



## Questionnaire - Promotion and Advertising

The aim of questionnaire is - to introduce students with various ways of advertising and what impact it may leave on a consumer and also on a company.

**1. Your gender – circle the correct option**



**2. What is your age?**

- a) 15 – 16
- b) 17 – 18
- c) 19 – 20

**3. If I have small business, should I promote it?**

- a) Yes
- b) No
- c) I don't know

**4. Find the correct definition :**

<b>a) Marketing -</b>	- is bringing a product (or service) to the attention of potential and current customers. Is focused on one particular product or service. ....plan for one product might be very different than that for another product. Is typically done with signs, brochures, commercials, direct mailings or e-mail messages, personal contact, etc.
<b>b) Advertising -</b>	- keeps the product in the minds of the customer and helps stimulate demand for the product. Involves ongoing advertising and publicity (mention in the press). The ongoing activities of advertising, sales and public relations are often considered aspects of promotions.
<b>c) Promotion -</b>	<p>- wide range of activities involved in making sure that you're continuing to meet the needs of your customers and getting value in return. Usually focused on one product or service. Thus, a marketing plan for one product might be very different than that for another product The activities include "inbound marketing," such as market research to find out, for example, what groups of potential customers exist, what their needs are, which of those needs you can meet, how you should meet them, etc. Inbound marketing also includes analyzing the competition, positioning your new product or service (finding your market niche), and pricing your products and services. "Outbound marketing" includes promoting a product through continued advertising, promotions, public relations and sales.</p> <ul style="list-style-type: none"> <li>✓ Product</li> <li>✓ Price</li> <li>✓ Place</li> <li>✓ Promotion</li> <li>✓ People</li> </ul>

5. **How does advertising influence on business?**
  - a) Increases income
  - b) Business development
  - c) Brand becomes more popular
  - d) Does not influence at all
6. **Does advertising on mass media influence people?**
  - a) Yes
  - b) No
  - c) Sometimes
7. **What kind of advertising do you know?**
  - a) Newspaper
  - b) Magazine
  - c) Radio
  - d) TV
  - e) Directories (Yellow pages)
  - f) Outdoor and transit (billboards, sport stadiums)
  - g) Online (Facebook, Instagram, Twitter, YouTube)
8. **What are positive effects of advertising?**
  - a) Social benefits (freedom of choice)
  - b) Economic benefits (compete and provide new products)
  - c) Awareness (let others know your company products)
  - d) Induce business (investment by a growing national economy that stimulates demand)
  - e) Return investment (to evaluate the efficiency of investment)
  - f) Information and education (are ad campaigns in which the creators attempt to inform, update, or persuade the public to engage in or avoid current issues)
9. **What are negative impacts of advertising?**
  - a) Bad effect on children
  - b) Twisting the facts
  - c) Competitor wars
  - d) People buy useless things
10. **Does your family buy goods that are being advertised?**
  - a) Yes
  - b) No
  - c) Sometimes
11. **Does advertising help you to choose appropriate education for you?**
  - a) Yes
  - b) No
12. **Does advertising influence your choice?**
  - a) Yes
  - b) No
  - c) Sometimes
13. **What are the products that are not advertised? Write your own answers...**