



# INDIAN SCHOOL AL WADI AL KABIR

<b>Class: XII</b>	<b>Department: Commerce</b>
<b>Subject: Marketing</b>	<b>Part I – Subject Specific Skills</b>
<b>Worksheet: 01</b>	<b>Chapter 4: Promotion</b>

## 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

19. Promotion focuses on communicating with the \_\_\_\_\_

**a. target market**

b. target circle

c. market segment

d. market

20. One of the following is an element of Promotion Mix CBSE 2018

a. Product

b. Price

**c. Personal selling**

d. Plant location

21. With reference to Newspaper Advertising, one of the following statements is not correct  
CBSE 2018

a. It is suitable for consumer products of mass appeal.

**b. It can be used to communicate even with those people who are illiterate.**

c. It is a good source of income to newspapers.

d. Cost of advertisement per reader is relatively low.

22. Which of the following statements is correct? CBSE 2018

**a. Personal selling is also known as Salesmanship.**

b. Advertisement and Publicity have the same meaning.

c. Marketing promotion may also be called Sales promotion.

d. Personal selling is not a component of Promotion mix.

23. Promotion is to \_\_\_\_\_ the customers to use one particular brand in this brands-cluttered world.

a. negotiate

**b. persuade**

c. advertise

d. communicate

24. Promotion creates value by influencing consumers \_\_\_\_\_.

a. Intermediaries

b. expectations

c. market needs

**d. perceptions**

25. ATL communications use the \_\_\_\_\_ and print media to reach the mass audience

a. tv commercials

b. social media

c. advertising

**d. broadcast medium**

26. BTL activities are targeted to a selective audience which might be present in a store or in a \_\_\_\_\_.

a. place

b. location

**c. fair**

d. outlet

27. An industrial company may target mostly on \_\_\_\_\_.

**a. direct marketing**

b. sales promotion

c. personal selling

d. public relations

28. According to Jonah Berger, only \_\_\_\_\_ of word of mouth is online.

a. 8 %

b. 9%

c. 2%

**d. 7%**

29. Any advertising activity which creates and exploits a direct relationship between the marketer and its prospects or customer as an individual is \_\_\_\_\_

a. relationship

b. personal selling

**c. direct marketing**

d. customer relations

30. Any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact is \_\_\_\_\_

a. Electronic transaction

b. Email

**c. Electronic commerce**

d. Internet transaction

31. Direct selling through telemarketing (over the telephone), relies heavily on \_\_\_\_\_.

a. sales promotion

b. sales

c.direct promotion

**d.personal selling**

32. The least cost per customer happens in-

- a) Consumer Promotion
- b) Trade Promotion
- c) Advertising**
- d) Personal selling

33. Whose report predicted that the OOH sector is projected to grow @10% over the next 5 years?

- a) FICCI-KPMG report**
- b) EESL
- c) IGBC
- d) None of the above

II.FILL IN THE BLANKS:

1. 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.

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

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

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

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

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

7. Mention any 3 types of sales promotion

Ans: Price Promotions, Prize Promotions, Premium Promotions.

8. **Personal selling** is a paid, two-way communication and to persuade customers through information to buy products in an exchange situation.

9. **Public Relations** is a broad set of guidelines which makes use of advertising, annual reports, brochures, event sponsorships, and undertaking social projects like helping poor and environment to build or maintain a favourable image with its various publics.

10. **Sponsorship** like other marketing activities is more than a century old. It entered the oxford Dictionary around **1930**.



11. **Print Media** consists of national newspapers, English dailies, vernacular papers, consumer magazines, trade journals, technical journals, professional journals, directories and yearbooks.

12. **Magazines** have a more shelf life.

13. Currently there are **248** FM channels.

14. Existing customers will increase the sales volume as they will buy in bulk. This is called as **Increased Trial**.

15. **Free Prize Draws** (and lotteries) involves putting the names of all the entrants in a computer and deciding winners by chance.

16. **Premium Promotions** are kind of sales promotion; the benefit comes with an item of merchandise.

17. The advertising is derived from the Latin word **advertere (turn towards)**

18. Promotion, thus, **informs, persuades and reminds** the target group of the availability of the product, the place where it is available, and the price of the product.

19. The promotion is to **persuade** the customers to use one particular brand in this brands-cluttered world

20. Promotion has to continuously **remind** the customers of the brand and enforce customer loyalty,

21. Promotion is meant to create **relationship** through constant promotion and involvement of customers with the marketer so as to create a lifetime relationship with them. a.

22. Promotion creates **value** by influencing consumers' perceptions. a.

23. Promotion **accomplishes goals** assists sales representatives, and enhances the results of other marketing communications.