

Module 8 Revision Marketing

- 1.1 All of the following are below-the-line promotional techniques EXCEPT?
 A Personal selling
 B Advertising
 C Sponsorship
 D Sales promotions (1)
- 1.2 Indicate if the following statement is TRUE or FALSE.
 Television advertising is the most expensive form of promotion. (1)
- 1.3 Choose the word or term from the list below that CORRECTLY matches the descriptions that follow. Write down only the word or term next to the question number in the ANSWER BOOK.

Digital displays	Cellphone advertising
Banner advertisement	Audio-visual presentations
Video walls	

- 1.3.1 Mobile telephone messages and ads
- 1.3.2 Multiple monitors or TVs to form one large screen
- 1.3.3 Materials using sound and pictures such as videos
- 1.3.4 An ad placed as a block across the top or side of a web page
- 1.3.5 A display that provides information in the form of numbers or letters electronically (1 × 5)
- 1.4 Name the two broad types of promotional techniques. Give an example of each. (4) [11]
- 2 What are the advantages of the following?
- 2.1 Radio advertising (3)
- 2.2 Posters (3)
- 2.3 Cellphone (3) [9]

Total marks = 20