

# CHAPTER 12

## The Promotional Strategy

A. Match each definition in the left column with the correct term from the right column. Write the letter of the term in the space provided.

- |   |                         |
|---|-------------------------|
| _____ 1. influencing potential customers to buy before contact is actually made                                   | a. specialty items      |
| _____ 2. items such as pens, caps, and T-shirts imprinted with a company's name and used for advertising purposes | b. campaign             |
| _____ 3. procedure in which a panel of consumers evaluates an ad before it runs                                   | c. preselling           |
| _____ 4. the beliefs, ideas, and impressions that people have of a business                                       | d. advertising agencies |
| _____ 5. standard used to compare costs   | e. consumer pretests    |
| _____ 6. activities designed to create goodwill toward a business   | f. image                |
| _____ 7. companies that can handle all phases of advertising  | g. industry average     |
| _____ 8. a series of related promotional activities with a similar theme  | h. public relations     |

B. In the space at the left, write the letter of the choice that best completes the statement or answers the question.

- \_\_\_\_\_ 9. Advertisements sent directly to the home.
- |                |                |
|----------------|----------------|
| a. outdoor     | c. transit     |
| b. direct mail | d. newsletters |
- \_\_\_\_\_ 10. Revisions to the promotional plan should be consistent with other marketing objectives and
- |                 |            |
|-----------------|------------|
| a. advertising. | c. prices. |
| b. strategies.  | d. image.  |
- \_\_\_\_\_ 11. Sales promotions in the form of games
- |             |                |
|-------------|----------------|
| a. rebates  | c. sweepstakes |
| b. premiums | d. samples     |
- \_\_\_\_\_ 12. Oral presentations to one or more potential buyers with the intent of making a sale.
- |                |                     |
|----------------|---------------------|
| a. publicity   | c. sales promotion  |
| b. advertising | d. personal selling |

