1. What is promotion?
   a. Advertising
   b. Print advertising
   c. Public relations
   d. Persuasive communication about a product, a service, or an idea

2. What is institutional promotion?
   a. Business-to-business advertising
   b. Product promotion
   c. Promotion that is used to enhance a company’s image
   d. Mass marketing

3. How is direct marketing used?
   a. Through the mail only
   b. Through the mail and via e-mail
   c. On television
   d. On the radio

4. What is PR?
   a. Public relations
   b. Promotional relations
   c. Product relations
   d. People relations

5. What is the promotional mix
   a. A combination of different promotional strategies
   b. Publicity
   c. The different products a company advertises
   d. Incentives
Chapter 17—Answer Key

1. d
2. c
3. b
4. a
5. a