



INDIAN SCHOOL AL WADI AL KABIR

Class: XII	Topic: UNIT TITLE IV –PROMOTION	Department: COMMERCE
	WORKSHEET NO: 2	

I.CHOOSE THE RIGHT OPTION:

1. Promotion focuses on communicating with the _____

a. target market

b. target circle

c.market segment

d. market

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

a. Product

b. Price

c.Personal selling

d. Plant location

3. 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.

4. 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.

5. Promotion is to _____ the customers to use one particular brand in this brands-cluttered world.

a. negotiate

b. persuade

c. advertise

d. communicate

6. Promotion creates value by influencing consumers_____.

a. Intermediaries

b. expectations

c. market needs

d. perceptions

7. ATL communications use the _____ and print media to reach the mass audience

a. tv commercials

b. social media

c. advertising

d. broadcast medium

8. 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

9. An industrial company may target mostly on _____.

a. direct marketing

b. sales promotion

c. personal selling

d. public relations

10. According to Jonah Berger, only _____ of word of mouth is online.

a.8 %

b.9%

c.2%

d.7%

11. 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

12. 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

13. Direct selling through telemarketing (over the telephone), relies heavily on _____.

a. sales promotion

b. sales

c.direct promotion

d.personal selling

II.FILL IN THE BLANKS:

14. **Personal selling** is an important element of promotion mix, a part of 4Ps. Personal selling is a paid, two-way communication and to persuade customers through information to buy products in an exchange situation.

15. **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.

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

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

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

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

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

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

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

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

III. ANSWER THE FOLLOWING QUESTIONS:

24. Distinguish between the following:

- (i) Advertising and sales promotion
- (ii) Sales promotion and Personal Selling.

25. Write short notes on the following: a. Integrated Marketing Communication
b. Communication Planning and Control.

26. Explain in detail the factors affecting the selection of Promotion Mix.

27. Write a note on Off-the Shelf Offers.

28. Define Sweepstakes/Games.

29. List the limitations of out-of-Home Advertising.
30. Give one advantage and one disadvantage of distributing free samples for sales promotion. CBSE 2018
31. Give one advantage and one limitation of online marketing. CBSE 2018
32. “If you are trying to promote your business, social media can be a huge help.” Give the advantages of social media to support this statement. CBSE 2019
33. State the advantages and drawbacks of Television Advertising. CBSE 2019
34. Explain any two qualities of a good salesman. CBSE 2019

ALL THE BEST!!