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| **ADVERTISING** | |
| |  |  | | --- | --- | | 1) | Good salespeople will often view objections from customers as an opportunity to | |  | A) supply more information. | |  | B) demonstrate the product. | |  | C) restate the value of the product. | |  | D) suggest related products to enhance the value of the product to be purchased. | |  |
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| |  |  | | --- | --- | | 2) | Which of the following activities will **not** help improve sales performance? | |  | A) allowing salespeople to work without monitoring | |  | B) informing sales staff about new merchandise | |  | C) having sales staff meetings | |  | D) setting sales goals | |  |
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| |  |  | | --- | --- | | 3) | The number of times a person is exposed to an advertisement is called | |  | A) span. | |  | B) reach. | |  | C) gross impression. | |  | D) frequency. | |  |
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| |  |  | | --- | --- | | 4) | The value that a company realizes from having a product with a recognizable name is called | |  | A) brand awareness. | |  | B) brand image. | |  | C) generic brand. | |  | D) brand equity. | |  |
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| |  |  | | --- | --- | | 5) | All of the following are elements of the promotional mix **except** | |  | A) advertising. | |  | B) personal selling. | |  | C) public relations. | |  | D) budget. | |  |
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| |  |  | | --- | --- | | 6) | When it comes to advertising, businesses are highly interested in the amount earned from the action. This is referred to as | |  | A) cost per click. | |  | B) return on investment (ROI). | |  | C) net profit. | |  | D) net profit. | |  |

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| |  |  | | --- | --- | | 7) | Often, the main purpose of an advertising campaign is to | |  | A) influence consumers' behavior. | |  | B) create favorable publicity. | |  | C) dominate the competition. | |  | D) establish brand awareness. | |  |
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| |  |  | | --- | --- | | 8) | Purchasing a home for most consumers involves | |  | A) extensive decision making. | |  | B) routine decision making. | |  | C) limited decision making. | |  | D) impulse buying. | |  |
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| |  |  | | --- | --- | | 9) | A strategy used to plan, execute, and monitor all promotional messages about a product to ensure consistency among all those messages is called | |  | A) consistent messaging. | |  | B) integrated marketing communication. | |  | C) message monitoring. | |  | D) communication consistency. | |  |
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| |  |  | | --- | --- | | 10) | All of the following are potential ways to maximize profits **except** | |  | A) building strong customer relationships | |  | B) maximizing sales by selling products below profit | |  | C) using prestige pricing | |  | D) providing excellent customer service | |  |
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| |  |  | | --- | --- | | 11) | When a spokesperson endorses a product in an advertisement, it is known as | |  | A) a slice-of-life advertising. | |  | B) a testimonial. | |  | C) lifestyle advertising. | |  | D) image advertising. | |  |
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| |  |  | | --- | --- | | 12) | The process of collecting data for the first time to use in solving a specific problem is: | |  | A) focus group research | |  | B) survey research | |  | C) secondary market research | |  | D) primary market research | |  |

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| |  |  | | --- | --- | | 13) | \_\_\_\_\_\_means understanding the communication. | |  | A) Connection | |  | B) Comprehension | |  | C) Contagiousness | |  | D) Credibility | |  |
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| |  |  | | --- | --- | | 14) | Who was responsible for spurring the growth of outdoor advertising? | |  | A) John Hardy | |  | B) Paul Harvey | |  | C) Ben Franklin | |  | D) P.T. Barnum | |  |
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| |  |  | | --- | --- | | 15) | Consumer \_\_\_\_\_ influences advertising. | |  | A) all answers are correct | |  | B) purchasing power | |  | C) personal preferences | |  | D) group influence | |  |

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| 1) | A |
| 2) | A |
| 3) | D |
| 4) | D |
| 5) | D |
| 6) | B |
| 7) | A |
| 8) | A |
| 9) | B |
| 10) | B |
| 11) | B |
| 12) | D |
| 13) | B |
| 14) | D |
| 15) | A |