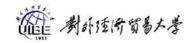


Quiz (6) for Principles of Marketing (Sessions 16-18)

	Major	Class	Name	Score					
I.		olanks with either "T Igment for the follow		"True" or "False"					
() 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 fund rather than opportunities. 								
() 3. Consumer goods companies normally devote more of their funds sales promotion and personal selling and less to advertising ar public relations.								
() 4. Contin	uity means placing all t	the ads in the same t	ype of media.					
() 5. The message execution style which shows one or more persons usin the product in a normal setting is referred to as a slice-of-life.								
() 6. Advertising consists of personal forms of communication conducte through paid sponsorship.								
(_	noney is a form of trade	promotion.						
() 8. Lobbyi	ing is an activity of pub	olic relations.						
() 9. Many (companies use the work	kload approach to se	t sales force size.					
(der the marketing co atible image for a sale taker.							
II.	Choose one	best answer out of	the given choice	s:					
1	a. onto consu	tegy pushes the product mers. mers and middlemen.	t: b. through distrib d. none of the a						
		r Manufacturing Compoost sales. Cromer is e		an aggressive rebate					
se	a. sales pro			c. personal					
	d. publicity.	e. public o	communications.						
		uction stage of the proceeding is emphasized ov	•	onsumer good:					
	c. sales pron d. publicity	g and publicity are cost notion is nonexistent. is nonexistent. g and public relations le							
		e/has the advantages of							
		posure and is/are appea	_						
	a. Newspape			on d. Radio					



Э.	medium.									
	a. Reach b. '	Tone	c. Frequenc	ey d. Imp	act	e.				
Style		Tone	c. Trequenc	y a. imp	uct	٠.				
6.	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		nmunication		c. selling					
	d. information	e. pre	sentation and	d demonstration						
9.	Which of the foll	age provide	the							
9. Which of the following elements in a compensation package provide the greatest amount of incentive for sale representative?										
	a. salary		fringe be		c. expe	nse				
allov	vances									
	d. commissions	e. use	of company	vehicle						
10	A ~~~d ~~l~ ~~~~~	4 . 4 4 4			itiva diagona					
10.	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	. aomonstat		. follow-up	.10110					
	e. prospecting		_	.						

-- END --