



WEEK 6: ASSIGNMENT 6

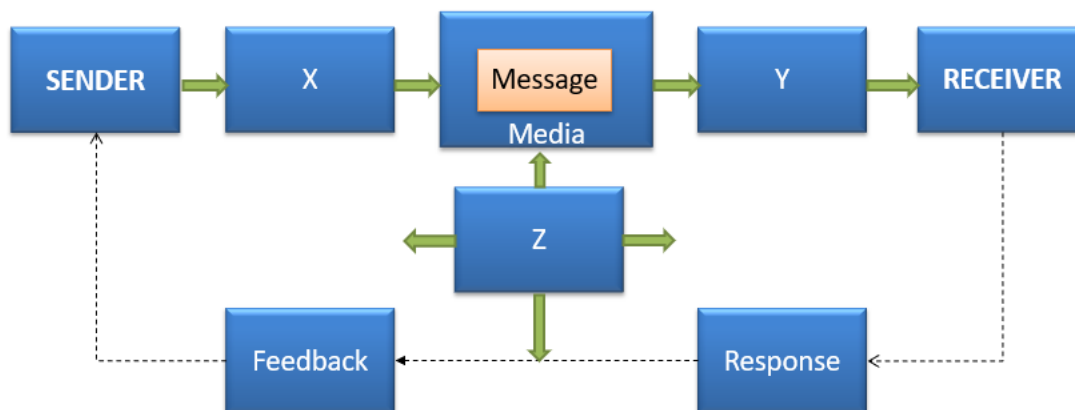
1. Define Personal Selling.

- It involves sending an offer, announcement, reminder, or other item to a person.
- It is the process of person-to-person communication between a salesperson and a prospective customer in which the former learns about the latter's needs and seeks to satisfy those needs by offering the prospective customer the opportunity to buy something of value, such as a good or service.
- It is the use of the telephone and call centers to attract prospects, sell to existing customers, and provide service by taking orders and answering questions. Telemarketing helps companies increase revenue, reduce selling costs, and improve customer satisfaction.
- It includes advertising, apps, messaging, mCommerce and CRM on all mobile devices including smart phones and tablets.

2. Which of the following is a medium for direct marketing?

- Personal Selling
- Direct Mail
- Retailing
- Telemarketing
- Advertising

3. Identify X, Y and Z from the given image of elements in communication process.



- X = Encoding, Y = Noise, and Z = Decoding
 - X = Decoding, Y = Noise, and Z = Encoding
 - X = Encoding, Y = Decoding, and Z = Noise
 - X = Decoding, Y = Encoding, and Z = Noise
- 4. Name the sportswear company that introduced the campaign “Before and After” to highlight the importance of mental health benefits of physical activities.**
- NIKE
 - Adidas

- c. Puma
 - d. Asics
 - e. Under Armour
5. Newspapers, Magazines, trade journals and directories are all examples of which type of media choice?
- a. Radio
 - b. Printed Media
 - c. Ambient Media
 - d. Posters
6. _____ is a French sports retailing organization that took advantage of RFID (Radio Frequency Identification) technology to increase product availability instore, to accelerate and facilitate checkout, and to improve product security.
- a. Cosmos Sports
 - b. Reebok
 - c. Nivia
 - d. Decathlon
7. _____ are coordinated promotional messages and related media used to communicate with a market.
- a. Marketing Communications
 - b. Email Marketing
 - c. Marketing Research
 - d. Branding
8. Which type of media choice uses unusual external media to gain impact and publicity?
- a. Posters
 - b. Ambient Media
 - c. Exhibitions and events
 - d. Posters
9. Name the brand that used direct marketing by sending out mails that stated that the package was “too chunky for your letterbox” as part of launching their new chocolate bar.
- a. Snickers
 - b. Hershey’s
 - c. Mars
 - d. Kit Kat
10. The total of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs efforts to a target audience using one or more media for the purpose of soliciting a response by phone, mail, or personal visit from a prospect or customer is known as _____.
- a. Direct Selling
 - b. Email Marketing
 - c. Direct Marketing
 - d. Advertising

ANSWERS

1. B
2. A, B & D
3. C
4. D
5. B
6. D
7. A
8. B
9. D
10. C

END