

2.2.3 Edexcel Business

Edexcel GCSE Business

2.2.3 Promotion

Multiple Choice Question Test Bank

MCQ Test 3

This MCQ test contains 13 questions covering the specification content for 2.2.3: Promotion

Instructions:

- **There are 13 questions in this test.**
- **Your teacher will determine how long you have to complete this test and under what conditions.**
- Only **one** answer per question is allowed for **questions 1-11 inclusive.**
- **Two** answers should be selected for questions **12 and 13.**
- For each answer, completely fill in the circle alongside the appropriate answer(s).
- If you want to change your answer, you must cross out your original answer.
- If you wish to return to an answer previously crossed out, ring the answer you now wish to select.

0 1 Which of the following best describes the process of a business establishing a distinct identity or personality for its products?

- A Sponsorship
- B Branding
- C Advertising
- D Promotion

[1 mark]

0 2 Which of the following promotion strategies is an example of a special offer?

- A Product trials
- B 2 for 1
- C Sponsorship
- D Advertising

[1 mark]

0 3 A business donates money to a local football team and, in return, the team displays the name and logo of the business on its kit. This is an example of:

- A Special offers
- B Product trial
- C Sponsorship
- D Branding

[1 mark]

0 4 Which of the following best describes the term targeted advertising online?

- A When people spread information/promote the business and its products/services through social media
- B A plan of how the business intends to communicate with its target audience
- C Digital advertising which is aimed at specific individuals/groups who are likely to buy the product/use the service
- D A business investing in an app/website for customers to buy its products easily

[1 mark]

0 5 Which of the following promotion strategies uses the media to promote products to a target audience?

- A Advertising
- B Point of sale material
- C Product trials
- D Special offers

[1 mark]

0 6 Which of the following is a benefit of 2 for 1 offers as a promotion strategy?

- A The brand may be damaged in the long term
- B Short term boost to sales
- C Data regarding the shopping habits of customers can always be collected by the business
- D Increases the profit made on each unit sold

[1 mark]

0 7 Which of the following best describes the term sponsorship?

- A Actively creating a unique identity for a business's products
- B The use of Twitter and Facebook to communicate with customers
- C Short term incentives to encourage customers to buy a product
- D When a business pays to be associated with an event

[1 mark]

0 8 A haircare business launches a new shampoo range. Which of the following promotion strategies would encourage customers to try the product without having to make a purchase?

- A Special offer
- B Sponsorship
- C Branding
- D Product trial

[1 mark]

0 9 A sporting venue directly sends information and updates electronically to people who have previously bought tickets online. This is an example of the organisation using:

- A Viral advertising via social media
- B Branding
- C E-newsletters
- D Special offers

[1 mark]

1 0 Which of the following is most likely to be a drawback to businesses of using product trials?

- A They are often very expensive
- B The business has less/no control over the message communicated
- C The image of the brand might be damaged in the long term
- D The product is more likely to be a success when launched

[1 mark]

1 1 A high street clothes store targets customers with digital promotions. This is an example of:

- A Viral advertising
- B Advertising online to specific market segments
- C An e-newsletter
- D Sponsorship

[1 mark]

1 2 Which **two** of the following are most likely to be drawbacks of television advertising as a promotion strategy?

- A It can be expensive for the business
- B No guarantee the target audience will receive the message
- C A large quantity of people will receive the message
- D Appropriate time slots and programmes can be chosen
- E Messages can be communicated with sight, sound and motion

[2 marks]

1 3 Which **two** of the following statements are true in relation to the term promotion?

- A Promotion is another word for advertising
- B Promotion always uses media to communicate with customers
- C Promotion refers to all methods used to communicate with customers
- D Promotion is when a business pays to be associated with an event
- E Advertising is one type of promotion strategy

[2 marks]

ANSWERS TO THIS MCQ TEST

Q	CORRECT
1	B
2	B
3	C
4	C
5	A
6	B
7	D
8	D
9	C
10	A
11	B
12	A,B
13	C,E