**Answers**

1. d) Noise

2. b) inform, persuade and remind

3. d) decline

4. a) Advertising

5. d) sales teams

6. b) Sales promotion

7. d) Public relations

8. c) managing various methods for communicating such as publicity, press releases, stunts, events and press conferences

9. b) Personal selling

10. a) digital communication via the internet

11. a) direct mail and email communication

12. b) Identify target market

13. c) attention, interest, desire, action

14. a) attention

15. d) action