SLT Intern Marketing Quiz - Module 1

Name: _____   Date: _____   Score:_____

Instructions: Circle the best answer for each question. Each question is worth 10 points. Passing score = 80% - If you make below an 80, you must rewatch the training and retake the test.

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1. What is the core definition of marketing in this training?
 A. Selling products with flashy graphics
 B. Communication between people with similar needs
 C. A budget for branding campaigns
 D. A sales pitch with a discount

2. What are the 3 essential goals of every marketing message?
 A. Sales, profits, and press releases
 B. Logos, websites, and social media
 C. Awareness, value, and action
 D. Images, budget, and conversion

3. What does it mean to "build awareness"?
 A. Make your website load faster
 B. Let people know your company and product exist
 C. Post daily on TikTok
 D. Design a new company logo

4. Why is creating a "perception of value" important in marketing?
 A. So you can raise your prices every month
 B. Because people only buy what they think is valuable
 C. It helps your ad win awards
 D. Value always comes from cost

5. What is a Call-To-Action (CTA)?
 A. A legal disclaimer in an email
 B. A button that links to your homepage
 C. A clear instruction that tells someone what to do next
 D. A customer complaint

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6. Why does Super Lawn Trucks use Direct Response Marketing instead of Branding?
 A. Because branding is illegal for small businesses
 B. Because direct response gets real results with small budgets
 C. Because branding never works
 D. Because only Fortune 500 companies use branding

7. Which of the following is an example of a complete marketing message?
 A. "Here's a picture of a truck."
 B. "Call today to save time and reduce wasted payroll."
 C. "Super Lawn Trucks builds stuff."
 D. "Our trucks are green."

8. What should every marketing message be like, according to Tony Bass?
 A. A movie trailer
 B. A conversation with a friend or family member
 C. A business contract
 D. A company policy manual

9. Before sending out any marketing message, what question should you ask?
 A. Will this win an award?
 B. Did my competitor already do this?
 C. Does this message accomplish all 3 goals?
 D. Is this message under 50 words?

10. If a marketing message fails to accomplish all three goals, what should you do?
 A. Send it anyway
 B. Delete it and stop marketing
 C. Blame Fedzilla
 D. Adjust it until it builds awareness, shows value, and includes a CTA

Completed tests with the score must be added to your personnel file.

What has been the most interesting thing you have done or learned while working at SLT?

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