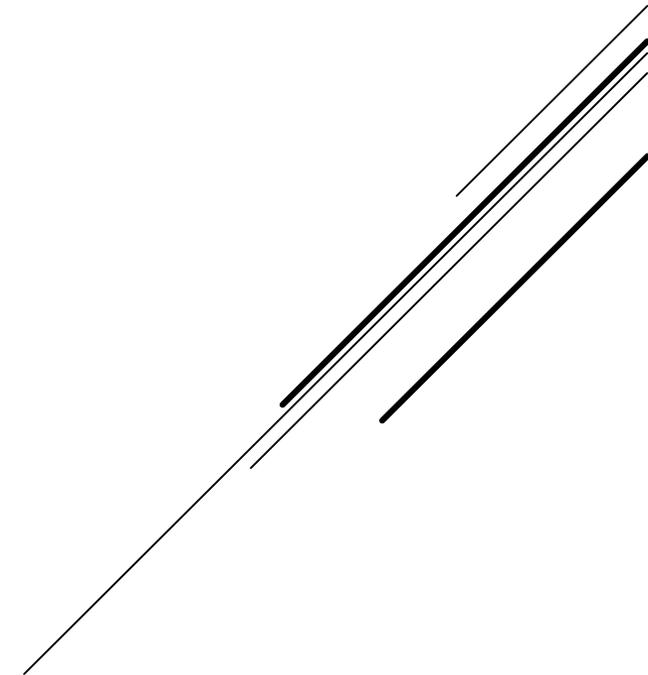




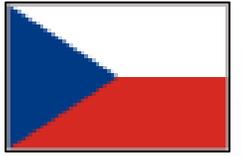
Erasmus+

**READY  
FOR OUR LIVES**





# OBCHODNÍ AKADEMIE KARVINÁ THE CZECH REPUBLIC



PRESENTS

## A SURVEY ON PROMOTION AND ADVERTISING



**RESEARCH WAS CARRIED OUT  
IN MARCH 2017**



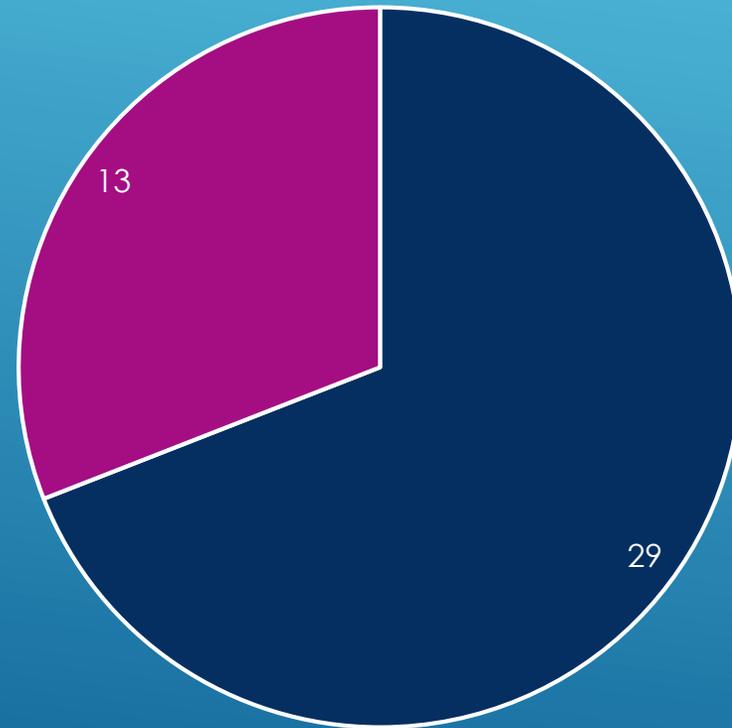
**42 STUDENTS  
PARTICIPATED IN THE  
RESEARCH**



