Integrated Marketing Communications Strategic Planning Perspectives (Canadian) 5th edition Tuckwell Test Bank

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1) There are five external factors that influence a company's corporate business plan. List these factors and evaluate the effect of these external influences on the corporate planning for Tim Hortons.

Answer:
Economic trends, competitor activity, social and demographic trends, technology, law and regulations. Details in each area will vary depending on the current environment.

Diff: 2

Type: ES
Page Reference: 35-41

Skill: Applied

2) Business planning is an integrated process that involves planning at three levels of an organization. Describe the three levels and how they are integrated.

Answer:
The three levels are corporate (or strategic) planning, marketing planning, and marketing communications planning. Corporate planning, conducted by senior executives, provides guidance and direction for the marketing planning. It lets the brand and marketing managers know what direction the executives would like to take the company. Marketing planning provides direction to the communications specialists on the key target markets, brand identity, and the 4Ps so that the right message can be directed to the right target and the right time.

Diff: 1

Type: ES
Page Reference: 35

Skill: Recall

3) Describe how demographic and social influences might affect a brand such as McDonald's.

Answer:
An aging population may mean menu changes and staffing changes, as busier times may be mid-morning coffee and earlier dinners. The trend towards urbanization may require more locations in the city centers and less in the suburbs. More ethically diverse, more health and fitness conscious will definitely affect menu choices. All of these elements will then change the marketing communications strategies in both content and media selection.

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Diff: 3

Type: ES
Page Reference: 37-40

Skill: Applied

4) Describe the five main strategic options available to corporations and provide an example of each.

Answer:
Divestment occurs when a corporation chooses to remove a division, product line, or even a single product from its portfolio. This could be as simple as McDonald's removing its fish sandwich from the menu. An acquisition strategy is when a corporation chooses to add a division, product line, or even a single product in order to grow the company by adding something that already exists. An example would be Pepsi-Co acquiring Frito Lay. Penetration strategy involves aggressive marketing existing products as with telecommunication providers. A new product development strategy is what made Apple grow exponentially with products such as the iPod, iTunes, iPhone and the iPad. A strategic alliance involves a relationship between two companies where the resources are combined in a marketing venture like seeing KFC and Taco Bell partnered in the same drive-thru.

Diff: 2

Type: ES
Page Reference: 45-46

Skill: Applied

5) Evaluate the marketing situation for Home Depot. Develop a positioning strategy based on your assessment of the situation.

Answer:
An assessment of marketing situation includes an assessment of: external influences, market analysis, competitor analysis, target market analysis, brand analysis and SWOT analysis. Development of a positioning strategy should show a summary of the character and personality of the brand. Answers will vary.

Diff: 4

Type: ES
Page Reference: 51-52

Skill: Applied

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1) Strategic Planning is the process of determining _____, _____ and _____.

a. market segments, target markets, positioning statements

b. mission statements, objectives, tactics

c. objectives, tactics, segments

d. objectives, positioning, tactics

e. objectives, strategies, tactics

Answer: e
Diff: 3

Type: MC
Page Reference: 34

Skill: Recall

2) In the strategic planning process, another term for "execution" is

a. concepts.

b. mission.

c. strategies.

d. tactics.

e. objectives.

Answer: d
Diff: 1

Type: MC
Page Reference: 34

Skill: Recall

3) If the objective for the target market was a clean kitchen floor, which of the list below would be an example of indirect competition to using a broom?

a. a housekeeping service

b. a *Swiffer* dust mop

c. a central vac system

d. a vacuum

e. a brush and dust pan

Answer: a

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Diff: 3

Type: MC
Page Reference: 36

Skill: Applied

4) The general state of the economy is directly determined by the following elements EXCEPT for

a. growth rates in the gross domestic product.

b. inflation rates.

c. the number of baby boomers in the population.

d. the value of the Canadian dollar.

e. employment rates.

Answer: c
Diff: 3

Type: MC
Page Reference: 36-37

Skill: Recall

5) A market situation in which only a few brands control the market is called a(n)

a. oligopolistic competition.

b. monopoly.

c. monopolistic oligopoly.

d. monopolistic competition.

e. oligopoly.

