

Quiz: Lesson 24

- 1) After our initial marketing efforts, word started to _____ naturally as people told their friends about it.
- A. distribute
 - B. run
 - C. spread
- 2) What really makes this product stand _____ is how easy it is to use.
- A. off
 - B. out
 - C. up
- 3) More than 10,000 potential customers have been called by our _____ staff.
- A. door-to-door
 - B. social media
 - C. telemarketing
- 4) The country's top soccer player has _____ our energy drink.
- A. endorsed
 - B. featured
 - C. sponsored
- 5) We get a better _____ on investment with Facebook ads as opposed to Google ads.
- A. awareness
 - B. return
 - C. publicity

6) There are several _____ along the highway encouraging people to stay at the hotel.

- A. billboards
- B. commercials
- C. posters

7) Our newspaper ad isn't performing very well. Let's write new _____ and run it for another week.

- A. brochure
- B. copy
- C. layout

8) We'll be doing a big back-to-school _____ with ads in the newspaper and online.

- A. campaign
- B. pamphlet
- C. testimonial

9) The product _____ was delayed several months due to final quality control checks.

- A. launch
- B. slogan
- C. target

10) They did a lot of market _____ to find out what products are most needed by fitness instructors.

- A. audience
- B. jingle
- C. research