

Chapter 17 Promotional Concepts and Strategies



Test-Taking Practice Test

Directions Study the Test-Prep Tips and think about how you can use them to improve your test scores. Take the practice test. Choose the word or phrase that best completes the sentence or answers the question.

Test-Prep Tips

- Eat well before taking a test. Have a good breakfast or lunch and avoid junk food. Studies show that you need good nutrition to concentrate and perform your best.
- If you are allowed to use a calculator at a testing site, make sure it is one that is authorized. Also check to see that other electronic devices such as phones, audio devices, and alarms, are turned off.

1. Companies rely on promotion to:
 - a. release newsworthy developments about their products.
 - b. engage in a one-way communication to the customer.
 - c. distinguish between public relations and publicity.
 - d. inform people about their products and services.
2. The main function of publicity is to:
 - a. enable an organization to influence a target audience.
 - b. develop a positive perception or awareness of the organization in the marketplace.
 - c. stimulate sales, reinforce advertising, and support selling efforts.
 - d. increase sales, inform potential customers about new products, and create a positive image.
3. Direct marketing is a type of advertising directed to:
 - a. the general public in an attempt to increase store traffic.
 - b. large retailers in order to convince the retailer to stock the product.
 - c. a mass audience rather than a targeted group of prospects and customers.
 - d. a targeted group of prospects and customers rather than to a mass audience.
4. Sales promotion activities designed to get support for a product from manufacturers, wholesalers, and retailers are called:
 - a. coupons.
 - b. sales force promotions.
 - c. trade promotions.
 - d. consumer promotions.
5. Premiums are:
 - a. low cost items given to consumers at a discount or for free.
 - b. certificates that entitle customers to cash discounts on goods or services.
 - c. higher priced products earned and given away through contests, sweepstakes, and rebates.
 - d. a payment fee for the right to promote products or services at or on a set location.