Answer: e
Diff: 2

Type: MC
Page Reference: 35

Skill: Recall

6) A consumer becomes thirsty at a local sporting event. He is trying to decide between purchasing a soda or a beer. This is an example of

a. indirect competition.

b. monopolistic competition.

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c. economic competition.

d. direct competition.

e. oligopolistic competition.

Answer: a
Diff: 3

Type: MC
Page Reference: 36

Skill: Applied

7) Competition from alternative products and services that satisfy the needs of a common market is called

a. monopolistic competition.

b. direct market.

c. direct competition.

d. indirect competition.

e. oligopoly.

Answer: c
Diff: 2

Type: MC
Page Reference: 36

Skill: Recall

8) Which of the following offerings best fits the baby boomer population in Canada?

a. coloured denim

b. athletic shoes

c. community-based retirement condominiums

d. retirement savings plans

e. business administration courses

Answer: c
Diff: 3

Type: MC
Page Reference: 37

Skill: Applied

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9) Dannon has recently introduced a low fat, low sugar yogurt targeted to women. With this new product introduction, Dannon is taking _____ trends into consideration.

a. demographic

b. competitor

c. economic

d. social

e. technological

Answer: d
Diff: 2

Type: MC
Page Reference: 39

Skill: Applied

10) One key demographic trend in Canada is that the population is concentrated in _____ areas.

a. aboriginal

b. non-English speaking

c. suburban

d. urban

e. rural

Answer: d
Diff: 2

Type: MC
Page Reference: 38

Skill: Recall

11) Andrea posted a video of describing how much she loves her new digital camera. This is an example of

a. regulatory influences.

b. product life cycle.

c. consumer-generated content.

d. psychographic description.

e. economic trends.

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Answer: c
Diff: 3

Type: MC
Page Reference: 41

Skill: Applied

12) Industry Canada regulates Canadian businesses through

a. the Free Trade Act.

b. the Competition Act.

c. the Ministry of Consumer Affairs.

d. the Price Act.

e. the Canadian Code of Advertising Standards.

Answer: b
Diff: 2

Type: MC
Page Reference: 41

Skill: Recall

13) The strategic planning process usually starts with a(n) _____ plan.

a. preliminary

b. marketing

c. overall strategic

d. marketing communications

e. corporate

Answer: e
Diff: 2

Type: MC
Page Reference: 43

Skill: Recall

14) A plan which sets out objectives for a brand and how the various elements of the marketing mix will be employed is a called a

a. marketing communications plan.

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b. corporate plan.

c. strategic plan.

d. marketing plan.

e. brand plan.

Answer: d
Diff: 3

Type: MC
Page Reference: 43

Skill: Recall

15) A statement of an organization's purpose and operating philosophy is called a

a. corporate plan.

b. marketing objective.

c. marketing plan.

d. marketing statement.

e. mission statement.

Answer: e
Diff: 1

Type: MC
Page Reference: 44

Skill: Recall

16) "To increase return on investment from 20% to 25% in 20XX". This is an example of a

a. mission statement.

b. strategic objective.

c. sales objective.

d. marketing objective.

e. corporate objective.

Answer: e
Diff: 3

Type: MC
Page Reference: 44

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Skill: Applied

17) A mission statement is the foundation of the

a. public relations plan.

b. marketing plan.

c. media plan.

d. corporate plan.

e. advertising plan.

Answer: d
Diff: 3

Type: MC
Page Reference: 44

Skill: Applied

18) Bombardier Inc. is developing a corporate strategy. It must take all of the following factors into account, except

a. degree of competition.

b. marketing strength.

c. current sales levels.

d. financial resources.

e. research and development capabilities.

Answer: c
Diff: 3

Type: MC
Page Reference: 44

Skill: Applied

19) Frito-Lay invests a significant amount of money in marketing programs and aggressively markets its existing products to retain its position in the market. This is an example of a(n)

a. diversification strategy.

b. investment strategy.

c. penetration strategy.

d. acquisition strategy.

