

Promoting the Product Quiz

1) What is the better marketing strategy?

- a. Lower costs than competitors
- b. Letting your reputation speak for itself
- c. Marketing based on brand recognition

2) Which of the following are NOT elements of a brand

- a. Logo
- b. Tagline
- c. Font
- d. Color
- e. Attitude
- f. Product
- g. Price

3) There are three rules for creating an effective brand. Which is NOT a rule for a brand creation?

- a. It is unique
- b. It is expensive
- c. It is memorable
- d. It is consistent

4) What are the benefits of branding? Circle all that apply.

- a. Customers will be less sensitive to price increases because you have built strong brand loyalty.
- b. With that increased loyalty, customers will seek you out. They remember you and will look for you.
- c. If you have a strong brand you do not need to do any advertising or promotions.
- d. Because customers remember you, know your name and your products and you have built that loyalty, customers will be more inclined to talk about you and your products, helping you to reach even more customers.
- e. When you have a strong brand identity, you are distinct from your competitors.

5) Promotional tactics should: Which is not true?

- a. Invite customers to choose your product
- b. Make customers happy to do business with you
- c. Create long term relationships with your customers

- d. Allow you to trick customers into buying your product
- 6) Social media is becoming increasingly important in reaching consumers. Which is not a true statement?
- a. Social media is time-consuming and expensive
 - b. Facebook is the most used social media site used at this time
 - c. Social media builds a personal relationship with your customers
 - d. Social media is used by over 5 billion people
- 7) Signage is a critical marketing tool. It should: Which is not a true statement?
- a. Include your branding
 - b. Stand out
 - c. Help to tell your story
 - d. Construction isn't important, just the message
 - e. Promote your product