# 1. ARE YOU A GIRL OR A BOY?

■ A

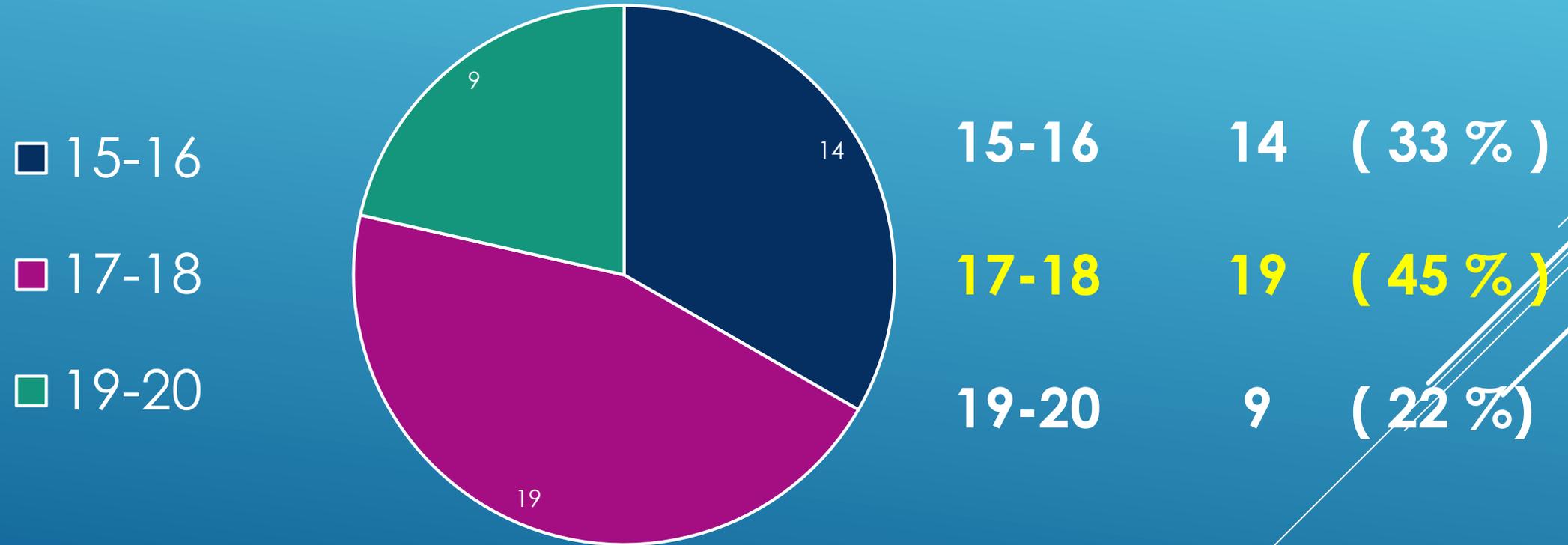
■ B



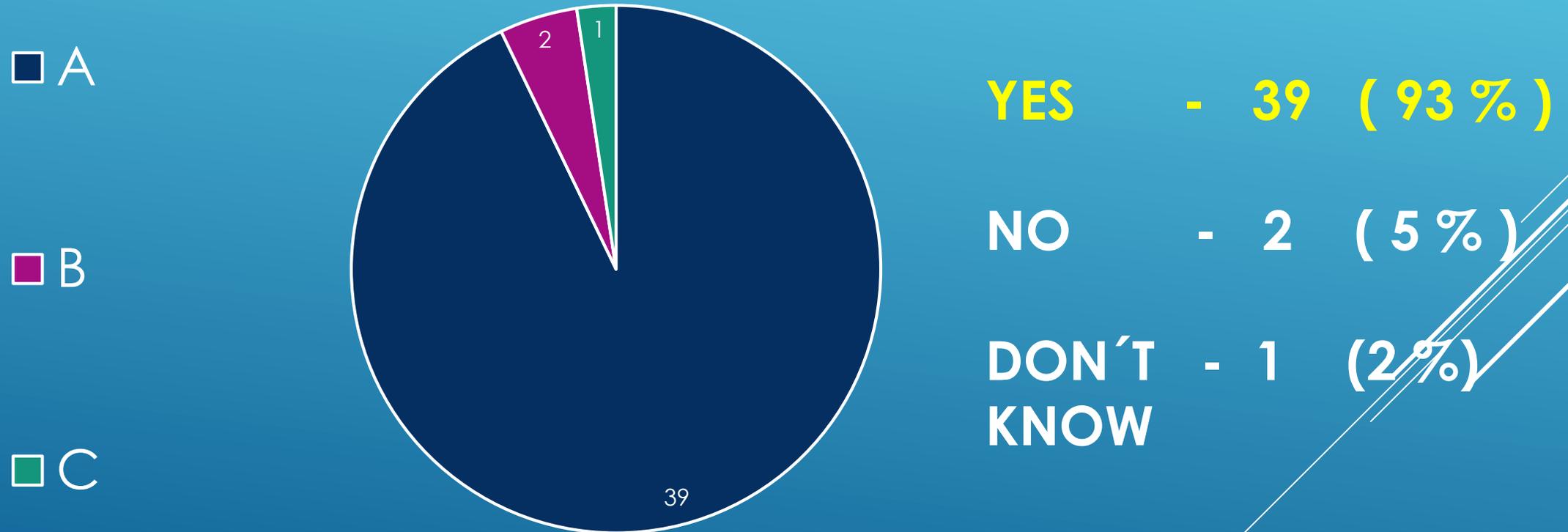
**GIRLS** - 29

**BOYS** - 13

## 2. WHAT IS YOUR AGE?