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e. new product development strategy.

Answer: c
Diff: 2

Type: MC
Page Reference: 45

Skill: Applied

20) When Apple places significant investment in research and development in order to launched innovative products, they were using this common corporate strategy for growth.

a. penetration

b. divesting

c. new product development

d. acquisition

e. strategic alliance

Answer: c
Diff: 3

Type: MC
Page Reference: 46

Skill: Applied

21) When Stelco, a Canadian steel company, purchased a laser-technology company from one of Canada's leading parts manufacturers for the automobile industry, they followed a(n)

a. strategic alliance.

b. divestment strategy.

c. penetration strategy.

d. acquisition strategy.

e. new product strategy.

Answer: d
Diff: 3

Type: MC
Page Reference: 45

Skill: Applied

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22) The Target and Starbucks strategic alliance, like all alliances, allowed the companies to reduce costs and

a. improve operating efficiencies.

b. consolidate their operations.

c. invest in research and development.

d. acquire more companies.

e. build their leadership position.

Answer: a
Diff: 3

Type: MC
Page Reference: 46

Skill: Applied

23) A(n) _____ strategy involves aggressive marketing of a company's existing products.

a. strategic alliance

b. new product development

c. penetration

d. acquisition

e. status quo

Answer: c
Diff: 2

Type: MC
Page Reference: 45

Skill: Recall

24) A plan of action for acquiring companies that represent attractive financial opportunities is called a(n)

a. marketing strategy.

b. acquisition strategy.

c. expansion strategy.

d. strategic alliance.

e. penetration strategy.

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Answer: b
Diff: 2

Type: MC
Page Reference: 45

Skill: Recall

25) When developing a marketing communications strategy a target market profile is critical. What characteristics of the profile help the marketers focus on lifestyle?

a. behaviour response

b. geographic

c. psychographic

d. demographic

e. economic

Answer: c
Diff: 3

Type: MC
Page Reference: 47

Skill: Applied

26) _____ involves analyzing, planning, implementing, and controlling marketing initiatives to satisfy target market needs and achieve organizational objectives.

a. Corporate planning

b. Strategic planning

c. Marketing planning

d. Penetration strategy

e. Contingency planning

Answer: c
Diff: 2

Type: MC
Page Reference: 47

Skill: Recall

27) The marketing planning process involves four basic steps. The final step in the marketing planning process is

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a. planning marketing programs.

b. implementing marketing programs.

c. analyzing market opportunities.

d. developing marketing strategies.

e. controlling marketing initiatives.

Answer: e
Diff: 2

Type: MC
Page Reference: 47

Skill: Recall

28) A target market should be described in terms of similar needs and characteristics, including: demographic profile, psychographic profile, geographic profile, and

a. economic profile.

b. behaviour response.

c. lifestyle profile.

d. positioning profile.

e. social profile.

Answer: b
Diff: 3

Type: MC
Page Reference: 47

Skill: Recall

29) A SWOT analysis would be used to assist in marketing planning, and consists of a study of the organization's

a. market research and budget analysis.

b. sales volume, who other products, and the media.

c. strategic goals, when, how, who.

d. market share, strengths, weaknesses, and budgets.

e. strengths, weaknesses, opportunities and threats.

Answer: e
Diff: 1

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Type: MC
Page Reference: 49

Skill: Recall

30) In order to prepare a thorough Marketing Background for a Marketing Plan, it is essential to include a market analysis, target market analysis, product (brand) analysis, SWOT analysis, and _____ analysis.

a. advertising

b. competitor

c. corporate

d. communication

e. distribution

Answer: b
Diff: 3

Type: MC
Page Reference: 50

Skill: Applied

31) A review of external influences in the background analysis could include

a. investment analysis.

b. market size and growth.

c. economic trends.

d. sales volume.

e. new product activity.

Answer: c
Diff: 3

Type: MC
Page Reference: 49

Skill: Recall

32) When Nike assesses its market size and growth it is conducting a(n)

a. economic trends analysis.

b. seasonal analysis.

c. market analysis.

