***MARKETING MANAGEMENT***

*Chapter 11-Advertising and Sales Promotion Decisions*

1. Which form of Institutional Advertising is a way for corporations to express their views on controversial issues.
   1. Advocacy Advertising
   2. Product Advertising
   3. Institutional Advertising
   4. Competitive Advertising.
2. What does ‘R’ stand for in the “DAGMAR” approach?
   1. Relation
   2. Relevancy
   3. Results
   4. Regain
3. What does “USP” stand for?
   1. Unique Sales product
   2. Unified Selling Phase
   3. Unique Selling Proposition
   4. Used Sales Portfolio
4. Global Advertising Managers are increasingly concerned with the issue of?
   1. Standardization vs Customization
   2. Customization vs Globalization
   3. Globalization vs Standardization
   4. Domestic vs International
5. Media Decisions are typically based on cost per thousand, reach and \_\_\_\_\_\_
   1. Frequency
   2. Media Mix
   3. Media Schedule
   4. Flighted Media
6. Which activity is a short-term incentive offered to consumers to induce purchase?
   1. Pulsing Promotion
   2. Sales Promotion
   3. Trade Promotion
   4. Consumer Sales Promotion
7. Consumer Product Manufactures spend how much % in their Promotion Budgets?
   1. 25%
   2. 72%
   3. 80%
   4. 50%
8. \_\_\_\_\_\_is a certificate that entitles consumers to an immediate price reduction when they purchase the item?
   1. Code
   2. Coupon
   3. Voucher
   4. Credit note
9. Which Sales Promotion tool rely on Chance & Luck?
   1. Contests
   2. Rebates
   3. Sampling
   4. Sweepstakes
10. \_\_\_\_\_\_ is a price reduction offered by manufactures to intermediaries?
    1. Trade Allowance
    2. Push Money
    3. Discounts
    4. Offers
11. Which type of advertising tries to promote an organization ‘s image, reputation, or ideas?
    1. Competitive Advertising
    2. Reminder Advertising
    3. Institutional Advertising
    4. Indirect type Advertising
12. \_\_\_\_\_\_ is a competitive type of Advertising that aims for immediate buying action.
    1. Competitive
    2. Indirect
    3. Direct
    4. Pioneering
13. \_\_\_\_\_ is a type of Advertising to keep the product’s name before the public.
    1. Remainder Advertising
    2. Corrective Advertising
    3. Competitive Advertising
    4. Institutional Advertising
14. \_\_\_\_\_\_ Ads to correct Deceptive Advertising.
    1. Copy thrust
    2. Advertising Agencies
    3. Direct type of advertising
    4. Corrective Advertising
15. Who are the specialists in planning and handling mass-selling details for advertisers.
    1. Advertising agencies
    2. Corporate agencies
    3. Private agencies
    4. Government
16. Which Market Share tends to spend proportionately more for advertising and Sales Promotion?
    1. Small
    2. Medium
    3. Large
    4. Average
17. Which advertising try to sell a specific product?
    1. Institutional
    2. Competitive
    3. Product
    4. Corrective
18. Which type of advertising is not action oriented?
    1. Government
    2. Local
    3. Institutional
    4. Foreign
19. High Costs and Low Redemption Rates cause marketers to \_\_\_\_\_\_ their use of coupons.
    1. Seal
    2. Redeem
    3. Re-evaluate
    4. Counter
20. What is a way to reduce risk a consumer perceives while trying a new product?
    1. Loyalty
    2. Premium
    3. Sampling
    4. Rebates

THANK YOU

Roll no-22.

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