Multiple Choice Questions

1. (p. 4) With Google's Adsense online marketing, the company:
   A. avoided mass media boycotts
   B. facilitated the opportunity for low-tech media to reach non-target markets
   C. refined the concept of targeted advertising
   D. allowed advertisers to use an undifferentiated marketing strategy
   E. none of the above

See opening vignette.

2. (p. 5) Google's ability to track purchases made directly through Internet advertising fulfills marketers' dream of:
   A. integrating online advertising into the manufacturing strategy
   B. efficient supply-chain communication
   C. replacing internal analysis with external analysis
   D. mastering the marketing mix
   E. paying for the advertising that works

See opening vignette.

3. (p. 5) Why are marketers decreasing their usage of advertising in mass media to reach their target market and increasing their use of integrated marketing communications?
   A. The mass market has become fragmented.
   B. The explosion of new technologies has given consumers greater control over the communication process.
   C. The use of the Internet and electronic commerce is growing.
   D. New global markets are emerging.
   E. All of the above explain the increasing reliance on integrated marketing communications.
4. (p. 6) According to the text, why are marketers decreasing their usage of advertising in mass media to reach their target market and increasing their use of integrated marketing communications?
A. The number of new products being introduced annually is growing.
B. Advertising agencies find it easier to develop effective integrated marketing communications than to use mass media advertising.
C. The product life cycle is becoming shorter.
D. The use of the Internet and electronic commerce is growing.
E. All of the above explain the increasing reliance on integrated marketing communications.

5. (p. 8) The tremendous growth in advertising and promotion throughout the world is due to:
A. a redefining of the term marketing
B. the growth of the U.S. and global economies
C. the lack of print and broadcast media in many nations
D. the tremendous growth in the number of advertising agencies worldwide
E. an international tendency to abandon growth strategy and promote existing products in the growth and maturity stages of their product life cycles

6. (p. 8) _____ 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.
A. Integrated marketing communications
B. Marketing
C. Advertising
D. Sales promotion
E. Exchange communications

7. (p. 8) Which of the following is the BEST example of a marketing exchange?
A. The waitress gave Sunil a menu, and he placed his food order.
B. Griffin helped Mandy replace the air filter in her lawn mower.
C. A. C. and Maggie gave their son a CD player for his birthday.
D. In return for painting her fence, Mrs. Maloney gave Larry a box of homemade fudge.
E. None of the above is an example of a marketing exchange.
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8. (p. 8) Which of the following is an example of a marketing exchange?
A. Jennifer purchased a chocolate milkshake at a local drive-in restaurant.
B. Lionel sold Guy two season tickets to a Tennessee Titans professional game for $750.
C. Jeremy gave a $500 donation to receive an autographed set of Harry Potter books for his daughter.
D. Kendrick's Cleaning Service bought airtime on KRAX.
E. All of the above are examples of a marketing exchange.

9. (p. 8) Which of the following statements about marketing is true?
A. A marketing transaction does not have to involve the exchange of money.
B. Marketing is used by nonprofit organizations.
C. Marketing is used by colleges and universities to solicit donations in exchange for psychological satisfaction.
D. Effective marketing requires that managers recognize the interdependence of sales and promotion and how they can be combined to develop a marketing program.
E. All of the above statements about marketing are true.

10. (p. 8) Which of the following statements about marketing is true?
A. Most marketers are seeking a one-time exchange or transaction with their customers.
B. The focus of production-driven companies is on developing and sustaining relationships with their customers.
C. It is often more cost effective to use marketing to retain customers than to acquire new ones.
D. Marketing does not play an important role in developing and sustaining relationships with customers.
E. By definition, a marketing transaction involves the exchange of money.

