

QUIZ



Co-funded by
the European Union

BOSS

WOMEN IN FAMILY BUSINESSES

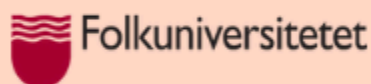


TRAINING PROGRAMME FOR LEADER WOMEN
IN EUROPE FAMILY BUSINESSES

MODULE 2 Marketing & Sales with a Heart:
Promoting Your Family Business

PRACTICAL PART

2022-1-SE01-KA220-ADU-000087596



QUIZ

Chapter 3:

1.The activity for creating, communicating, delivering and exchanging offerings that benefit the organisation, its stakeholders and society at large is referred to as _____.

- A. Marketing
- B. Creative planning
- C. Consumerism
- D. Advertising and promotion

2.The principles of marketing are _____.

- A. concepts that marketers need to know and respect in the industry
- B. accepted marketing concepts that businesses utilise to create successful marketing strategies
- C. accepted marketing concepts that marketers have to use when advertising their products
- D. the concepts that differentiate marketing from sales.

3.What is digital marketing?

- A. Search engine optimisation
- B. Search engine marketing
- C. Social media optimisation
- D. All of the above

Chapter 4:

1. A marketing strategy should cover:

- A. Research, Promotion, Measurement, Goals
- B. Research, Promotion, Statistics, Return of Investment (ROI)
- C. Research, Positioning, Promotion, Measurement
- D. Research, Positioning, Time Schedule, Budget sheets

Chapter 5:

2. The process of collecting data on potential rivals and market trends is called?

- A. Market analysis

- B. SWOT analysis
- C. Competitor analysis
- D. PEST analysis

3. The description of a population according to selected characteristics such as age, gender, ethnicity, income, and occupation is referred to as _____.

- A. Demographics
- B. Demographic
- B. Behavior
- D. Psychographic

Chapter 6:

4. What is a user persona?

- A. A user persona is your most loyal customer that is being used as an example.
- B. A user persona is a static template, simple stereotypes are interchangeable with the company's next door.
- C. A user persona is a fictional profile of your ideal customer that helps you understand which problems you should tackle with your product.
- D. None of the above

Chapter 7:

5. What is the primary purpose of Customer Relationship Management (CRM) in a family business?

- A. To solely increase short-term profits.
- B. To gather and store irrelevant customer information.
- C. To enhance customer satisfaction, loyalty, and retention
- D. To replace human interaction with automation.

6. Why is it important for brands to engage with their audience on social media?

- A. To share personal vacation photos
- B. To increase website traffic
- C. To foster meaningful connections and customer engagement
- D. To test their knowledge of trivia

7. What is the first step in the sales process of a family business?

- A. Presenting
- B. Prospecting

- C. Closing the sale
- D. Follow-up

Chapter 8:

8. What is supply chain management primarily concerned with?
- A. Increasing individual product prices
 - B. Reducing customer satisfaction
 - C. Efficiently managing the flow of goods and services from suppliers to consumers
 - D. Creating brand awareness through advertising
9. Who are the key stakeholders within a supply chain?
- A. Only the suppliers
 - B. Only the customers
 - C. Suppliers, manufacturers, distributors, retailers, and customers
 - D. Just the competition in the market

13. What is one benefit of effective supply chain management?

- A. Higher prices for products
- B. Reduced product quality
- C. Improved customer satisfaction and reduced costs
- D. Decreased product availability

Chapter 9:

14. What is the significance of building sustainable relationships with clients and customers?

- A. It doesn't have any impact on business success.
- B. Sustainable relationships can lead to increased customer loyalty and trust
- C. It can make customers more demanding and difficult to work with.
- D. Sustainable relationships only matter in large corporations.

15. Why is networking with sustainable businesses and organizations important for a family business?

- A. It has no impact on a family business.
- B. Networking with sustainable entities can lead to valuable partnerships and collaborations.
- C. Sustainable businesses are not interested in partnering with family businesses.
- D. Networking is only useful for large corporations.

16. How can building partnerships with sustainable suppliers benefit a family business?

- A. It doesn't provide any advantages.

- B. Sustainable suppliers often offer better quality and added value \
- C. It leads to increased competition among suppliers.
- D. Sustainable suppliers only serve large enterprises.

Chapter 13:

17. What is the purpose of chapter 13: Checklist for Legal Aspects in Sales & Marketing?

- A. To outline the best sales and marketing strategies.
- B. To provide guidance on ethical business practices.
- C. To summarize legal considerations in sales and marketing
- D. To promote copyright and copyleft in marketing.

18. Why is understanding advertising law important for businesses?

- A. It has no relevance to business operations.
- B. It helps businesses create more engaging advertisements.
- C. Compliance with advertising law avoids legal issues and penalties
- D. Advertising law only applies to large corporations.

19. What does data protection and privacy encompass in the context of sales and marketing?

- A. It refers to protecting business secrets from competitors.
- B. It involves safeguarding customer data and respecting privacy regulations
- C. It is related to protecting product designs from copyright infringement.
- D. Data protection and privacy are not relevant to sales and marketing activities.

Chapter 10:

20. Any image, name, idea, or combination of these used to distinguish a seller's goods or service is referred to as a _____.

- A. Brand name
- B. Brand mark
- C. Trade name

21. A favorable attitude toward and consistent purchase of a single brand over time is referred to as _____.

- A. Behavioral loyalty
- B. Consumer allegiance
- C. Brand bias
- D. Brand Loyalty

22. The Brand Identity Prism, also known as Kapferer's Brand Identity Prism, is a very useful tool because _____.

- A. It helps you understand what customers need
- B. It helps you understand how brand identity works and how to communicate it to the customer
- C. It helps you gain brand loyalty
- D. All of the above

Answer key: 1.a 2.b 3.d 4.c 5.c 6.a 7.c 8.c 9.c 10.b 11.c 12.c 13.c 14.b 15.b 16.b 17.c 18.c 19.b 20.a 21.d 22.b