# 3. IF I HAD A SMALL BUSINESS, SHOULD I PROMOTE IT?

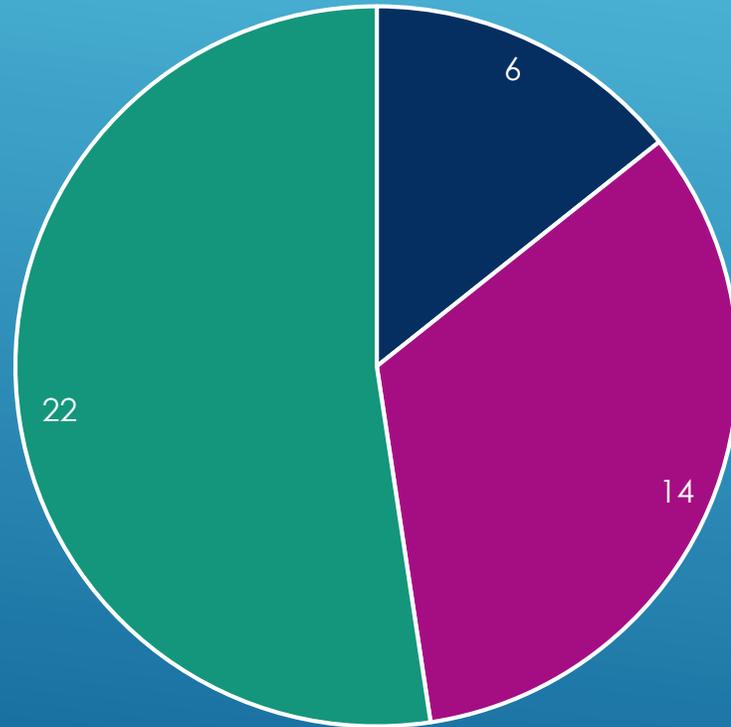


# 4. WHICH IS THE CORRECT DEFINITION?

■ A

■ B

■ C

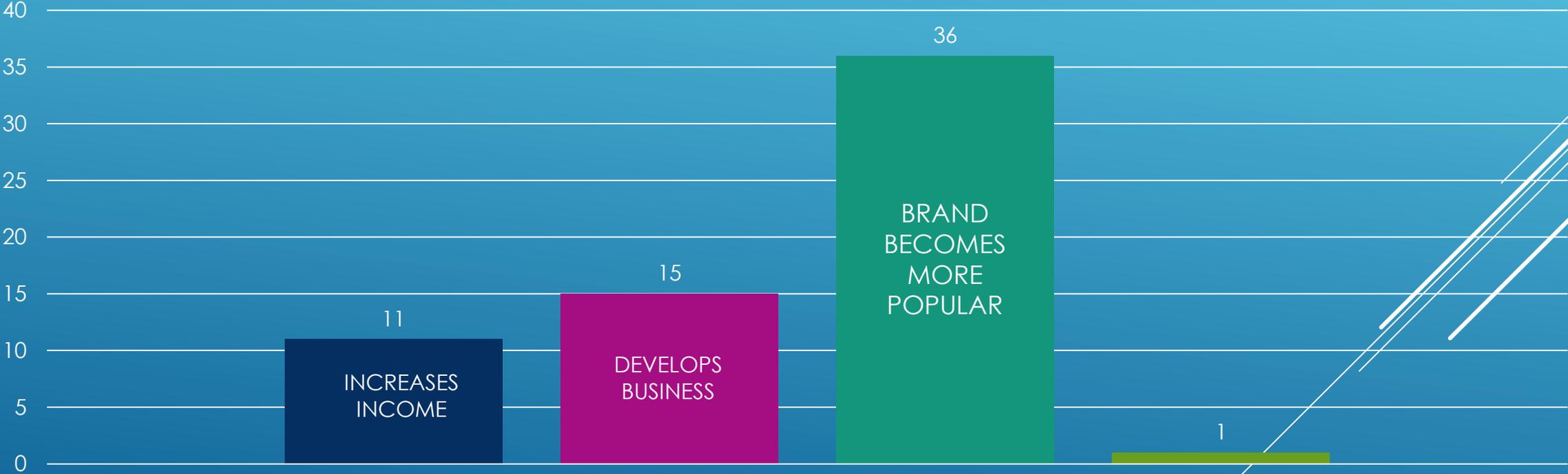