11. (p. 9) _____ is the process of creating, maintaining and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit.
A. Integrated marketing
B. Integrated marketing communications
C. Marketing planning
D. Exchange
E. Relationship marketing
12. (p. 9) The increased usage of relationship marketing is due to the fact:
A. customers have become less demanding
B. customers want products and services that are mass-produced rather than tailored to their specific needs and wants
C. retaining customers is generally more cost effective than acquiring new ones
D. it is very costly to prevent customer defections
E. most international customers already use relationship marketing

13. (p. 9) __________ is the customer's perception of all the benefits of a product or service.
A. Mass marketing
B. Information
C. Mass customization
D. Value
E. Batch processing

14. (p. 9) To decrease marketing costs and to improve response rates Williams-Sonoma catalog retailer, decided it needed to better match their catalog brands to recipients. Based on the retailer's understanding of a customer's special interests one person might receive a catalog about cookware while his neighbor receives a catalog focused on household goods with a July 4th theme. This strategy to be more attuned to its customers' needs and at the same time improving its own financial picture is an example of how a company can use:
A. mass marketing
B. an information marketing system
C. a product penetration strategy
D. relationship marketing
E. batch processing

15. (p. 9) Rives de France, a canal boat rental company, developed a tracking system recording customers' preferences and behaviors in order to better meet the needs of individual customers and increase customer retention. Rives de France developed a:
A. customer relationship management system.
B. an information marketing system
C. mass customization operation
D. advertising efficiency system
E. batch processing program
16. (p. 9) Advances in technology and flexible manufacturing systems have allowed a boot manufacturer in Texas to take several measurements of a customer's feet and make boots that precisely fit those feet. No one but the person for whom the boots were made can wear them comfortably. This Texas boot maker uses:
A. mass marketing
B. an information marketing system
C. mass customization
D. a product development strategy
E. batch processing

17. (p. 10) The _____ is the controllable elements of product, promotion, price, and place (distribution), which are used to facilitate exchange in a marketplace.
A. promotional mix
B. marketing mix
C. advertising mix
D. IMC mix
E. internal exchange environment

18. (p. 10) Prior to the movement to integrated marketing communications, the promotional function in most companies was dominated by:
A. mass media advertising
B. sales promotion
C. public relations
D. publicity
E. direct marketing

19. (p. 10) As advertisers embraced the process of integrated marketing communications,:
A. auxiliary promotional services became an important element in effective marketing communications
B. many companies began looking beyond their traditional advertising agencies and using other types of promotional specialists to develop and implement their promotional programs
C. many ad agencies acquired public relations, sales promotion, and direct marketing companies to expand their capabilities and offer clients one-stop shopping for all their promotional needs
D. companies began using a variety of promotional tools rather than relying primarily upon mass media advertising
E. all of the above occurred
20. (p. 11) Which of the following conditions must be met to effectively utilize integrated marketing communications?
A. Individuals working in marketing need to thoroughly understand the creative process of advertising.
B. Advertising agencies need to acquire firms specializing in other areas of marketing communications.
C. Individuals working in marketing, advertising, and other promotional areas need to better understand how to use a variety of marketing communications tools.
D. All promotional mix elements need to be brought under the control of the ad agency
E. All of the above conditions must be met for an effective utilization of integrated marketing communications.

21. (p. 11) British Airways employed _____ when it used product placement to make sure that viewers of the movie *Die Another Day* knew that James Bond flies first class on a British Airways plane. (The scene occurs late in the movie.) The airline ran advertising campaign based around the slogan, "Save your Pennys, fly like Bond," referring to the secretary that Bond flirts with in each film. British Airways also paid for the rights to screen the film on its flights before the movie was available at video stores.
A. the marketing mix
B. exchange
C. integrated marketing communications
D. the 4As
E. relationship marketing

22. (p. 11) Arm & Hammer UltraMax deodorant contains time-released baking soda and provides "extra muscle for the game of life." Ads for the product featured a baseball star saying "When your day goes into extra innings, you need a deodorant with extra muscle," appeared in television and print ads. At the same time, Arm & Hammer ran sweepstakes in which people could enter to win a chance to meet the baseball star plus other great prizes. To enter sweepstakes customers had to fill out a $1-off coupon for deodorant or visit the website [ahultramax.com](http://ahultramax.com). This is an example of:
A. the marketing mix
B. exchange
C. integrated marketing communications
D. the 4As
E. relationship marketing
23. (p. 11) The central theme of the concept of _____ is that all of an organization's marketing and promotional elements and activities communicate with its customers.
   A. the marketing mix  
   B. exchange  
   C. integrated marketing communications  
   D. the promotional mix  
   E. relationship marketing

