

# Multiple Choice

Place the letter of the correct answer to each question on the line provided.

- \_\_\_\_\_ 1. In the communication process, \_\_\_\_\_ is how the message is translated.
- A. hearing
  - B. translating
  - C. feedback
  - D. decoding
- \_\_\_\_\_ 2. One of the common elements in a promotional mix is \_\_\_\_\_.
- A. place
  - B. pricing
  - C. personal selling
  - D. marketing
- \_\_\_\_\_ 3. Coupons, rebates, and loyalty programs are part of \_\_\_\_\_.
- A. sales promotion
  - B. advertising
  - C. public relations
  - D. personal selling
- \_\_\_\_\_ 4. Attention, interest, desire, and action (AIDA) are elements of a \_\_\_\_\_.
- A. tagline
  - B. promotional campaign
  - C. press release
  - D. point of purchase display (POP)
- \_\_\_\_\_ 5. Any direct contact between a salesperson and a customer is \_\_\_\_\_.
- A. public relations
  - B. public communication
  - C. personal selling
  - D. personal promotion
- \_\_\_\_\_ 6. A coordinated series of link ads with a single idea or theme is a(n) \_\_\_\_\_.
- A. hook
  - B. brand name
  - C. advertising campaign
  - D. tagline
- \_\_\_\_\_ 7. Which is *not* a step in the process of creating an advertising campaign?
- A. Set campaign goals
  - B. Encode the message
  - C. Create the message
  - D. Establish the metrics
- \_\_\_\_\_ 8. The elements of an advertisement include headline, copy, graphics, and \_\_\_\_\_.
- A. marquee
  - B. persuasion
  - C. metrics
  - D. signature

Name \_\_\_\_\_

- \_\_\_\_\_ 9. The \_\_\_\_\_ is the name given to a product consisting of words, letters, or numbers that can be spoken.
- brand name
  - logo
  - tagline
  - hook
- \_\_\_\_\_ 10. The main governmental agency that monitors the actions of advertisers is the \_\_\_\_\_.
- Federal Standards Commission (FSC)
  - Federal Bureau of Investigation (FBI)
  - Federal Trade Commission (FTC)
  - Securities and Exchange Commission (SEC)

## Completion

*In the space provided, write the word(s) that best completes each of the following statements.*

- \_\_\_\_\_ 1. \_\_\_\_\_ promotion focuses on promoting the company rather than the product.
- \_\_\_\_\_ 2. The \_\_\_\_\_ process is a series of actions on the part of the sender and the receiver of a message and the path the message follows.
- \_\_\_\_\_ 3. A combination of elements used in a promotional campaign is the \_\_\_\_\_.
- \_\_\_\_\_ 4. An overhanging structure containing a sign at the entrance of the store is a(n) \_\_\_\_\_.
- \_\_\_\_\_ 5. Communication skills that promote goodwill between a business and the public is \_\_\_\_\_.
- \_\_\_\_\_ 6. A promotion strategy that uses multiple elements to communicate and interact with customers is \_\_\_\_\_ marketing.
- \_\_\_\_\_ 7. A \_\_\_\_\_ outlines the goals, primary message, budget, and target market for different ad campaigns.
- \_\_\_\_\_ 8. A picture, design, or graphic image that represents the brand is a \_\_\_\_\_.
- \_\_\_\_\_ 9. In typography, \_\_\_\_\_ refers to the size of the letters.
- \_\_\_\_\_ 10. The \_\_\_\_\_ identifies the person or company paying for an ad.