**MARKETING** - 6  
( 14 % )

**ADVERTISING** - 14  
( 33 % )

**PROMOTION** - 22  
( 52 % )

# 5. HOW DOES ADVERTISING INFLUENCE BUSINESS?

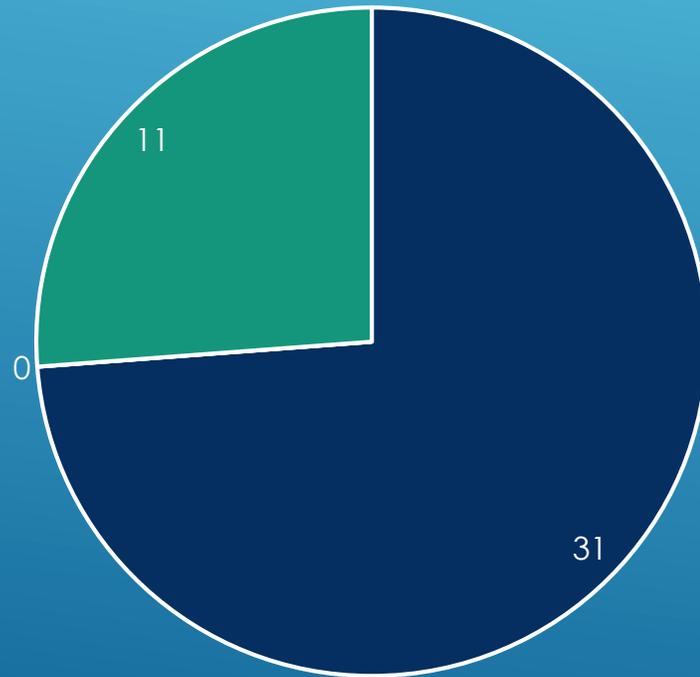


