

# SFU MATH 155 MOCK MIDTERM 1 EXAM

## Instructions:

This exam is 50 minutes long.  
Answer all questions. The total marks for the exam are 35.  
Show all your work for full credit.

Problem	Points
Problem 1	8
Problem 2	7
Problem 3	13
<del>Problem 4</del>	<del>7</del>
Total	35

*Replaces prof review Q2*

Good luck!

# Midterm Exam 1 Sfu

**ML Morrison**



**Midterm Exam 1 Sfu:**

## Unveiling the Magic of Words: A Report on "**Midterm Exam 1 Sfu**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Midterm Exam 1 Sfu**," a mesmerizing literary masterpiece penned by a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve in to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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web the marketing communications mix also called the promotion mix consists of four major tools advertising personal selling sales promotion and public relations each tool has its own unique characteristics and costs

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web in a push strategy the promotional mix would consist of trade advertising and sales calls while the advertising media

would normally be weighted towards trade magazines exhibitions and trade shows while a pull strategy would make more extensive use consumer oriented advertising and sales promotions while the media mix would be  
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web between the covers the book discusses the entire marketing communication package consisting of advertising publicity public relations direct marketing and sales promotion apart from mass communication person to person communication in the form of personal selling is also covered in sufficient details

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web marketing implementation companies have typically hired different agencies to help in the development of advertising sales promotion and publicity ideas however this often results in a lack of coordination between elements of the promotion mix when components of the mix are not all in harmony a confusing message may be sent to consumers

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web jun 16 2022 tip 1 get to know your audience do in depth research on your target market and localize your advertising efforts to create a successful marketing and advertising campaign it is key to understand the audience you are targeting singapore is a multicultural multiracial and multi religious country made up mostly of chinese malay

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web learn about buying behavior sales promotions are a great strategy that helps businesses learn about the purchasing pattern of their customers enhancing sales with an innovative sales promotion technique sales teams can drive up a considerable amount of revenue by enhancing sales earning loyalty

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web it includes tools for consumer promotion trade promotion business sales force promotion rapid growth a decade ago ad to sales promotion ratio was about 40 60 now is like 25 75 growing this is due to managers need to increase sales internal some external causes like the of brands has increased seen as similar competitors

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