1. Sales promotions use incentives to motivate action by
2. Consumers
3. Members of the trade channel
4. Business buyers
5. All the above

2. The use of materials in the retail setting to attract shoppers’ attention to a firm’s brand, convey primary brand benefits, or highlight pricing information is known as

1. Point-of-Purchase advertising
2. Sales promotion
3. Trade-market sales
4. Vertical cooperative advertising

3. Techniques for business-market sales promotions include:

1. Trade shows
2. Business gifts
3. Trial offers
4. All the above

4. What type of advertising is excellent means for carrying simple messages into specific metropolitan markets.

1. Aerial advertising
2. Directory advertising
3. Billboards and transit advertising
4. Guerilla marketing

5. Techniques for trade-market sales promotions include:

1. Incentives
2. Allowances
3. Sales-training
4. All the above

6. Sales promotions use incentives to motivate action by

1. Consumers
2. Members of the trade channel
3. Business buyers
4. All the above

7. All of the following are consumer-market sales promotion objectives except for:

1. Introduce new brand
2. Contribute to IMC effort
3. Stimulate larger purchases
4. Increasing power of large retailers

8. Contests, sweepstakes, and product placement can be devices used as:

1. Incentives
2. Purchasing premiums
3. Stimulating brand interests
4. Trial offers

9. Which is not an example of sampling techniques to get product into the hands of a target audience?

1. Mobile sampling
2. On-package sampling
3. Door-to-door sampling
4. Random sampling

10. What are some ways companies use incentives for purchases?

1. Coupons, price-off deals, premiums
2. Coupons, mailing, contests
3. Premiums, rebates, sampling
4. Sweepstakes, trials, mobile alerts

11. What are some of the objectives for trade-market sales promotion?

1. Obtaining initial distribution
2. Increasing order size
3. Increasing store traffic
4. All of the above

12. What is/are the technique(s) for trade-market sales promotions?

1. Incentives
2. Allowances
3. Sales-training
4. Vertical cooperative advertising
5. All of the above

13. What type of “allowance” is included as part of the trade-market sales promotions?

1. Business gifts
2. Premiums and advertisements
3. Slotting fees
4. Trade shows

14. Which of the following is a risk of sales promotions?

1. Legal considerations
2. Increasing store traffic
3. Creating brand loyalty
4. Premiums and advertising specialties

15. Point-of-purchase advertising refers to materials used in the retail setting to?

1. Highlight pricing information
2. Attract shoppers’ attention to a firm’s brand
3. Convey primary brand benefits
4. All of the above

16. Short-term promotional displays are used for \_\_\_\_ months of less.

1. 4
2. 8
3. 6
4. 10

17. How long are permanent long-term displays used?

1. More than six months
2. Forever
3. Three years
4. Until it isn’t productive

18. Which of the following is an example of  traditional support media?

1. Flyers
2. Internet
3. Social media promotions
4. Outdoor signage

19. What is aerial advertising?

1. Dancing used to advertise
2. Airplanes pulling signs or banners, skywriting, or majestic blimps
3. Ads that run in movie theaters before the movie starts
4. Ads placed inside and on the outside of mass-transit vehicles

20. In the simplest terms, \_\_\_\_\_\_ is the container or wrapping for a product.

1. Wrapping
2. Safety materials
3. Packaging
4. Bubble wrap