L.L. Bean
65. Google
66. Amazon
67. Which celebrity would be a good choice for a promotion?
68. Tiger Woods
69. Morgan Freeman
70. Charlie Sheen
71. Brittany Spears
72. What is a External List used for?
73. Used to avoid customers
74. Used to create a list of your most valuable customers
75. Used to generate new customers
76. Used to recruit new employees
77. Why has Computer power become so important?
78. Allows for tracking customers for measurable outcomes
79. Computer Power has developed to where it is affordable for the power
80. Allows for you to see correlation in customer behavior habits through data
81. All of the above
82. What is a Internal List used for?
83. Used for creating relationship with current customers
84. Used for creating relationships with possible customers
85. Used for turning away unwanted customers
86. Used to reference internal employees
87. What is cross-selling?
88. Selling the opposite of the consumers preferred product
89. A process used to clear unwanted inventory
90. Selling process where you sell correlated items at the same time
91. Slashing the price of a product to influence sales
92. Why is email a hard direct marketing process?
93. Spam filters
94. Burner Emails
95. The rare use of email in today society
96. A & B
97. How do marketing database’s focus their efforts on their best customers?
98. Recency
99. Frequency
100. Monetary
101. All of the Above
102. D
103. D
104. E
105. C
106. A
107. D
108. D
109. B
110. A
111. D
112. D
113. A
114. B
115. B
116. C
117. D
118. A
119. C
120. D
121. D