24. (p. 12) Integrated marketing communications requires a "big picture" approach to planning marketing and promotion programs, requiring advertising agencies to develop a(n):
   A. alternative approach for each media method  
   B. support system for production differentiation  
   C. total marketing communications strategy  
   D. reduced emphasis on information advertising and increased emphasis on persuasive marketing  
   E. all of the above

25. (p. 12) _____ is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic role of a variety of communication disciplines and combines them to provide clarity, consistency, and maximum impact.
   A. The marketing concept  
   B. The promotional mix concept  
   C. The exchange concept  
   D. Integrated marketing communications  
   E. Promotional planning

26. (p. 12) Terms such as new advertising, orchestration, and seamless communication have been used to describe:
   A. relationship marketing  
   B. integrated marketing communications  
   C. the promotional mix  
   D. relationship marketing  
   E. the 4 A's
27. (p. 12) Advocates of integrated marketing communications argue that:
A. a company communicates with its customers primarily through media advertising
B. a company communicates with its customers primarily through one-on-one communication techniques.
C. package design is the most important way of communicating with customers
D. nonpersonal communications is more effective than personal communications
E. none of the above is true

28. (p. 12) The goal of an integrated marketing communications program is to:
A. have all of a company's marketing and promotional activities project a consistent unified image to its customers
B. control all facets of a product's distribution
C. communicate with customers primarily through advertising
D. have complete control over all facets of the marketing mix
E. create a brand image so strong that it destroys all of its competition

29. (p. 11-12) As marketers become more sophisticated in their understanding of integrated marketing communications, they are recognizing that:
A. effective integrated marketing communications calls for a centralized messaging function
B. integrated marketing communications must consider all sources of brand or company contact that a customer or prospect has with a product
C. integrated marketing communications offers more than just ideas for coordinating all of the elements of the marketing and promotional program
D. integrated marketing helps companies identify the most appropriate and effective methods for contacting customers
E. all of the above are true

30. (p. 11-12) The move toward integrated marketing communications:
A. allows marketers to develop more efficient and effective marketing communication programs
B. reflects an adaptation by marketers to a changing environment
C. is being driven by changing technologies that are creating new ways for marketers to reach consumers
D. is being driven by changing demographics, life styles, media, and shopping patterns
E. is correctly defined by all of the above
31. (p. 11-12) Which of the following statements describes a reason why marketers are adopting the concept of integrated marketing communications?
A. Marketers recognize the value of strategically integrating the various communication functions.
B. Traditional media advertising has become too expensive and less cost effective.
C. The shift in marketplace power from manufacturers to retailers is leading marketers to allocate less money to advertising and consider promotional tools that can provide immediate results.
D. The rapid growth and development of database marketing is prompting firms to target consumers through a variety of direct marketing methods.
E. All of the above are reasons why marketers are adopting the concept of integrated marketing communications.

32. (p. 13) Which of the following statements describes a reason why marketers are adopting the concept of integrated marketing communications?
A. There is a shift in marketplace power from retailers to manufacturers.
B. Escalating price competition in many markets has forced marketers to spend more of their promotional budget on price promotions rather than media advertising.
C. Privacy issues are causing many marketers to abandon database marketing.
D. Companies are paying their advertising agencies using a fixed salary as opposed to incentive plans.
E. All of the above are reasons why marketers are adopting the concept of integrated marketing communications.

33. (p. 15) Many companies are attempting ______________, where their brand come-ons become part of popular culture and consumers are lured into spreading the message.
A. direct-response advertising
B. buzz marketing
C. exchange-driven communication
D. external marketing alliances
E. integrated internal advertising allowances
34. (p. 14) With changes in technology, many markets are becoming increasingly fragmented. In response, marketers are moving away from mass marketing and engaging in:
A. mass media communication
B. mass customization
C. micromarketing
D. interactive marketing
E. relationship management

See IMC Perspective 1-1.

35. (p. 16) The brand identity for Quaker Oats would include:
A. consumer perception that the cereal is nutritious
B. the Quaker gentleman who appears on the box and in the Quaker ads
C. the round shape of the oatmeal package
D. the taste of the cooked oatmeal
E. all of the above

36. (p. 16) Arm & Hammer UltraMax deodorant contains time-released baking soda and provides "extra muscle for the game of life." Ads for the product featured a baseball star saying "When your day goes into extra innings, you need a deodorant with extra muscle," appeared in television and print ads. At the same time, Arm & Hammer ran sweepstakes in which people could enter to win a chance to meet the baseball star plus other great prizes. To enter sweepstakes customers had to fill out a $1-off coupon for deodorant or visit the website ahultramax.com. Through the use of IMC, Arm & Hammer is hoping to create _____ for its new product.
A. brand adaptation
B. laggard adoption
C. mass customization
D. brand identity
E. cognitive dissonance
37. (p. 17) Traditionally, ________________ has been the cornerstone of brand-building efforts.
   A. interactive media
   B. mass-media advertising
   C. public relations
   D. government policy controls
   E. personal selling

   See IMC Perspective 1-2.

38. (p. 17) Today, companies are often using __________ to build brands.
   A. interactive media
   B. entertainment
   C. consumer experience
   D. mass customization
   E. all of the above

   See IMC Perspective 1-2.

39. (p. 18) __________ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services.
   A. Publicity
   B. Advertising
   C. Organizational communication
   D. Promotion
   E. Marketing

40. (p. 18) Which of the following is NOT an element of the traditional promotional mix?
   A. packaging
   B. advertising
   C. personal selling
   D. sales promotion
   E. public relations
41. (p. 18) The basic elements that are used to accomplish an organization's communication objectives are referred to as:
   A. the marketing mix
   B. marketing strategy tools
   C. 5 C's
   D. the promotional mix
   E. public relations

42. (p. 18) _____ is defined as any paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor using predominantly mass media communication.
   A. Advertising
   B. Personal selling
   C. The promotional mix
   D. Publicity
   E. Sales promotion

43. (p. 18) Advertising may be defined as any:
   A. paid forms of nonpersonal communication about a good, service, or company
   B. any communications about a good, service, or company
   C. any communication that moves a product from one level to another level of the distribution channel
   D. personal communication from a company representative to prospective buyers
   E. nonpersonal communication about a good or service that is not paid for or run under identified sponsorship

44. (p. 18) Which of the following is NOT a characteristic of advertising as a form of promotion?
   A. low cost per contact
   B. the ability to create images for brands
   C. the ability to reach large audiences with the advertising message
   D. immediate feedback and capability to close sales.
   E. the use of mass media
45. (p. 18) The best-known and most widely discussed form of promotion is:
A. personal selling
B. sales promotion
C. direct marketing
D. advertising
E. publicity/public relations

46. (p. 18) Which the following is NOT an advantage inherent in the use of advertising?
A. ability to control the message
B. low cost per contact
C. ability to create brand images and symbolism
D. immediate feedback
E. control of message content and media placement

47. (p. 19) If a company wanted to reach a large consumer audience and create a symbolic image or appeal for a new brand, which promotional mix element would probably be used?
A. advertising
B. personal selling
C. sales promotion
D. publicity
E. public relations

48. (p. 18-19) Marketers use advertising to:
A. create brand image
B. strike a responsive chord with consumers when differentiation using other elements of the marketing mix is difficult
C. create symbolic appeals for a company or brand
D. take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
E. do all of the above
49. (p. 20) ______ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.
   A. Advertising
   B. Sales promotion
   C. Direct marketing
   D. Publicity
   E. Public relations

50. (p. 21) Advertising done by manufacturers of well-known brands on a nationwide basis or in most regions of the country is known as ______ advertising.
   A. primary demand
   B. trade
   C. consumer
   D. national
   E. retail

See Figure 1-4.

51. (p. 21) Advertising done by Target, Kohl's, and Macy's for the purpose of building store traffic and encouraging consumers to make a purchase now is known as ______ advertising.
   A. trade
   B. retail image
   C. cooperative
   D. direct-action
   E. direct-response

See Figure 1-4.
52. *(p. 21)* Advertising done by Blessings Realty Company to encourage consumers to consider it when they are in the market for a new home or are selling their old home is known as _____ advertising.
   A. national
   B. primary demand
   C. secondary demand
   **D.** retail/local
   E. direct-response

See Figure 1-4.

53. *(p. 21)* A used bookstore that ran an ad in which it announced a "12-hour, everything must go" sale would be using:
   A. homogeneous marketing
   B. direct-response advertising
   C. a direct-action promotion
   **D.** indirect-response advertising
   E. bait and switch advertising

See Figure 1-4.

54. *(p. 21)* Primary demand advertising is designed to:
   A. draw particular attention to a particular branded item
   **B.** stimulate demand for a general product class or industry
   C. help launch a specific line extension
   D. compare two or more competitors in a real world situation
   E. create a market share gain for the industry leader

See Figure 1-4.
55. (p. 21) _____ advertising is a type of consumer-oriented advertising that focuses on creating demand for a specific company's brand.
A. Primary demand
B. Selective demand
C. Trade
D. Secondary demand
E. Industrial

See Figure 1-4.

56. (p. 21) _____ advertising is targeted at individuals who influence the purchase of goods and services used to make other products.
A. Professional
B. Primary demand
C. Retail
D. Industrial
E. Direct-response

See Figure 1-4.

57. (p. 21) Ads for Wagner Brake Products, Champion spark plugs, MOOG chassis parts, and Keystone wheels in Tire Review, a journal written and published especially for owners/operators of auto shops, are examples of _____ advertising.
A. retail
B. direct-response
C. business-to-business
D. professional
E. primary-demand

See Figure 1-4.
58. (p. 21) Advertisements for Tungue Safekeeper lockable outdoor storage bins in Textile Rental, a publication for those in the uniform and linen rental business, is an example of _____ advertising.

A. professional
B. trade
C. regressive
D. progressive
E. media mix

See Figure 1-4.

59. (p. 20) Which of the following statements about direct marketing is true?

A. Direct marketing and direct mail are not synonymous.
B. Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, direct selling, and direct response advertising.
C. Direct marketing is used by consumer product companies who distribute their products through retail stores.
D. Business-to-business marketers often use direct marketing to identify potential sales leads, communicate with customers, and provide them with information about their products or services.
E. All of the above statements about direct marketing are true.

60. (p. 19-20) Which of the following statements about direct marketing is true?

A. Direct marketing has not traditionally been considered an element of the promotional mix.
B. Direct marketing and direct mail are synonymous.
C. One of the major tools of direct marketing is indirect-response advertising.
D. Direct marketing is seldom, if ever, used by companies that have an external sales force.
E. Direct marketing does not exist beyond direct mail and mail-order catalogs.
61. (p. 20) 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 for additional plates the company is making available. Given this information, which promotional element do you think The Bradford Exchange depends upon most heavily?
A. advertising
B. sale promotion
C. direct marketing
D. public relations
E. pricing

62. (p. 20) 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.
A. direct-response
B. primary-demand
C. business-to-business
D. trade
E. selective demand

63. (p. 20) The ad for the Bose Wave radio/CD player in Newsweek magazine has a coupon that you could use to order the radio/CD player, a toll-free number you could call to place an order, and a Web site for placing orders. This ad is an example of _____ advertising.
A. direct-response
B. primary-demand
C. business-to-business
D. trade
E. secondary demand

64. (p. 22) The Internet is:
A. a promotional medium
B. a marketing communications tool
C. a medium that can be used to execute all the elements of the promotional mix
D. an interactive medium
E. accurately described by all of the above
65. (p. 22) Coldwater Creek is a retailer that uses its Web site to promote and sell new merchandise. Coldwater Creek views the Internet as a(n) _____ medium.
   A. interactive
   B. broadcast
   C. selective-demand
   D. print
   E. one-way

66. (p. 22) According to the text, which of the following is NOT an example of an interactive medium?
   A. CD-ROMs
   B. kiosks
   C. direct marketing
   D. the Internet
   E. interactive television

67. (p. 23) _____ includes those marketing activities that provide extra value or incentives for purchasing a product such as coupons and premiums.
   A. Direct marketing
   B. Advertising
   C. Public relations
   D. Sales promotion
   E. Brand equity

68. (p. 23) Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as:
   A. consumer-oriented sales promotion
   B. trade-oriented sales promotion
   C. direct marketing incentives
   D. public relations
   E. strategic promotions
69. (p. 23) Chicken of the Sea includes coupons in their magazine advertisements. This is an example of:
A. consumer-oriented sales promotion
B. direct-response advertising campaign
C. primary demand advertising campaign
D. trade-oriented sales promotion
E. service-oriented sales promotion

70. (p. 24) Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as:
A. a consumer-oriented sales promotion
B. a trade-oriented sales promotion
C. a functional inducement
D. direct marketing
E. integrated promotions

71. (p. 24) Florafax Wire Service allows a consumer in Alaska to go to his or her local florist and order roses to be sent to a friend in Maine. The Alaskan florist uses Florafax to order the roses from a florist in Maine who will arrange and deliver them. An ad for Florafax in a trade journal for florists offers retail florists a $4 rebate when they send 20 orders and an additional $.75 per order when they use florafax.net online sending. In its ad, Florafax is using:
A. a consumer-oriented sales promotion
B. a trade-oriented sales promotion
C. a functional inducement
D. telemarketing
E. integrated promotions

72. (p. 24) _____ is nonpersonal communication neither directly paid for nor run under identified sponsorship.
A. Advertising
B. Sales promotion
C. Publicity
D. Public relations
E. Personal selling
73. (p. 24) How does advertising differ from publicity?
A. Advertising is done by manufacturers, and publicity is done be retailers.
B. Advertising is personal, and publicity is nonpersonal in nature.
C. Advertising is paid for by the sponsoring organization, and publicity is not.
D. Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.
E. Advertising typically utilizes mass media, and publicity does not.

74. (p. 24) Which of the following is NOT a technique used to generate publicity?
A. new releases
B. feature articles
C. photographs, films, and videotapes
D. packaging
E. press conferences

75. (p. 24) One of the primary advantages inherent in the use of publicity is its:
A. ability to be personalized
B. credibility
C. almost non-existent variable costs
D. tangibility
E. ability to be closely controlled and monitored by the organization that is being publicized

76. (p. 24) When the individual voted off of The Survivor reality series appears on David Letterman as a guest to discuss the series and his or her role in the series, it is an example of __________ for the CBS television show.
A. advertising
B. publicity
C. sales promotion
D. personal selling
E. direct marketing
77. (p. 24) Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?
   A. advertising
   B. publicity
   C. packaging
   D. sales promotion
   E. direct marketing

78. (p. 25) Which of the following statements about publicity and public relations is true?
   A. Publicity generally has a broader purpose and objective than public relations.
   B. Publicity is the only tool used in a firm's public relations efforts.
   C. Publicity is one of the most important communication techniques used in public relations.
   D. Publicity has more of a long term, on-going purpose than public relations.
   E. Publicity and public relations are synonyms for each other.

79. (p. 25) Which of the following statements describes a disadvantage associated with publicity?
   A. Publicity is expensive to implement.
   B. Publicity has relatively low credibility.
   C. Publicity is not always under the control of the organization that reaps the negative and positive benefits from it.
   D. Publicity is not useful with a market segmentation strategy.
   E. Publicity makes a market aggregation strategy ineffective.

80. (p. 25) An article in *Financial Times* announced that Puma had developed the Thrift shoe, based on its award-winning design. The Thrift shoe was to be made in a limited edition of 510 pairs of fabric from second-hand clothes and would not be available in the U.S. According to the article, each pair would come complete with a numbered certificate of authenticity and a private password for the dedicated Web page so all proud owners could "swap their soles." The article created interest in the shoes and is an example of:
   A. sales promotion
   B. advertising
   C. personal selling
   D. sponsorship
   E. positive publicity
81. (p. 25) A lawsuit charged a mortgage lender with racism because it allegedly charged African-American borrowers higher rates than other borrowers. News of the lawsuit was reported by the wire service, and it appeared in several newspapers. This is an example of:
A. sales detraction  
B. negative advertising  
C. cause selling  
D. negative publicity  
E. neutral publicity

82. (p. 25) A review of a movie in *Newsweek* magazine or on the *Good Morning America* television show is an example of:
A. personal selling  
B. publicity/public relations  
C. promotion  
D. advertising  
E. media-selling

83. (p. 25) When an organization systematically plans and distributes information in an attempt to control and manage the nature of the publicity it receives and its image, it is engaging in a function known as:
A. image management  
B. advertising  
C. integrated marketing  
D. public relations  
E. sales promotion

84. (p. 25) _____ 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.
A. Direct marketing  
B. Publicity  
C. Corporate affairs  
D. Public relations  
E. Sales promotion
85. (p. 25) In response to allegations that it charged African-Americans higher mortgage rates than others, the mortgage lender created a mystery shopper program in which it sent out African-American customers to report on their experience with the firm’s lending offices. Their reports were released to the news media. This is an example of:
A. public relations
B. advertising
C. media-selling
D. sales promotion
E. cause marketing

86. (p. 25) Public relations involves all of the following EXCEPT:
A. sponsorship of a fun run to benefit breast cancer research
B. financial and personnel involvement in local arts and crafts festival
C. product design
D. participation in the community effort to build a playground
E. publicity

87. (p. 25) _____ 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.
A. Advertising
B. Direct mail
C. Public relations
D. Sales promotion
E. Personal selling

88. (p. 25-26) Which of the following statements accurately describe how mass communication differs from personal communication?
A. To reach a large audience, interpersonal communication is faster.
B. Interpersonal communication messages are more easily adapted to the receiver.
C. Mass communication has a greater ability to attract attention.
D. Cost per individual reached tends to be higher with mass communication.
E. Feedback tends to be more accurate with mass communication.
89. (p. 25-26) The promotional mix element that allows for the most immediate and precise feedback from the customer is:
A. advertising
B. sales promotion
C. direct marketing
D. public relations/publicity
E. personal selling

90. (p. 26) Which of the following organizations is most likely to rely heavily on personal selling?
A. marketers of packaged goods products like detergent, cake mixes, and sugar
B. the hotel and restaurant industry
C. governmental regulatory agencies
D. business-to-business marketers of robotic surgical equipment
E. a retailer that sells professional sports uniforms

91. (p. 25) Business-to-business marketers who sell expensive, risky, and often complex products rely most heavily on which of the following promotional tools?
A. print advertising
B. coupons
C. direct mail
D. personal selling
E. pricing

92. (p. 25) What is the major advantage of personal selling over advertising as a communication method?
A. Personal selling generates more sales per dollar invested.
B. Personal selling improves the image of the firm.
C. Personal selling activates the receiver's selective processes, and advertising does not.
D. Personal selling results in sales responses that are more difficult to measure than advertising is.
E. Personal selling is more persuasive because the communicator can judge the sales prospect and modify his or her message accordingly.
93. (p. 26) Kerry is asked to evaluate the strengths and weaknesses of each IMC tool being used by the agency and make recommendations to plan and execute communications with target audiences. Kerry is engaged in:
A. survey research strategies
B. account-client articulation agreements
C. integrated marketing communications management
D. derived demand analysis
E. efficient synergy management

94. (p. 26) How does the integrated marketing communications plan approach differ from traditional approaches to promotion?
A. IMC puts more emphasis on advertising and less on sales promotion.
B. IMC puts more emphasis on sales promotion and less on advertising.
C. IMC recognizes that marketers must be able to use a wide range of marketing and promotional tools to communicate effectively and present a consistent image to target audiences.
D. IMC places barriers around the various marketing and promotional functions and requires that they be planned and managed separately.
E. All of the above describe ways that the IMC perspective differs from traditional approaches to promotion.

