**Activity 2 – Objectives of promotion quiz**

1. What is the focus of promotion?

* To sell more items to existing customers.
* To draw attention to a product and thereby gain and retain customers.

1. Promotion allows us to make educated choices about the goods we consume?

* True
* False

1. Which of the following is an objective of promotion?

* To provide customers with information about the product.
* To help customers purchase as many products as possible.

1. Promotion targets existing customers only?

* True
* False

1. How can promotion target new customers?

* By giving products brand image and identity.
* By recognising the new customers and selling directly to them.

1. If the incorrect corporate image is implanted in the corporate strategy what will happen?

* More customers will purchase more goods.
* Customers may switch to competitors products instead.

1. Products are always purchased on impulse.

* True
* False

1. The consumer moves through a series of phases or levels of commitment to the product, explain these stages below.

**Activity 2 – Objectives of promotion quiz**

1) What is the focus of promotion?

• To sell more items to existing customers.

• **To draw attention to a product and thereby gain and retain customers.**

2) Promotion allows us to make educated choices about the goods we consume?

• **True**

• False

3) Which of the following is an objective of promotion?

• **To provide customers with information about the product.**

• To help customers purchase as many products as possible.

4) Promotion targets existing customers only?

• True

• **False**

5) How can promotion target new customers?

• **By giving products brand image and identity.**

• By recognising the new customers and selling directly to them.

6) If the incorrect corporate image is implanted in the corporate strategy what will happen?

• More customers will purchase more goods.

• **Customers may switch to competitors products instead.**

7) Products are always purchased on impulse.

• True

• **False**

1. The consumer moves through a series of phases or levels of commitment to the product, explain these stages below.

**These phases can be outlined as:**

1) Being unaware of the product’s existence.

2) Awareness of the product’s existence.

3) Understanding of the benefits of the product.

4) Establishing a liking for, or commitment to, the product.

5) Finally - the purchase of the product.