**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing - Ch. 6 Book Questions, pg. 152 - 154**

**Part 1 – Vocabulary Builder**

Instructions: Chose the term that best fits the definition. Write the letter of the answer in the space provided below. Some terms may **not** be used.

|  |  |  |
| --- | --- | --- |
| **\_\_\_\_\_** 1.  **\_\_\_\_\_** 2.  **\_\_\_\_\_** 3.  **\_\_\_\_\_** 4.  **\_\_\_\_\_** 5.  **\_\_\_\_\_** 6.  **\_\_\_\_\_** 7.  **\_\_\_\_\_** 8.  **\_\_\_\_\_** 9.  **\_\_\_\_\_**10. | Promotes the company and its image rather than a specific product.  Designed to sell a specific product or service.  Reasons people buy.  Involves a very small number of people in direct two-way information exchange.  Involves communicating with a large number of people at the same time with limited or no interaction.  Direct, individualized communications with one or a very few customers with the goal of assessing and meeting their needs with appropriate products and services.  The use of activities or materials that offer customers a direct incentive to buy a product or service.  Paid form of communication sent through a mass medium by an organization that delivers a message to many people at once.  Information communicated through a mass medium that is not paid for or controlled by the company.  The methods used and information communicated to consumers resulting in a purchase decision and customer satisfaction. | a. advertising  b. buying motives  c. mass communication  d. organizational advertising  e. personal communication  f. personal selling  g. product advertising  h. promotion  i. publicity  j. sales promotion. |

**Part 2 – Review Concepts**

Instructions: Read each question. Answer each question completely in the spaces provided.

11. What determines if a company’s promotion is successful or not?

12. What are the parts of an effective communication model?

13. How much does the average company spend on advertising?

14. Why is mass communication by itself usually not effective?

15. What types of companies are likely to use personal selling?

16. What are two important communication goals for which publicity and sales promotion are used?

17. Why is it difficult for companies to determine how much to spend on advertising and if their advertising

investments are effective.

18. When would a company choose to use mass communication rather than personal communication?

19. What is the advantage of using a team of people to sell complex and expensive products rather than

relying on one salesperson to work with a customer?

20. Why do inexperienced salespeople often have difficulty closing the sale?

21. What are the differences between advertising and publicity?

22. What types of products and services should most frequently be advertised using the internet? What

types should probably not currently use the internet for advertising?