

Marketing , advertising and sales promotion final

[Business](#), [Marketing](#)



Sales and Promotion Sales and Promotion What are the three ARM factors every ad should have? a) Commercial content. b) The advert should be sensitive.

c) Creativity and imagination should be applied in designing the advert (Schmitt, 2011).

2) What law protects both the buyer and the manufacturer and why.

The consumer protection Act serves to protect both the buyers and the manufactures because it ensures that monopolies do not arise exploiting consumers with high prices and other manufacturers in the market (Schmitt, 2011).

3) True - False: A well written public relations release should always include " puff" type words.

False

4) Which one of the following is a component of Direct Mail Marketing?

a) All of the above

5) True -False: Sales Promotion is the use of a value added offer or incentive for the purpose of influencing or moving the buying cycle forward.

True

6) What are the differences between Advertising and Sales Promotion? Is one more effective than the other? Give examples.

Advertising refers to positioning a product or service against other competitors in the market in a bid to convey a specific message to promote the brand. It involves adverts in newspapers, magazines, radios, television and billboards. Advertising makes use of emotional appeal, is brand oriented and makes use of an indirect and subtle approach in a bid to increase sales

(Schmitt, 2011).

On the other hand, sales promotion relies on value added offers which may be discounted, demonstrations, exhibitions, contests, trade shows, giveaways and points of sale displays in a bid to appeal customers to make purchases. Contrary to advertising, sales promotion is short term, direct and leads to the increase of sales in a short time (Schmitt, 2011). Therefore, sales promotion proves to be more effective in a shorter period of time.

7) Who is the most important person involved with your company?

The customer is the most important person involved with any company because all the products and services are targeted to the customer. Notably, there is no business without a customer (Schmitt, 2011).

8) What are the differences between Demographics and Psychographics?

Demographics denote social, economic features used to define a population, especially in statistics. This includes age, sex, income level, marital status, religion, occupation, birth rate, death rate, educational level, family size and average age at marriage (Schmitt, 2011).

On the other hand, Psychographics denote categories of people in the market grouped according to their opinions, interests, activities and statements.

9) What are the differences between advertising and sales promotion.

a) Advertising uses an emotional appeal which targets to convey a message that will be remembered for a long time while sales promotion is an emotional approach used in appealing customers to make immediate purchases.

b) Advertising is a long term marketing tool while sales promotion is a short

term marketing tool (Schmitt, 2011).

c) Advertising makes use of an indirect, subtle approach in developing a brand image while sales promotion is a direct approach that urges customers to buy.

d) Advertising has a higher level of financial implications while sales promotions can prove to be cheaper.

10) What does SWOT stand for.

a) Strengths

b) Weaknesses

c) Opportunities

d) Threats

11) What is a “ Bounce Back Card”?

Bounce Back Card is a discount coupon which presents customers with an opportunity to shop again but at a discount. It is presented to customers after making a purchase (Schmitt, 2011).

12) What is meant by Vertical Marketing?

Vertical marketing refers to marketing that targets a certain industry or target markets and addresses their specialized needs (Schmitt, 2011). This form of marketing focuses on a single niche and not a broad market.

13) Why is PR so important?

Public Relations is important to any organization as it serves to build a desirable reputation for the organization. Moreover, it ensures that customers have a good perception concerning the organization. Therefore, Public Relations is critical in maintaining customers and may also serve to

bring new customers to the business who are recommended by the existing customers (Hoffman & Bateson, 2009).

14) What is Secondary Data in regards to Marketing Research?

Secondary data denotes data gathered for other purposes and not for addressing the research topic. In marketing research, secondary data is used in the selection of markets that should be researched. Moreover, it gives an estimate of the demand potential in a certain market. It is also critical in monitoring changes in a market (Hoffman & Bateson, 2009).

15) What is a major benefit to email marketing?

- a) It is a cheap way of marketing
- b) It is specific because it targets customers interested in the brand.
- c) It promotes segmentation because mails are only sent to subscribed individuals only.
- d) It is easy to create.
- e) With increased access to the internet, it becomes easy for the subscribed individuals to share the email.
- f) It is an immediate way of marketing as emails are delivered immediately.
- g) It is global because emails can be sent to anyone irrespective of the distance (Hoffman & Bateson, 2009).

16) What is the Bird-in-Hand Principle?

This is a principle applied when one is setting up a business. It means that one should make use of the resources and knowledge that he or she has and the people and networks that one has in the initial phase of starting a business (Hoffman & Bateson, 2009).

17) What is the Concept of Transformation?

The concept of transformation denotes a radical change whose purpose is to alter the structure and configuration of an organization and adopt a more effective organizational structure (Hoffman & Bateson, 2009).

18) What is RE-Weighting?

Re-weighting refers to the adjustments made according to the risk perceptions in the market (Hoffman & Bateson, 2009).

19) What does the payment term 1%10, Net30 mean?

This means that a customer gets a 1% discount if he or she foots a bill in a period of 10 days. In other cases, when the deal goes up to 30 days, the discount does not apply and the customer pays the full amount (Hoffman & Bateson, 2009).

20) What does ownership buy?

This depends on the specific type of ownership in reference. Because depending on what the owner wants, he or she may have different purchasing powers (Hoffman & Bateson, 2009).

21) When do you need a Board of Directors?

A board of directors needed when a business has grown to a level whereby it requires different operational departments and when the owner can no longer handle all the responsibilities along (Hoffman & Bateson, 2009).

22) What is Control over Inputs versus Outcomes?

Control over input denotes the actions and strategies adopted before a marketing plan is implemented while control over outcomes denotes the strategies adopted after the marketing plan is implemented to ensure that the perceived outcomes are achieved (Hoffman & Bateson, 2009).

23) The first step in developing a sales promotion strategy is to.

b) Set the objective

References

Schmitt, B. (2011). Experience marketing: Concepts, frameworks and consumer insights. Hanover, MA: Now.

Hoffman, K. D., & Bateson, J. E. G. (2009). Services marketing: Concepts, strategies & cases. s. l.: Cengage Learning Services.