

Name: \_\_\_\_\_ Team: \_\_\_\_\_

MKT358--Promotions Management Chapter 17-18 Test Date: \_\_\_\_\_

*Please carry out anything that you have found or brought into the classroom.*

**This Chapter Test is worth up to five points (like all the rest) toward your total score for the course.**

You may use your own **personal handwritten notes**, but not photocopies or the text, to take this test.

Circle and then answer **only one** of the following two questions on **this side of this sheet of paper**.

You may wish to organize your thoughts on the **back side**, so as to be more concise.

Provide **your own original examples, if asked**, rather than those that are given in the text.

- A. What are the ten questions that you should ask to evaluate your Public Relations Plan. **For your SEG client** or a business of interest to you, answer at least three of these questions, using specifics from the business situation. (17.3)