# 6. DOES ADVERTISING IN MASSMEDIA INFLUENCE PEOPLE?

■ A

■ B

■ C

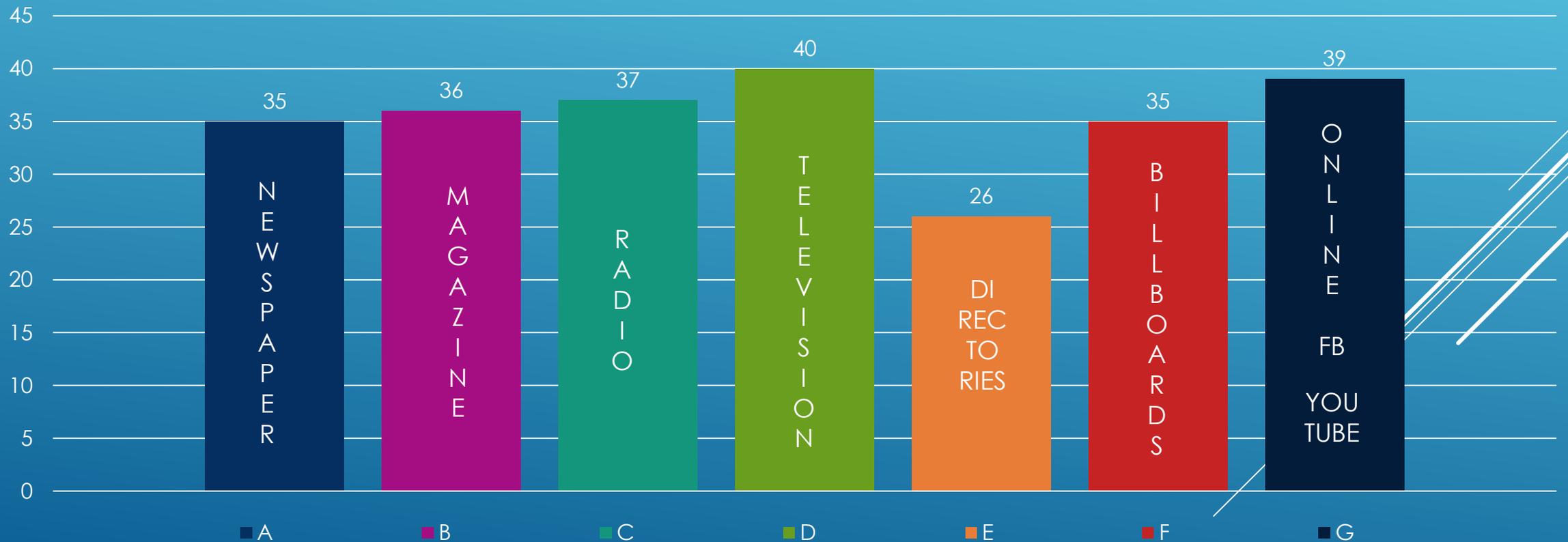


**YES** - 31 (74%)

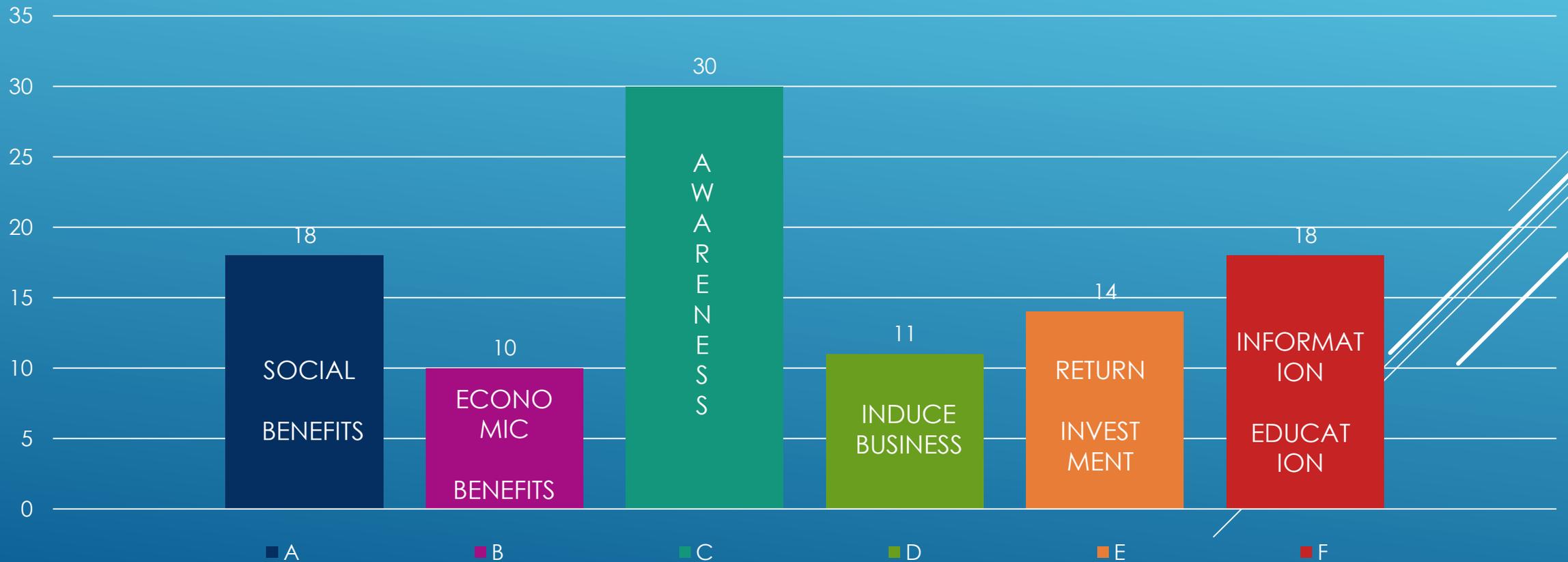
**NO** - 0 (0%)

