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| **ADVERTISING** |
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| 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 |