

Name: _____ ID: _____ Section: _____ Date: __/__/2020

**Advertising and Promotion
MKT330– FALL 2020
ASSESSMENT R (10%) - Chapter 15,16 & 17**

IMPORTANT NOTE TO STUDENTS:

On your cover page, please specify which below ASSESSMENTS you wish to be replaced by ASSESSMENT-R?

ASSESSMENT -R to replace my submission of *(select only one assessment):*

Assessment 1 (10%) ☐

Assessment 2 (10%) ☐

Assessment 3 (10%) ☐

Question 1- (Total 25 points; 5 points each)

List and explain 5 reasons for Rapid Adoption of the internet part of the communication mix.

1. Reason 1 + explanation
2. Reason 2 + explanation
3. Reason 3 + explanation
4. Reason 4 + explanation
5. Reason 5 + explanation

Question 2 - (25 points- 12.5 points each)

List and give an example of 2 consumer oriented sales promotion techniques used by retailers in Kuwait.

Question 3 - (25 points- 12.5 points each)

Differentiate between the 2 roles of PR: the traditional role and the new role.

Question 4 - (25 points- 2.5 points each)

Present 5 advantages and 5 disadvantages of the Internet, Digital and Social Media use in the promotional mix.

Advantages	Disadvantages
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Bonus question (5 points)

If you had to choose **only one social media platform** to advertise a given product in Kuwait, which platform would you use and why?

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