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d. market segment analysis.

e. media analysis.

Answer: c
Diff: 2

Type: MC
Page Reference: 49-50

Skill: Applied

33) Consumer data falls into which section of the Marketing Background of a Marketing Plan?

a. product analysis

b. SWOT analysis

c. external influences

d. competitive analysis

e. target market analysis

Answer: e
Diff: 3

Type: MC
Page Reference: 50

Skill: Recall

34) American Express has the slogan "membership has its privileges" in order to place an image that the marketers desire the brand to have in the minds of consumers. This is called

a. target marketing.

b. social/cultural image.

c. marketing communications.

d. market planning.

e. positioning.

Answer: e
Diff: 2

Type: MC
Page Reference: 51

Skill: Applied

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35) The Coca-Cola Company assesses each of its brand's past market share performance. This analysis would be included in the _____ section of the marketing plan.

a. market analysis

b. target market analysis

c. external analysis

d. product analysis

e. competitor analysis

Answer: d
Diff: 2

Type: MC
Page Reference: 50

Skill: Applied

36) Molson Canada has a clear plan of action that shows how price, place, promotion and product changes will be used to satisfy the needs of their target market. This is a

a. promotional plan.

b. marketing communications plan.

c. corporate plan.

d. marketing plan.

e. strategic plan.

Answer: d
Diff: 3

Type: MC
Page Reference: 51

Skill: Applied

37) "To increase dollar sales from $2 000 000 to $2 200 000 in 20XX." This is an example of a(n)

a. advertising objective.

b. mission statement.

c. marketing communication objective.

d. corporate objective.

e. marketing objective.

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Answer: e
Diff: 3

Type: MC
Page Reference: 52

Skill: Applied

38) If a company believes that their marketing budget should be determined by taking a predetermined portion of forecasted sales, they are using this method for determining a marketing budget.

a. Market Share

b. Task/Objective

c. Fixed Sum/Unit

d. Sales Share

e. Percentage of Sales

Answer: e
Diff: 2

Type: MC
Page Reference: 55

Skill: Recall

39) Procter & Gamble undergo a process of measuring and evaluating the results of marketing plans so they can take corrective action if necessary. This is called

a. marketing communications planning.

b. marketing control.

c. marketing planning.

d. results planning.

e. corporate planning.

Answer: b
Diff: 2

Type: MC
Page Reference: 56

Skill: Applied

40) Marketing control is the process of measuring and evaluating the results of

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a. market segment analysis.

b. market research.

c. marketing strategies and plans.

d. media budgets.

e. seasonal analysis.

Answer: c
Diff: 2

Type: MC
Page Reference: 56

Skill: Recall

41) There are various methods for developing a marketing communications budget, one of which is

a. based on resources available.

b. to spend less than required.

c. determined by guessing.

d. based on sales.

e. taken from research.

Answer: d
Diff: 3

Type: MC
Page Reference: 56

Skill: Applied

42) A marketing communications plan is a document that is usually prepared by

a. media specialists.

b. senior management.

c. the target market.

d. an outside organization.

e. the marketing director.

Answer: d
Diff: 2

Type: MC

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Page Reference: 56

Skill: Recall

43) Mountain Dew has the following objective: "To achieve a trial purchase rate of 25% for the new flavour among members of the primary target market." This is an example of a(n)

a. marketing objective.

b. advertising objective.

c. corporate objective.

d. sales promotion objective.

e. marketing communications objective.

Answer: e
Diff: 3

Type: MC
Page Reference: 56-57

Skill: Applied

44) The advertising plan is divided into two primary components: creative and

a. target market.

b. advertising objectives.

c. positioning.

d. segmentation.

e. media.

Answer: e
Diff: 2

Type: MC
Page Reference: 59-61

Skill: Recall

45) The goal of the media plan is to provide

a. an internet presence.

b. maximum impact at minimum cost.

c. more broadcast than print.

d. mass audiences.

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e. maximum impact at maximum cost.

