

Chapter 12

Promotion

Answer Key

Part 1: Content Review

Matching

1. B
2. G
3. C
4. H
5. E
6. J
7. A
8. I
9. F
10. D

Multiple Choice

1. A
2. C
3. A
4. B
5. C
6. C
7. B
8. D
9. A
10. C

Completion

1. Institutional
2. communication
3. promotional mix
4. marquee
5. public relations
6. participatory
7. creative plan
8. logo
9. weight
10. signature

Part 2: Concept Review

Open Response

1. The six elements of the communication process are the sender, message, channel, receiver, translation, and feedback. The person who has a message to communicate is called the sender. Encoding is the process of turning the idea for a message into symbols that can be communicated. The channel is how the message is transmitted. The receiver is the person who reads, hears, or sees the message. Decoding is the translation of a message into terms that the receiver can understand. Feedback is the receiver's response to the sender and concludes the communication process.
2. Integrated marketing communications (IMC) is a promotional strategy that combines the elements of the promotional mix to create a unified marketing message. When multiple components are used, each must complement the other to effectively convey a clear and consistent message.
3. Metrics are developed to track and evaluate promotion activities. Once an advertising campaign is complete, the results are evaluated based on the established metrics. If the campaign meets the set metrics, it is considered successful.
4. Any three of the following: help increase employment (which generates sales for businesses), stimulate competition among businesses so they offer the best products at the lowest prices, encourage consumers to seek a higher standard of living, speed up the acceptance of new products, inform consumers and businesses about product choices, provide revenue to pay for broadcast programming and print vehicles, help people learn about health and social issues.
5. Student responses will vary. Consider the following when evaluating responses. A professional baseball team might send messages to inform the audience about its upcoming season and schedule, which types of tickets are available, where to buy them, and the prices. A persuasive message could be sent to tell the audience that the team is exciting and enjoyable to watch and that fans will have a great time. Finally, a message can be sent to remind the audience throughout the season about upcoming games and that good tickets are still available.

Part 3: Math Skills

Mixed Mathematics

1. Sales tax = $\$1,199.00 \times .06 = \71.94
Total sale amount = $\$1,199.00 + \$71.94 = \$1,270.94$
2. Sales tax is charged on headlamp and bulb, but not installation.
Sales tax = $(\$124.99 + \$36.99) \times 5\%$
Sales tax = $\$161.98 \times .05 = \8.10
Total sale amount = $\$240.98 + \$8.10 = \$249.08$
3. (a.) No. The customer did not receive the correct change.
Total admission charge = $(\$24 \times 2) + \$12.50 = \$60.50$
Correct change = $(\$20 \times 4) - \$60.50 = \$19.50$
(b.) $\$20-0$; $\$10-1$; $\$5-1$; $\$1-4$; $\$0.25-2$; $\$0.10-0$; $\$0.05-0$; $\$0.01-0$
4. Sales tax on refund item = $\$49.95 \times .045 = \2.25
Total return amount = $\$49.95 + \$2.25 = \$52.20$
5. (a.) Amount of adjustment = $\$139.00 \times .25 = \34.75
Bill after reduction = $\$139.00 - \$34.75 = \$104.25$
(b.) Sales tax = $\$104.25 \times .045 = \4.69
Final bill = $\$104.25 + \$4.69 = \$108.94$

Part 4: Communication Skills

Reading Questions

1. These steps must be followed in order.
2. Student answers may vary.