**TRUE/FALSE (5 questions)**

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

|  |  |  |
| --- | --- | --- |
| 1. | \_\_\_T\_\_\_\_ | Effective promotions can generate sales and can create opportunities to engage with consumers. |
| 2. | \_\_\_F\_\_\_\_ | The components of the marketing mix traditionally include product, place, promotion, and payroll. |
| 3. | \_\_\_T\_\_\_\_ | Promotion plays a significant role in creating and maintaining the levels of commitment and emotional involvement consumers have with the brand. |
| 4. | \_\_\_T\_\_\_\_ | Building an effective promotion strategy is the key to communicating this information to consumers. |
| 5. | \_\_\_F\_\_\_\_ | 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.**

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

a. Advertising b. Direct Marketing

c. Personal selling d. All of the above

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

a. Budget b. Target market

c. Competition d. All of the above

\_\_\_B\_\_\_\_ 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

\_\_\_A\_\_\_\_ 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

\_\_\_A\_\_\_\_ 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?

Building an effective promotion strategy is the key to communicating this information to consumers. A business might have a great product and an affordable price point, but consumers will not purchase the product if they don’t know it exists or the benefits the product can provide.

2. List four critical components of a marketing mix.

Product

Place

Promotion

Price

3. List three forms of a Sales Promotion.

* Limited or Special Editions
* Free shipping
* Contests and sweepstakes
* Sampling
* Point of purchase
* Discounts and couponing
* Rebates