

Marketing – Sales Promotion

Name of the student- _____

TASK 1

Match the words with correct sales promotion

1. Free samples

A.



2. Loyalty programs

B.



3. Contests

C.



4. Discounts

D.



TASK 2

Identify and describe an appropriate free gift to accompany the products pictured below. Explain why it is appropriate.

No.	Product	Gift and explanation
1.	Chocolate milk 	Gift: Explanation:
2.	Apple iPhone 	Gift: Explanation:
3.	Car magazine 	Gift: Explanation:
4.	Mexican restaurant 	Gift: Explanation:
5.	Make-up 	Gift: Explanation: