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This chapter has 71 questions.

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- | | |
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| <input type="checkbox"/> Even Numbered - (35) | <input type="checkbox"/> Difficulty: Moderate - (31) |
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1. Marketing Magazine recognized this fast food chain as Marketer of the Year for 2012:

- McDonald's Canada
 Tim Hortons
 Starbucks
 Thai Express

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.

Multiple Choice Question

2. McDonald's Canada was recognized as Marketing Magazine's Marketer of the Year for 2012 for this promotion:

- the launch of their new fruit smoothies
 the launch of their McCafé brand of coffee and espresso-based beverages
 → their "Our Food. Your Questions" digital marketing communications program
 their "I'm Lovin' It" campaign

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Moderate

Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.

Multiple Choice Question

3. McDonald's Canada answered consumer questions about its food and how it's prepared by:

- answering mailed-in questions by return mail.
 answering mailed-in questions via newspaper ads in major cities.
 providing tear-off sheets in store with FAQ answers.
 → addressing the questions with YouTube videos, TV commercials and wild postings.


Select




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- Accessibility: Keyboard Navigation
Bloom's: Remember
Difficulty: Moderate
Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.
- Multiple Choice Question
4. The "Our Food. Your Questions" campaign by McDonald's Canada can be primarily described as what kind of marketing communication tool?
- Experiential Marketing
 - Public Relations
 - Personal Selling
 - Direct Marketing

Select 


- Accessibility: Keyboard Navigation
Bloom's: Understand
Difficulty: Difficult
Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.
- Multiple Choice Question
5. _____ is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.
- Integrated marketing communications
 - Marketing
 - Advertising
 - Sales promotion

Select 

- Accessibility: Keyboard Navigation
Bloom's: Remember
Difficulty: Easy
Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.
- Multiple Choice Question
6. Which of the following is the BEST example of a marketing exchange?
- Vianna gave Myron a menu, and he placed his food order.
 - Jayson helped Tiffany replace a light bulb in her porch fixture.
 - Tyron and Gwen gave their daughter a necklace for her birthday.
 - For mowing her yard, Mrs. Dudley gave Ike a chocolate cake.

Select 

- Accessibility: Keyboard Navigation
Bloom's: Understand
Difficulty: Moderate
Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.
- Multiple Choice Question
7. Product, price, place and promotion are also known as _____

Select 

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- the marketing mix.
- marketing communications tools.
- methods of selling goods and services.
- marketing jargon.

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.

Multiple Choice Question

8. Which of the following statements about price is true?

- Price refers to what the marketer must give up to sell a product.
- Price communicates the economic cost to consumers for all of the product benefits combined.
- Price is not a key aspect of the product conveyed in a promotional offer.
- Levels of recommended ad expenditures are not relative to price.

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.

Multiple Choice Question

9. A firm can have an excellent product at a great price, but it will be of little value unless it's available where the consumer wants it and when the consumer wants it.

The statement above refers to:

- product decisions.
- price decisions.
- distribution decisions.
- positioning decisions.

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-01 Describe the importance of marketing communications within the marketing mix.

Multiple Choice Question

10. _____ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services.

- Publicity
- Advertising
- Organizational communication
- Promotion

Select



Multiple Choice Question

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Bloom's: Remember

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Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

11. Which of the following is NOT an element of the promotional mix?

- Packaging
 Advertising
 Personal selling
 Sales promotion

Select 

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Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

12. _____ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor.

- Advertising
 The promotional mix
 Publicity
 Sales promotion

Select 


Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select  13. Advertising may be defined as any:

- paid form of nonpersonal communication about a product, service, or company
 communication about a product, service, or company
 communication that moves a product from one level to another level of the distribution channel
 personal communication from a company representative to prospective buyers

Multiple Choice Question

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the

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promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

14. Which the following is NOT an advantage inherent in the use of advertising?

- Ability to control the message
- Low cost per contact
- Ability to create brand images and symbolism
- Immediate feedback

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

15. Which of the following is NOT a characteristic of advertising as a form of promotion?

- Cost-effective method for communicating with large audiences
- Personal nature of the message
- The ability to reach large audiences with the advertising message
- The ability to create images for brands

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

16. Which of these is NOT a reason why marketers use advertising?

- To set an appropriate price across various channels
- To strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult
- To create symbolic appeals for a company or brand
- To take advantage of the fact that advertising is a very cost-effective method of reaching a large audience

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

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Select



17. Rolex's use of high quality product photography and celebrities wearing their watches is a form of:

- primary demand
- combined demand for the celebrities
- product symbolism
- national appeal

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Bloom's: Analyze

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

18. _____ refers to what a product or brand means to consumers and what they experience in purchasing and using it.

- Product appeal
- Product symbolism
- Brand identity
- Brand recognition

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

19. A brand or corporate name and its identification through its logo, symbols, slogans, or trademarks represent:

- product appeal
- product symbolism
- brand identity
- brand equity

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select



20. This is the added value or goodwill resulting from a favourable image and/or consumer attachment to a company name, brand name, or trademark:

-
- product appeal

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- product symbolism
- brand identity
- brand equity

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

21. Advertising done by manufacturers of well-known brands on a nationwide basis or in most regions of the country is known as _____ advertising.

- primary demand
- retail
- consumer
- national

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

22. Advertising done by Wal-Mart, The Bay, and Target for the purpose of building store traffic and encouraging consumers to make a purchase is known as _____ advertising.

- trade
- retail
- cooperative
- in-store

Select 


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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select  23. Advertising done by Home Hardware to encourage consumers to shop there for all hardware needs is known as _____ advertising.

- national
- primary demand
- selective demand

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→ retail/local

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

24. Primary demand advertising is designed to:

- draw particular attention to a particular branded item
- stimulate demand for a general product class or industry
- help launch a specific line extension
- create a market share gain for the industry leader

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

25. _____ advertising is a type of consumer-oriented advertising that focuses on creating demand for a specific company's brand.

- Primary demand
- Selective demand
- Trade
- Cooperative

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

26. _____ advertising is targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.

- Professional
- Direct-response
- Business-to-business
- Retail

Select 

Multiple Choice Question

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Bloom's: Remember


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Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

27. Ads for computers and office furniture in *Purchasing Canada*, a trade magazine written and published especially for corporate and government buyers, are examples of _____ advertising.
- retail
 - business-to-business
 - professional
 - primary-demand

Select 

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

28. Advertisements for a Parkell tooth polisher in *Canadian Dentist*, a publication for dentists, are an example of _____ advertising.
- professional
 - trade
 - primary demand
 - progressive

Select 

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

29. _____ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer.
- Direct marketing
 - Public relations
 - Sales promotion
 - Brand equity

Select 

Multiple Choice Question

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the

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promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

30. Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as:

- consumer sales promotion
- trade sales promotion
- direct marketing incentives
- strategic promotions



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Bloom's: Remember

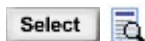
Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

31. McDonald's restaurants use a Monopoly game to allow customers to win various prizes. Each game piece that you receive as a result of a purchase either awards you a prize or fills in one section on a Monopoly board. Prizes can also be won if you own all the pieces of the railroads or all of one colour of property. This is an example of a:

- consumer sales promotion
- direct-response advertising campaign
- primary demand advertising campaign
- service-oriented sales promotion



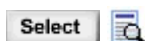
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Bloom's: Analyze

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question



32. Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as:

- a consumer sales promotion
- a trade sales promotion
- a functional inducement
- integrated promotions

Multiple Choice Question

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public


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relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

33. _____ is nonpersonal communication neither directly paid for nor run under identified sponsorship.

- Advertising
- Sales promotion
- Publicity
- Public relations

Select 

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Bloom's: Remember


Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

34. How does advertising differ from publicity?

- Advertising is done by manufacturers, and publicity is done by retailers.
- Advertising is paid for by the sponsoring organization, and publicity is not.
- Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.
- Advertising typically utilizes mass media, and publicity does not.

Select 


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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select 

35. Which of the following statements about publicity is true?

- Publicity generally has a broader purpose and objective than public relations.
- Publicity is an important communication technique used in public relations.
- Publicity has more of a long term, on-going purpose than public relations.
- Publicity and public relations are synonyms for each other.

Multiple Choice Question

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public

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relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

36. Which of the following is NOT a technique used to generate publicity?

- News releases and feature articles
- Photographs, films, and videotapes
- Packaging and product displays
- Press conferences

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember


Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

37. When Jennifer Lawrence appears on "The Tonight Show with Jay Leno" as a guest to discuss her role in the "Hunger Games" movies, it is an example of:

- advertising
- publicity
- personal selling
- direct marketing

Select 

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

38. One of the primary advantages inherent in the use of publicity is its:

- ability to be personalized
- credibility
- almost non-existent variable costs
- ability to be closely controlled and monitored by the organization that is being publicized

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select 

39.

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Consumer Reports magazine ran an article comparing various shampoos and rated Pert Plus as the best brand. This article was reported on in various newspapers and television news programs. This is an example of:

- sales promotion
- advertising
- negative publicity
- positive publicity

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Bloom's: Analyze

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

40. A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of:

- personal selling
- publicity
- promotion
- media-selling

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

41. Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?

- Advertising
- Publicity
- Sales promotion
- Direct marketing

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

42. When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as:

- image management

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- advertising
- integrated marketing
- public relations

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Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

43. _____ is the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.

- Publicity
- Corporate affairs
- Public relations
- Sales promotion

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

44. Public relations involves all of the following EXCEPT:

- sponsorship of a fun run to benefit breast cancer research
- financial and personnel involvement in local arts and crafts festival
- product design
- publicity

Select 

Accessibility: Keyboard Navigation

Bloom's: Understand


Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

45. _____ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.

- Advertising
- Sales promotion
- Direct marketing
- Public relations

Select 

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

46. Which of the following statements about direct marketing is true?

- Direct marketing and direct mail are synonymous.
- Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, and direct response advertising.
- Direct marketing has lost popularity over the past two decades, owing primarily to changing lifestyles and technologies.
- Business-to-business marketers criticize direct marketing as an ineffective way to identify potential sales leads, communicate with customers, and provide them with information about their products or services.

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

47. Which of the following statements about direct marketing is true?

- Direct marketing has not traditionally been considered an element of the promotional mix, since it had distinct objectives, strategies and tactics.
- One of the major tools of direct marketing is indirect-response advertising.
- Direct marketing is seldom, if ever, used by companies that have a sales force.
- Direct marketing does not exist beyond direct mail and mail-order catalogues.

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select



48. The Bradford Exchange is a company that sells collectible plates. If you order one plate from the company, you will receive multiple mailings each month announcing new issues and encouraging you to place your order. Given this information, which

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promotional element do you think The Bradford Exchange depends upon most heavily?

- Advertising
- Sale promotion
- Direct marketing
- Public relations

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Bloom's: Analyze


Difficulty: Difficult

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

49. One of the major tools of direct marketing is _____ advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer.

- direct-response
- primary-demand
- business-to-business
- selective demand

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

50. _____ is a promotional mix element that allows for direct contact between a buyer and seller and allows a message to be modified according to the needs or reactions of the customer.

- Direct mail
- Personal selling
- Public relations
- Sales promotion

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-02 Identify the tools of the promotional mix-advertising; sales promotion; public relations; direct marketing; Internet marketing; and personal selling-and summarize their purpose.

Multiple Choice Question

Select  51.

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In the 1990s, companies saw _____ as a way to coordinate and manage their marketing communication programs to ensure customers received a consistent message about the company and/or its brands.

- product marketing
- the Internet
- relationship marketing
- integrated marketing communications

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

52. Many companies are taking a(n) _____ perspective in developing their IMC programs whereby they consider all of the potential ways of reaching their target audience and presenting the company or brand in a favourable manner.

- audience contact
- traditional
- modern
- aggressive

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

53. _____ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit.