**SOMETIMES** - 11 (26%)

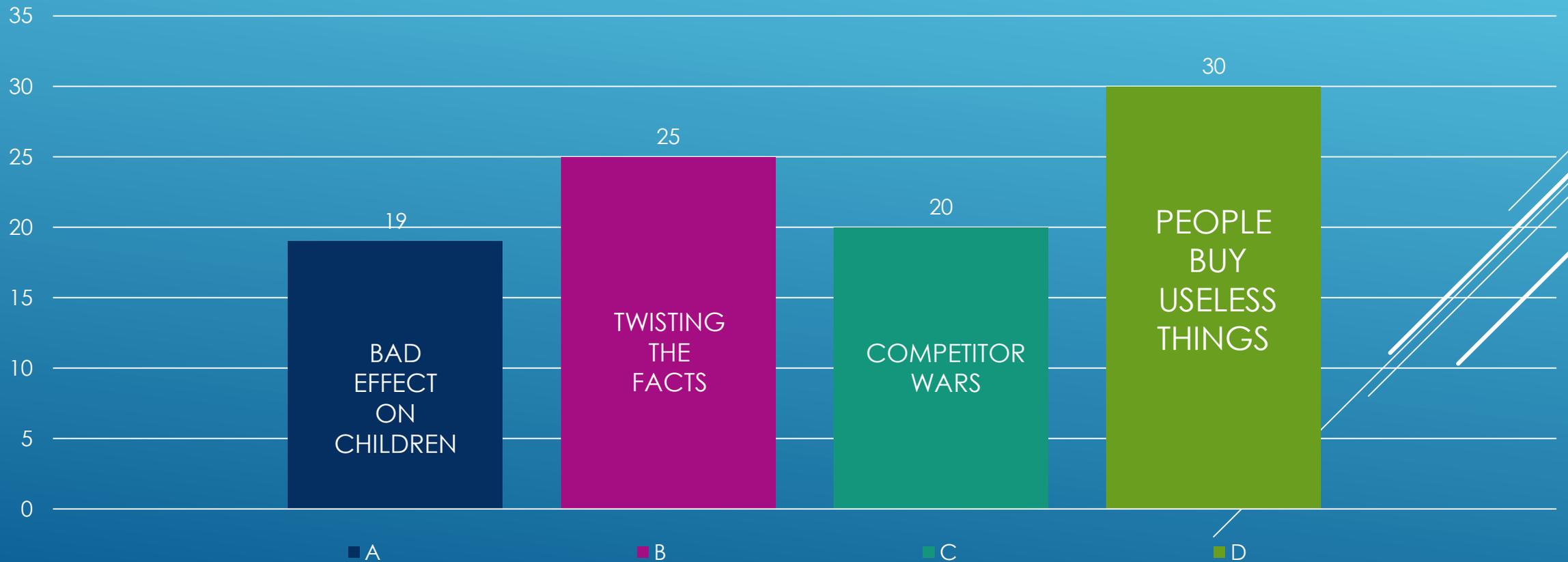
# 7. WHAT KINDS OF ADVERTISING DO YOU KNOW?



