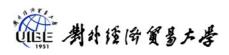


## **Quiz (6) for Principles of Marketing (Sessions 16-18)**

	M	ajor	Class	Name	Score		
I.			lanks with either r the following sta		an "True" or "False	∍" as your	
(	)		buyer-readiness state ce, conviction and de		, knowledge, liking,		
(	)	) 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 the 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. Continu	ity 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 a normal setting is referred to as a slice-of-life.					e product in	
(	) 6. Advertising consists of personal forms of communication conducted through pai sponsorship.						
(	)	7. Push mo	oney is a form of trad	e promotion.			
(	)	) 8. Lobbying is an activity of public relations.					
(	)	9. Many companies use the workload approach to set sales force size.					
(	)		the marketing concept presentative than the		er is a more compatible taker.	image for a	
II.	Cho	oose one b	pest answer out of	the given choice	es:		
1		-	egy pushes the produc		hution channels		
		onto consum		d. none of the	bution channels.		
	C. (	onto consum	ners and middlemen.	a. none of the	above.		
	sa	ales. Cromer	is employing:		aggressive rebate progr	ram to boost	
		sales promo publicity.		tising. communications.	c. personal selling.		
	a. b.	personal se advertising	ction stage of the pro lling is emphasized o and publicity are cos otion is nonexistent.	ver advertising,	-		



d. publicity is nonexistent.							
e. advertising and public relations loses effectiveness rapidly.							
<ul><li>4 have/has the advantages of good mass-market coverage and low cost per exposure and is/are appealing to the senses.</li><li>a. Newspapers</li><li>b. Magazines</li><li>c. Television</li><li>d. Radio</li></ul>							
5refers to the qualitative value of a message exposure through given medium. a. Reach b. Tone c. Frequency d. Impact e. Style							
<ul><li>6. In general, sales promotions should be aimed at:</li><li>a. boosting short-term sales.</li><li>b. creating immediate increases in market share.</li><li>c. building consumer relationships.</li><li>d. none of the above.</li></ul>							
<ul> <li>7. These salespeople are expected to build goodwill or educate buyers.</li> <li>a. Order getters.</li> <li>b. Missionary salespeople.</li> <li>c. Order takers.</li> <li>d. Support salespeople.</li> </ul>							
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							

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