

1. Which of the following is the right time for a business to make promotional decisions in relation to product, price, and distribution decisions:
 - A. After product, price, and distribution
 - B. Before product, price, and distribution
 - C. Along with product, price, and distribution
 - D. Without considering product, price, and distribution

2. An ad informing consumers of a company's efforts to stop pollution is an example of _____ promotion.
 - A. promotional
 - B. institutional
 - C. direct-mail
 - D. retail

3. Which of the following is the basic purpose of a company's promotional mix:
 - A. To provide all product information
 - B. To influence consumers to purchase
 - C. To list the company's products
 - D. To reduce competitors' sales

4. Technology advancements have provided marketers the ability to send cost-effective, opt-in promotional messages to a customer's _____ address.
 - A. P.O. box
 - B. street
 - C. email
 - D. secondary

5. Which of the following is an example of specialty advertising:
 - A. Skywriting
 - B. A postcard announcing a special sale
 - C. Billboards
 - D. Key rings bearing a company's name

1. A
After product, price, and distribution. Before businesses can make promotional decisions, they should develop and price the product and decide how it will be distributed. Businesses need information about product, price, and place before making promotional decisions. For example, it would be useless for a business to promote a product without being prepared to produce and distribute it.
SOURCE: PR:001
SOURCE: PR LAP 2—Razzle Dazzle (Nature of Promotion)
2. B
Institutional. Institutional promotion attempts to create an image of the business in the eyes of consumers. Institutional advertising builds goodwill by convincing consumers that the business is interested in the welfare of the community. Retail promotion is any promotion used by a retail business. Direct mail is a method of promotion in which promotional messages are sent to specific individuals who may be interested in a particular product. The purpose of promotional advertising is to stimulate consumer purchases of goods and services.
SOURCE: PR:002
SOURCE: PR LAP 4—Know Your Options (Types of Promotion)
3. B
To influence consumers to purchase. Businesses combine or mix the different forms or elements of promotion in order to create the promotional mix that will be the most effective for them. Their ultimate goal is to sell their own product(s), rather than reduce competitors' sales, simply list their products, or try to provide complete product information.
SOURCE: PR:003
SOURCE: PR LAP 1—Razzle Dazzle (Promotional Mix)
4. C
Email. Electronic mail is a method of sending promotional messages via computer networks. Each computer has its own email address or path. A street address is a number and street name of a facility that is set up to receive traditional mail service. A P.O. box is a location in a post office where customers can send their mail to hold until they pick it up. A secondary address is a general term used to describe an alternate address to send mail; it can be an electronic or traditional mail location.
SOURCE: PR:100
SOURCE: O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2009). Advertising & integrated brand promotion (5th ed.) [p. 60]. Mason, OH: South-Western Cengage Learning.
5. D
Key rings bearing a company's name. Specialty advertising is the use of small items that contain the company's name and/or a brief promotional message. The items are usually given to customers to remind them of the business. Examples of other specialty advertising items are pens, matchbooks, calendars, etc. A postcard announcing a special sale is an example of direct mail. Skywriting and billboards are examples of out-of-home media.
SOURCE: PR:007
SOURCE: PR LAP 3—Ad-quipping Your Business (Types of Promotional Media)