

Checkpoint 11.1

1. List the different items in the promotional mix.

Answer: Advertising, public relations, sales promotion, and personal selling.

2. What is the purpose of sales promotions?

Answer: To encourage the customer to buy as soon as possible.

3. Explain the difference between a coupon and a rebate.

Answer: Coupons are given to customers as an incentive to purchase a new product or to increase sales of an established product. Rebates are typically an amount of money returned from the purchase price of an item. The customer is required to complete a form with specific directions and send it to the manufacturer.

4. List several ways that electronic promotions can be executed as part of the promotional mix.

Answer: Mobile apps, social media, web presence, e-mail campaigns, web advertising.

5. Name and describe two promotional strategies used to create promotional demand.

Answer: Push and pull. A push promotional strategy involves taking the product directly to the customer. The pull promotional strategy makes the customer actively seek out the product.

Checkpoint 11.2

1. Why is personal selling important to the success of a business?

Answer: Customers appreciate talking with a person and interacting when making a purchase.

2. List seven emotional buying motives.

Answer: Emotional buying motives are those motives based on popularity, acceptance, romance, thrill seeking, adventure, prestige, and anxiety.

3. List seven rational buying motives.

Answer: Rational buying motives are motives based on features, quality, durability, dependability, price, design, and safety.

4. What does the acronym AIDA represent?

Answer: Attention, interest, desire, and action.

5. Why is it important to attend to customer service even after the sale has been made?

Answer: To foster repeat business and promote goodwill.