Assignment 7

The due date for submitting this assignment has passed. As per our records you have not submitted this assignment.

1) Which of the following cannot be categorized as the form of noise?
   - A printing error
   - An inaccurate picture
   - An incorrect message
   - Inability of the salesperson to communicate effectively
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Incorrect message

2) The use of email, fax, internet or telephone to communicate with specific prospects and customers is referred to as __________
   - Sales promotion
   - Direct marketing
   - Personal selling
   - Advertising
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Direct marketing

3) Which of the following Promotion mix strategy is mainly used in case of B2B marketing?
   - Sales Promotion
   - Advertising
   - Personal Selling
   - Public Relations
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Personal Selling

4) __________ provides a reason to buy and __________ provides an incentive to buy.
   - Advertising, Publicity
   - Promotional, Advertising
   - Advertising, Sales promotion
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Advertising, Sales promotion

5) __________ advertising aims to create brand awareness and knowledge of two products or new features of existing products.
   - Informative
   - Corporate
   - Persuasive
   - Rendezvous
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Informative

6) Companies advertise in many different ways. Which of the following is NOT a likely method of advertising?
   - Television
   - Radio
   - Internet
   - Books
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Books

7) Which of the following consumer promotion tools offers a free amount of a product or service delivered door-to-door, sent in the mail, picked up in a store...
   - Coupons
   - Samples
   - Rebates
   - Promotions
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Samples

8) __________ is the art of using editorial space — as opposed to paid space — in print and broadcast media to promote or "louse" a product.
   - Media planning
   - Communication design
   - Publicity
   - Advertising
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Publicity

9) The term which first appeared in 2004 to describe a new way to utilize the World Wide Web, that term is known as?
   - Web 1.0
   - Web 2.0
   - Web 3.0
   - Web 4.0
   - No, the answer is incorrect
   Score: 0
   Accepted Answers: Web 2.0

10) A web page that serves as a publicly accessible personal journal and online forum for an individual or organization is known as?
    - Wiki
    - Blog
    - UGC
    - No, the answer is incorrect
    Score: 0
    Accepted Answers: Blog