Q1. Communication mix is about creating awareness **T/F**

Q2. Communication mix is about persuasion **T/F**

Q3. Communication mix is also called promotion mix **T/F**

Q4. Public relations (PR) are about:

1. Product brand.
2. Corporate brand.
3. All above.

Q5. Which of the following is about building customer relationship?

1. Advertising
2. Sales promotion
3. Public relations
4. Personal selling
5. Direct marketing

Q6. What is the difference between above the line promotion and below the line promotion?

* Above the line promotion: ..................
* Below the line promotion: .....................
* Give one example of above the line promotion: ...............
* Give one example of below the line promotion: ..............

Q7. If someone wants to ask you, how are you going to let customer know about your product, this person should ask you.

1. How are you going to advertise your product?
2. None of the above
3. All of the above
4. How are you going to use public relation?

Q8. Merchandising is about promoting merchandise from another country **T/F**