95. (p. 26) _____ is the process for planning, executing, evaluating, and controlling the use of the various promotional-mix elements to effectively communicate with target audiences.
A. Integrated advertising marketing
B. Integrated marketing communications management
C. Market auditing
D. Situation analysis
E. Communications process accounting

96. (p. 28) The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.
A. promotional plan
B. marketing plan
C. communications plan
D. marketing audit
E. situation analysis
97. (p. 28) A marketing plan usually includes all of the following EXCEPT:
A. a program for implementing marketing strategy
B. criteria and procedures for the hiring all marketing personnel
C. a way to monitor and evaluate performance
D. the establishment of marketing objectives
E. a detailed situation analysis

98. (p. 28) A marketing plan usually includes:
A. a corporate mission statement
B. job descriptions and job specifications
C. a media schedule
D. a detailed situation analysis
E. sales and market forecasts

99. (p. 28) The first step in the IMC planning process is:
A. the situation analysis
B. budget determination.
C. a review of the marketing plan
D. specification of communications objectives
E. development of the promotional mix strategies

100. (p. 30) The second stage of the IMC planning process is the:
A. mission statement
B. development of marketing job descriptions
C. promotional analysis
D. advertising plan
E. marketing plan

See Figure 1-6.
An internal situation analysis looks at all of the following EXCEPT:

A. competitive analyses
B. corporate and brand image analyses
C. organization of the promotional department
D. results of the firm's previous promotional programs
E. ability of the firm to implement new promotional programs

See Figure 1-7.

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

A. a competitive analysis
B. a hierarchy for firm's marketing and promotion departments
C. a review of legal and regulatory factors
D. an analysis of overall economic trends in society
E. an analysis of consumer purchase patterns and behavior

See Figure 1-7.

The situation analysis stage of the promotional planning process is intended to:

A. specify the media to be used in the promotions strategy
B. designate the pricing strategy and tactics that a firm should use
C. accurately assess the relevant strengths, weaknesses, problems, and opportunities that confront a firm in developing marketing and promotional plans
D. decide length and type of channels of distribution
E. do all of the above

Marketing objectives refer to what is to be accomplished by the overall marketing program and is stated in terms of sales, market share, and profitability.

A. Communication objectives
B. Marketing objectives
C. Advertising platforms
D. Segmentation approaches
E. External analysis factors
105. (p. 33) _____ refer to what the firm seeks to accomplish with its promotional program and are often stated in terms of the nature of the message to be communicated.
A. Communication objectives
B. Sales quotas
C. Advertising platforms
D. Shaping goals
E. External analysis factors

106. (p. 33) Which of the following is NOT a good example of a communications objective?
A. to create awareness of the attributes of a brand or product
B. to create a favorable attitude about a product
C. to develop consumers' intentions to purchase a product
D. to create awareness about a new brand
E. to increase sales volume

107. (p. 33) _____ should be the guiding force for development of the overall marketing communications strategy and of objectives for each element of the promotional mix.
A. Communication objectives
B. Sales objectives
C. Marketing objectives
D. Promotional objectives
E. All of the above

108. (p. 33) What is the next stage in the IMC planning process, once marketing and communication objectives have been set?
A. budget determination
B. implementation of those objectives
C. media selection scheduling
D. recruitment of marketing and promotion personnel
E. development of the IMC program

See also Figure 1-7.
109. (p. 34) The development of the advertising message that the marketer wants to convey to its target audience is called _____, and the determination of which communications channels to use to deliver the message is _____.
A. creative strategy; media strategy
B. media strategy; message strategy
C. the marketing program; the communications program
D. the Five Cs; the 4 Ms
E. message strategy; channel strategy

110. (p. 34) According to the planning model presented in the text, the most involved and detailed step of the promotional planning process is:
A. reviewing the marketing plan and situation analysis
B. determining the promotional budget
C. developing the integrated marketing communications (IMC) program
D. monitoring, evaluating, and controlling the promotional program
E. determining the media strategy

See also Figure 1-6.

111. (p. 34) According to the IMC planning model,:.
A. promotional mix elements share a set of objectives and a strategy for meeting these objectives
B. objectives and strategies for each promotional mix element are based on advertising goals
C. budgeting is done only for advertising
D. it is important to monitor, evaluate, and control the promotional program to determine how well it is meeting communications objectives
E. the internal and external situation analysis is done after the budget is determined

See also Figure 1-6.
The final stage of the IMC planning model is:
A. budget determination
B. the development of the media strategy
C. analysis of communication process
D. integrating creative strategies
E. monitoring, evaluation, and control

See also Figure 1-6.