
DECA Practice Study Guide Questions with Distinction level Marking scheme version 2024/2025

Factory packs - **correct answer** free gifts placed in product packages or as a container premium

Traffic builders - **correct answer** low-cost premiums, such as pens, key chains, pocket calendars, and coffee mugs.

Price packs or deals - **correct answer** offer short term price reductions that are marked directly on the package or label

Incentives - **correct answer** higher priced products, awards or gift cards that are earned and given away through contests, sweepstakes, special offers, and rebates

Promotional tie ins/ cross promotion/ cross selling - **correct answer** are activities that involve sales promotions between one or more retailer or manufacturer

Loyalty marketing programs - **correct answer** rewards customers by offering incentives for repeat purchases

Kiosks - **correct answer** point of purchase displays that are stand alone structures

Advertising - **correct answer** A non-personal promotion which promotes good ideas, goods, or services by using a variety of media

Promotional Advertising - **correct answer** Advertising designed to increase sales

Institutional advertising - **correct answer** Advertising designed to create a favorable image for a company and foster goodwill in the market place

Deca Study Guide

Kathleen Armour



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