



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Topic: UNIT TITLE IV – PROMOTION	Department: COMMERCE
WORKSHEET NO: 1		

I. CHOOSE THE RIGHT OPTION:

1. Social Media Marketing involves CBSE 2018
 - a. Advertising in newspapers
 - b. Advertising on T.V.
 - c. Using website**
 - d. Using posters, hoardings, electronic displays, etc.

2. One of the following is the name of a Social Networking site CBSE 2018
 - a. Microsoft
 - b. Excel
 - c. Twitter**
 - d. Java

3. Facebook and You Tube are the names of _____ platforms. CBSE 2019
 - a. Railway
 - b. Social Media**
 - c. Public
 - d. Political

4. Which of the following statements is correct? CBSE 2019
 - (a) Advertising and Publicity are the same
 - (b) Advertising and Personal selling are the same

(c) Personal selling and Salesmanship are synonymous

(d) Advertising is included under Sales Promotion

5. It is not one of the sales techniques CBSE 2019

a. Exhibition

b. Distribution of the free samples

c. Prize contest

d. Advertising

6. In the context of Marketing Mix, promotion means CBSE 2019

a. Promoting a salesman to the post of Sales Manager

b. Increasing the number of products to be sold

c. Improving the quality of the products to be sold

d. The process of persuading prospective customers to buy a product

7. It is concerned with creating mutual understanding between the marketer and its target group: CBSE 2020

a. Personal Selling

b. Public Relations

c. Promotion

d. Sponsorship

8. A large number of people are averse to : CBSE 2020

a. Newspaper Advertising

b. Cinema Advertising

c. Telemarketing

d. Out-of-Home Advertising

9. _____ is a fact of life and is essential for every business.

a. place

b. promotion

c. physical evidence

d. product

10. Promotion can be of two types _____ and _____

a. ATL and BTL

b. ATP and BTP

c. ALI and BLI

d. ATL and BTI

11. “Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is _____”

a. communication

b. Facilitating agencies

c. Consumers

d. advertising

12. “Management function which tabulates public attitudes, defines the policies, procedures and interests of an organization followed by executing a program of action to earn public understanding and acceptance is _____.”

a. Sales promotion

b. Procedural organising

c. Public welfare

d. Public relations

13. _____ is a generic term for a range of specialist and sophisticated skills involved in communication with publics through, primarily, broadcast, published media.

a. PR

b. RR

c. PPR

d. RP

14. A _____ is the individual or group that provides the support.

a. Placer

b. supporter

c. sponsor

d. customer

15. Space and advertisement layout costs are higher is a limitation of _____

a. advertising

b. radio advertising

c. Magazine Advertising

d. tv commercials

16. The customer is invited to collect tokens from a number of packs and send them to receive cash voucher. This is _____

a. Price cutoffs

b. vouchers/coupons

c. Cash Rebates

d. Pack offers

17. Manufacturers of consumer durables, like cars, fridges, stereos are offered a commitment by them to buy back at a specified in the future. This is

a. buy-back

b. buy offers

c. repurchase Offers

d. wholesale offers

18. On-packet Offers, with Purchase Premiums, Free Mail-Ins, Partner Promotions and Tailor-Made offers are examples of

a. premium promotions

b. paid promotions

c. promotional coupons

d. purchase premiums

II. FILL IN THE BLANKS:

19. Advertising is aimed at long-term building of positive brand attitude, whereas promotion is aimed at more short-term tactical goal of **moving forward sales** now.

20. If the strategy adopted is to motivate and persuade the intermediaries to make effort to increase the sales the strategy is called **push strategy**.

21. For high-priced products, **personal selling** is important to mitigate risk.

22. Push communications are directed at **channel intermediaries**.

23. During the maturity stage, the emphasis will be on switching of **customers from competitors** and hence more of sales promotion is used.

24. In the decline stage the firm will be more interested in harvesting **revenue** as much as possible.

25. Types of sales promotion can be (any three) - **1. Price Promotions 2. Prize Promotions 3. Premium Promotions.**

26. Limitations of Radio advertising are (any three) - **1. Clutter 2. No visuals 3. No proper attention as listeners give attention to other aspects.**

III. ANSWER THE FOLLOWING QUESTIONS:

27. What is Promotion-mix?
28. Explain Push and Pull Strategies.
29. Write a note on personal selling.
30. Write a note on Prize Promotions.
31. List the types of sales promotion.
32. List the objectives of Sales Promotion.
33. What are the advantages and limitations of Television Advertising.
34. Describe the various steps in Personal Selling. CBSE 2019
35. What is Promotion Mix? Explain its components in brief. CBSE 2019
36. Distinguish between social media and Paper Based Media CBSE 2019
37. Explain any two advantages of Newspaper Advertising. CBSE 2019
38. What do you mean by Internet Marketing? CBSE 2019
39. Giving reasons, suggest a suitable media of advertising for a Refrigerator. CBSE 2018
40. "The maintenance of ethical standards in all forms of advertising is essential if advertising is to fulfil its proper function as a marketing tool." Support this statement explaining the functions of advertising. CBSE 2018
41. What is social media? Write the names of two Social Media sites. CBSE 2018
42. Explain various promotion techniques which are in use these days. CBSE 2020
43. Discuss advantages and disadvantages of 'Online Marketing'. CBSE 2020
44. Distinguish between Personal selling and Sales promotion. CBSE 2020
45. Explain the advantages of cinema advertising. CBSE 2020

ALL THE VERY BEST.....!!