**Thursday**
**12th May, 2021**
**Entrepreneurship**
**Advertisement & Marketing Revision**

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## MULTIPLE CHOICE

**10 Marks**

Read each question carefully. Choose ONE answer you know is correct. Circle the letter in the booklet. There is ONLY ONE correct answer. Answer ALL questions.

1. The term which means that different firms band together to advertise a common product is:
   a) Sponsorship advertising
   b) Generic advertising
   c) Informative advertising
   d) Persuasive advertising

2. Which of the following is **NOT** one of the four P's in the marketing mix?
   a) Promotion
   b) Producer
   c) Place
   d) Price

3. A questionnaire trying to obtain information about a product concerns which one of the following?

a) distribution
b) market research
c) production
d) product development

4. Temporary price reductions and the issuing of coupons and trading stamps are examples of
   a) The marketing mix.
   b) marketing strategies.
   c) research and development.
   d) Sales promotions.

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5. The process of giving a product a particular name is called:
    a) Advertising.
    b) Branding.
    c) registered name.
    d) trade mark.

6. Which of the following methods of advertising will reach the most people in The Bahamas?
a) Magazines
b) Newspapers
c) Posters
d) Television

7. Product, price, promotion, place, what is the name given to these elements of the marketing strategy?
a) Marketing methods
b) Marketing mix
c) Marketing procedures
d) Marketing process

8. The aim of marketing is to
a) Distribute goods
b) Encourage savings
c) Inform customers
d) Increase prices

9. Packaging and design are linked to which of the four P's?
a) Place
b) Price
c) Product
d) Promotion

10. _____is about getting the products to the customer. Where are the retail outlets located?
a) Place
b) Price
c) Product
d) Promotion

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