# 8. WHAT ARE POSITIVE EFFECTS OF ADVERTISING?



# 9. WHAT ARE NEGATIVE EFFECTS OF ADVERTISING?

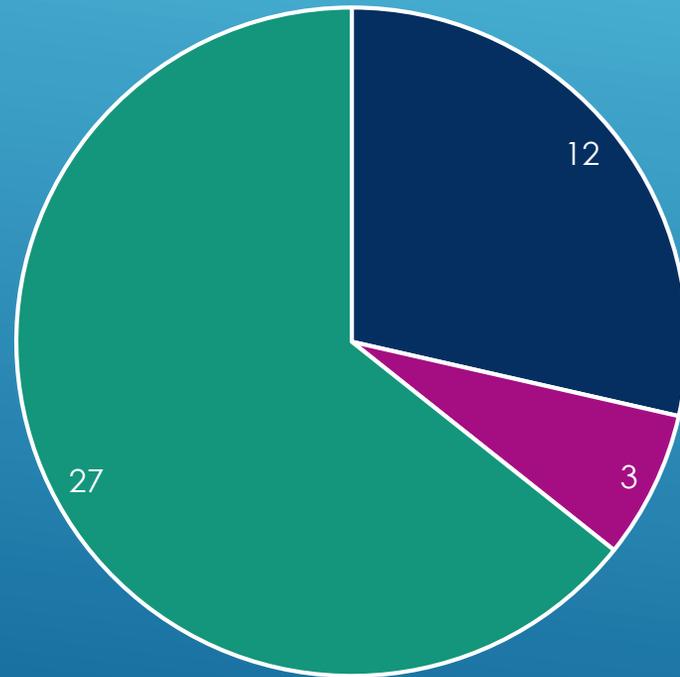


# 10. DOES YOUR FAMILY BUY GOODS THAT ARE BEING ADVERTISED?

■ A

■ B

■ C



YES - 12 (29%)

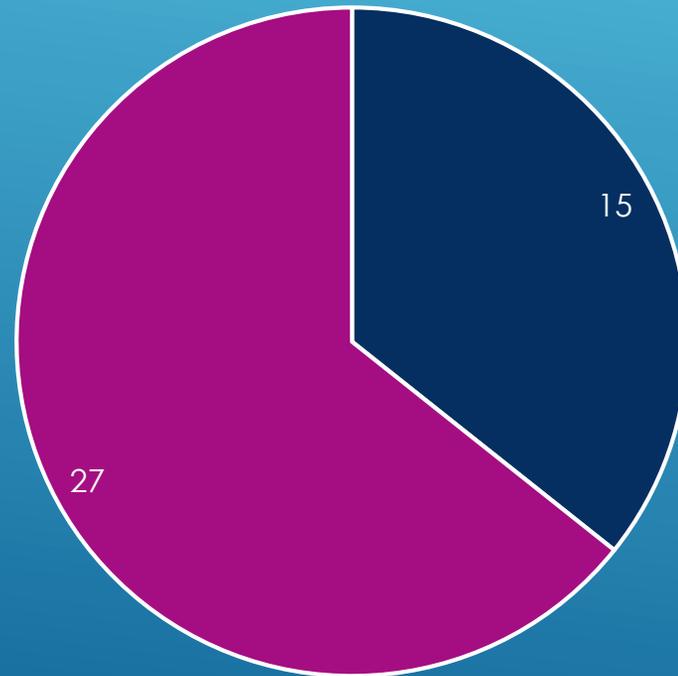
NO - 3 (7%)

**SOMETIMES - 27 (64%)**

# 11. DOES ADVERTISING HELP YOU TO CHOOSE APPROPRIATE EDUCATION?

□ A

□ B



YES - 15 (36%)

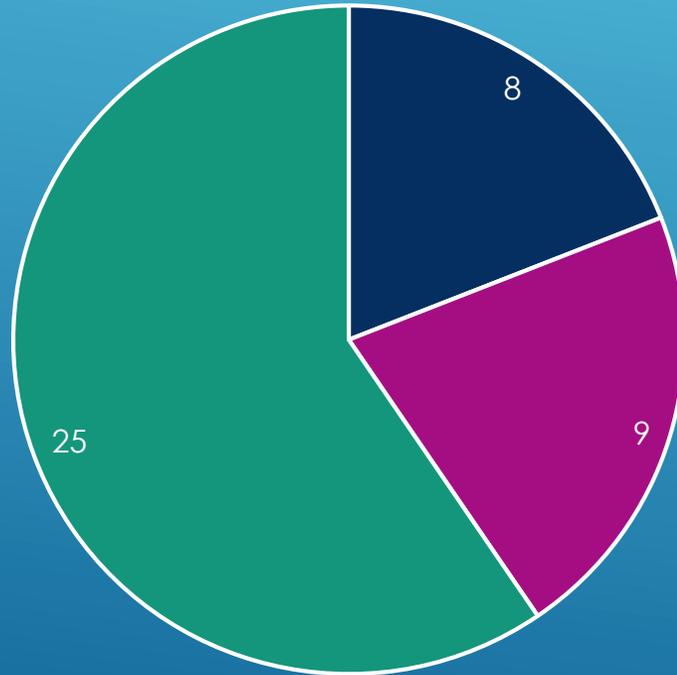
NO - 27 (64%)

# 12. DOES ADVERTISING INFLUENCE YOUR CHOICE?

■ A

■ B

■ C



YES - 8 (19%)

NO - 9 (21%)

**SOMETIMES - 25 (60%)**

# THANK YOU FOR YOUR ATTENTION !

