

---

**Quiz (6) for Principles of Marketing (Sessions 16-18)**

---

Major \_\_\_\_\_ Class \_\_\_\_\_ Name \_\_\_\_\_ Score \_\_\_\_\_

**I. Fill in the blanks with either "T" or "F" to mean "True" or "False" as your judgment for the following statements:**

- ( ) 1. The six-buyer-readiness states include awareness, knowledge, liking, preference, conviction and desire.
- ( ) 2. An argument in favor of the competitive-parity method of setting a promotional budget is that the budget is set by the availability of funds rather than opportunities.
- ( ) 3. Consumer goods companies normally devote more of their funds to sales promotion and personal selling and less to advertising and public relations.
- ( ) 4. Continuity means placing all the ads in the same type of media.
- ( ) 5. The message execution style which shows one or more persons using the product in a normal setting is referred to as a slice-of-life.
- ( ) 6. Advertising consists of personal forms of communication conducted through paid sponsorship.
- ( ) 7. Push money is a form of trade promotion.
- ( ) 8. Lobbying is an activity of public relations.
- ( ) 9. Many companies use the workload approach to set sales force size.
- ( ) 10. Under the marketing concept, the problem solver is a more compatible image for a sales representative than the hard seller or order taker.

**II. Choose one best answer out of the given choices:**

1. A "push" strategy pushes the product:
    - a. onto consumers.
    - b. through distribution channels.
    - c. onto consumers and middlemen.
    - d. none of the above.
  
  2. The Cromer Manufacturing Company has mounted an aggressive rebate program to boost sales. Cromer is employing:
    - a. sales promotion.
    - b. advertising.
    - c. personal selling.
    - d. publicity.
    - e. public communications.
  
  3. In the introduction stage of the product life cycle of a consumer good:
    - a. personal selling is emphasized over advertising,
    - b. advertising and publicity are cost effective in producing high awareness.
    - c. sales promotion is nonexistent.
-

- 
- d. publicity is nonexistent.  
e. advertising and public relations loses effectiveness rapidly.
4. \_\_\_\_\_ have/has the advantages of good mass-market coverage and low cost per exposure and is/are appealing to the senses.  
a. Newspapers            b. Magazines            c. Television            d. Radio
5. \_\_\_\_\_ refers to the qualitative value of a message exposure through given medium.  
a. Reach            b. Tone            c. Frequency            d. Impact            e. Style
6. In general, sales promotions should be aimed at:  
a. boosting short-term sales.            b. creating immediate increases in market share.  
c. building consumer relationships.    d. none of the above.
7. These salespeople are expected to build goodwill or educate buyers.  
a. Order getters.            b. Missionary salespeople.  
c. Order takers.            d. Support salespeople.
8. Which of the following tasks involves the identification and cultivation of new customers?  
a. prospecting            b. communications            c. selling  
d. information            e. presentation and demonstration
9. Which of the following elements in a compensation package provide the greatest amount of incentive for sale representative?  
a. salary            b. fringe benefits            c. expense allowances  
d. commissions            e. use of company vehicle
10. A good sale representative attempts to reduce a buyer's cognitive dissonance during the \_\_\_\_\_ step of selling.  
a. presentation and demonstration            b. handling objections  
c. closing            d. follow-up  
e. prospecting

-- END --