**TRUE/FALSE (5 questions)**

**Indicate whether the following sentences or statements are true or false.**

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_\_\_\_\_ | Effective promotions can generate sales and can create opportunities to engage with consumers. |
| 2. | \_\_\_\_\_\_\_ | The components of the marketing mix traditionally include product, place, promotion, and payroll. |
| 3. | \_\_\_\_\_\_\_ | Promotion plays a significant role in creating and maintaining the levels of commitment and emotional involvement consumers have with the brand. |
| 4. | \_\_\_\_\_\_\_ | Building an effective promotion strategy is the key to communicating this information to consumers. |
| 5. | \_\_\_\_\_\_\_ | Publicity is public information about a company/team, good, or service appearing in the mass media as a news item at great costs to the organization. |

## MULTIPLE CHOICE (5 questions)

**Identify the letter of the choice that best completes the statement or answers the question.**

\_\_\_\_\_\_\_ 1. Which of the following is a form of promotion?\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Advertising b. Direct Marketing

c. Personal selling d. All of the above

\_\_\_\_\_\_\_ 2. Factors that influence decisions regarding the promotions mix may include:

a. Budget b. Target market

c. Competition d. All of the above

\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_ is any paid, non-personal form of communication by an identified company promoting goods and services.

a. Sales Promotion b. Advertising

c. Personal selling d. All of the above

\_\_\_\_\_\_\_ 4. June 3rd National Donut Day Buy 2 Get 1 Free is an example of a:

a. Sales Promotion b. Publicity

c. Personal Selling d. None of the above

\_\_\_\_\_\_\_ 5. When a store or brand sends text messages about special offers or discounts to customers in the company’s database, they are engaging in a form of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a. Direct Marketing b. Publicity

c. Sales Promotion d. None of the above

## SHORT ANSWER (3 questions)

1. Why is promotion important?

2. List four critical components of a marketing mix.

3. List three forms of a Sales Promotion.