

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

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