**TRUE/FALSE (5 questions)**

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

| 1. | \_\_\_\_\_\_\_ | Trends impact a business’s ability to generate revenue. |
| --- | --- | --- |
| 2. | \_\_\_\_\_\_\_ | Including people of all ages, abilities, genders, ethnicities, and other demographic groups in advertisements is important to consumers, and businesses and brands are responding accordingly. |
| 3. | \_\_\_\_\_\_\_ | Only businesses in certain industries monitor shifts in consumer preferences and behaviors. |
| 4. | \_\_\_\_\_\_\_ | Brands using the metaverse to connect with consumers represents an example of nostalgia marketing. |
| 5. | \_\_\_\_\_\_\_ | Branded merchandise is a unique marketing strategy that seeks to engage consumers and build brand loyalty. |

## MULTIPLE CHOICE (5 questions)

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

\_\_\_\_\_\_\_1. Shifts in industry trends could include:

a. Customer buying patterns b. Effective marketing techniques

c. New technology d. All of the above

\_\_\_\_\_\_\_ 2. Which of the following is not a current marketing trend?

a. Branded merchandise collections b. Avoiding local media and ad channels

c. Nostalgia marketing d. Diversity and Inclusion

\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is when two or more businesses partner to produce a product or service in which both parties   
 mutually benefit.

a. Brand rivalry b. Branded merchandise

c. Brand collaboration d. Nostalgia marketing

\_\_\_\_\_\_\_ 4. \_\_\_\_\_\_\_\_\_\_\_\_\_ is when brands go after rival brands as part of an advertising campaign, often played out on social media.

a. Brand rivalry b. Brand collaboration

c. Branded merchandise d. Brand loyalty

\_\_\_\_\_\_\_ 5. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a current trend where a business or brand opens a short-term sales space, often launched as a promotional tool to create awareness and build interest for new products.

a. Retailing b. Pop shop

c. Pop socket d. Pop-up

## SHORT ANSWER (2 questions)

1. What is experiential marketing?

2. What is seasonality?