- Integrated marketing communications
- Marketing planning
- Exchange
- Relationship marketing

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

54. The increased usage of relationship marketing is due to the fact that:

- customers have become less demanding
- _____ customers want products and services that are mass-produced rather than tailored to their specific needs and wants

Select



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- retaining customers is generally more cost effective than acquiring new ones
- it is very costly to maintain customer databases

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

55. Promotional management can best be described as:

- placing coupons in each Sunday edition of major newspapers
- effectively coordinating the promotional mix elements to develop an effective communication program
- measuring the effectiveness of any communication with the target market
- coordinating the activities of people who come in contact with the prospect or consumer

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

56. The _____ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities.

- promotional plan
- market audit
- situation analysis
- communications process

Select



Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

Select



57. The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.

- promotional plan
- marketing plan
- communications plan
- situation analysis

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Multiple Choice Question

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Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

58. A marketing plan usually includes all of the following EXCEPT:

- a program for implementing marketing strategy
- criteria and procedures for the hiring of all marketing personnel
- the establishment of marketing objectives
- a detailed situation analysis

Select 

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Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

59. A marketing plan usually includes:

- a corporate mission statement
- a media schedule
- a detailed situation analysis
- sales and market forecasts

Select 

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Bloom's: Remember


Difficulty: Moderate

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

60. The first step in the IMC planning process is:

- the situation analysis
- budget determination
- a review of the marketing plan
- specification of communications objectives

Select 

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Bloom's: Remember


Difficulty: Moderate

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

61. An internal situation analysis looks at all of the following EXCEPT:

- competitive analysis
- corporate and brand image analyses

Select 

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- promotional objectives
- results of the firm's previous promotional programs

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Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

62. An external situation analysis could include all of the following EXCEPT:

- a competitive analysis
- the product's benefits
- consumer behaviour analysis
- environmental analysis

Select 

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

63. _____ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability.

- Communication objectives
- Marketing objectives
- Segmentation approaches
- External analysis factors

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember


Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

64. Which of the following is NOT a good example of a communications objective?

- To create awareness of the attributes of a brand or product
- To create a favourable attitude about a product
- To develop consumers' intentions to purchase a product
- To increase sales volume

Select 

Multiple Choice Question

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Bloom's: Remember

Difficulty: Moderate

Learning Objective: 01-04 Explain the IMC planning process


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model and express the steps in developing a marketing communications program.

65. _____ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area.

- Communication and behavioural objectives
 Sales and marketing objectives
 Marketing and behavioural objectives
 Promotional and marketing objectives

Select 

Accessibility: Keyboard Navigation

Bloom's: Remember

Difficulty: Easy

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question

66. All of the following explain the importance of IMC EXCEPT:

- the many audiences to communicate with
 the vast number of messages consumers receive
 → advertising and promotion regulation
 consumer adoption of technology and media

Select 

Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Easy

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

67. _____ is described as one of the "new-generation" marketing approaches that helps companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders.

- Transaction marketing
 Public relations
 Online advertising
 → IMC

Select 

Accessibility: Keyboard Navigation

Bloom's: Understand


Difficulty: Moderate

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

68. Which of the following is NOT a general characteristic of IMC?

- Competitive-oriented communication
 Unified communication for consistent message and image

Select 

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- Differentiated communication to multiple customer groups
- Relationships fostering communication with existing customers

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Bloom's: Remember

Difficulty: Moderate

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

69. Which of the following best describes a criticism of IMC?

- Differentiates communication to multiple customer groups
- Focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike
- Unifies communication for consistent message and image
- Uses database-centred communication for tangible results

Select



Accessibility: Keyboard Navigation

Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

70. Kim Rossister, brand manager at GM, plans for a new communication campaign and intends to consider all the potential ways of reaching her target audience and presenting her brand in a favourable manner. Kim believes this approach can help develop an efficient and effective communication campaign. This approach is best described as:

- database-centred perspective
- relationship marketing perspective
- audience contact perspective
- persuasive communication perspective

Select



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Bloom's: Understand

Difficulty: Difficult

Learning Objective: 01-03 Illustrate the concept of integrated marketing communications (IMC) by distinguishing its evolution; renewed perspective; and importance.

Multiple Choice Question

71. Which of the following statements about marketing and IMC plans is NOT necessarily true?

- The first step in the IMC planning process is to review the marketing plan
- The marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan

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- The marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program
- The IMC plan is developed similarly to the marketing plan and often uses its detailed information

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Bloom's: Understand

Difficulty: Moderate

Learning Objective: 01-04 Explain the IMC planning process model and express the steps in developing a marketing communications program.

Multiple Choice Question