

## ADVERTISING

- 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.
  
- 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
  
- 3) The number of times a person is exposed to an advertisement is called
  - A) span.
  - B) reach.
  - C) gross impression.
  - D) frequency.
  
- 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.
  
- 5) All of the following are elements of the promotional mix **except**
  - A) advertising.
  - B) personal selling.
  - C) public relations.
  - D) budget.
  
- 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.

- 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.
- 8) Purchasing a home for most consumers involves
- A) extensive decision making.
  - B) routine decision making.
  - C) limited decision making.
  - D) impulse buying.
- 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.
- 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
- 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.
- 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

- 13) \_\_\_\_\_ means understanding the communication.
- A) Connection
  - B) Comprehension
  - C) Contagiousness
  - D) Credibility
- 14) Who was responsible for spurring the growth of outdoor advertising?
- A) John Hardy
  - B) Paul Harvey
  - C) Ben Franklin
  - D) P.T. Barnum
- 15) Consumer \_\_\_\_\_ influences advertising.
- A) all answers are correct
  - B) purchasing power
  - C) personal preferences
  - D) group influence

- 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