Answer: b
Diff: 2

Type: MC
Page Reference: 60

Skill: Recall

46) Interactive Communications options available to companies include all of the following EXCEPT a(n)

a. Twitter page.

b. text message.

c. personal selling.

d. Internet advertisement.

e. Facebook page.

Answer: c
Diff: 3

Type: MC
Page Reference: 61

Skill: Applied

47) Direct response communications have a significant advantage over traditional mass media advertising because

a. they allow for humour.

b. the direct results of the investment can be determined.

c. they are easily implemented

d. the target market does not need to be well defined.

e. they are less accountable.

Answer: b
Diff: 3

Type: MC
Page Reference: 61

Skill: Applied

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48) Sales promotions can be classified as either consumer promotions or _____ promotions.

a. non-consumer

b. event

c. communications

d. retail

e. trade

Answer: e
Diff: 2

Type: MC
Page Reference: 61

Skill: Recall

49) A coupon for 50 cents off a loaf of bread is an example of a(n)

a. advertising promotion.

b. consumer sales promotion.

c. trade promotion.

d. retail promotion.

e. event promotion.

Answer: b
Diff: 3

Type: MC
Page Reference: 61

Skill: Applied

50) In order to distinguish effective marketing communications activities from ineffective activities, the final step in the marketing and marketing communications planning process involves

a. budgeting.

b. execution.

c. measurement and evaluation.

d. tactics.

e. implementation.

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Answer: c
Diff: 2

Type: MC
Page Reference: 62

Skill: Recall

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1) List and discuss the three common variables of a strategic (or corporate) plan.

Answer:
Objectives (statements of what is to be accomplished in terms of sales, profit, market share, or other measurements), Strategies (statements that outline how the objectives will be achieved), and Tactics (action-oriented details on implementation).

Diff: 4

Type: ES
Page Reference: 34

Skill: Applied

2) List the five external influences on a company's strategic plan and give an example of each.

Answer:
Economic trends, competitor activity, social and demographic trends, technology, laws and regulations. Examples will vary.

Diff: 3

Type: ES
Page Reference: 35-41

Skill: Applied

3) Describe the difference between an oligopoly and monopolistic competition, providing an example of each type of economy.

Answer:
An oligopoly is a market situation in which there are a few major brands that control the market. Monopolistic competition is a market in which there are many competitors, each offering a unique marketing mix thereby providing choice.

Examples will vary.

Diff: 2

Type: ES
Page Reference: 35

Skill: Applied

4) Outline the key demographic and social influences that currently exist in Canada that all marketers need to take into consideration when strategic planning.

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Answer:
An aging population, urbanization, changing household formations, growing ethnic diversity, shift in spending power, hectic lifestyles, drive to healthier lifestyle, and a serious concern for the natural environment.

Diff: 3

Type: ES
Page Reference: 36-40

Skill: Recall

5) Identify the five main strategic options available to companies.

Answer:
1. Penetration Strategy. 2. New Product Development Strategy. 3. Acquisition Strategy. 4. Strategic Alliance. 5. Divestment.

Diff: 1

Type: ES
Page Reference: 45-46

Skill: Recall

6) Identify each of the four steps of marketing planning.

Answer:
1. Analyzing market opportunities. 2. Planning marketing strategies. 3. Implementing marketing programs. 4. Controlling marketing programs.

Diff: 3

Type: ES
Page Reference: 47

Skill: Recall

7) Explain the SWOT analysis and the function it serves in marketing planning.

Answer:
SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, Threats. Strengths and weaknesses are internal to the corporation and therefore controllable, while opportunities and threats are the external factors that the company can't control. The purpose for conducting a SWOT analysis is to capitalize on strengths while minimizing

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weaknesses, and to take advantage of opportunities while fending off threats. It is the first step of the planning process.

Diff: 2

Type: ES
Page Reference: 49-50

Skill: Recall

8) Identify and describe the common characteristics used to define a target market.

Answer:
Demographic profile (age, gender, income, occupation, education, marital status, household formation, and ethnic background), psychographic profile (attitudes, interests, and opinions), geographic profile (country, region, urban/rural, neighbourhood), and behaviour response (usage and loyalty).

Diff: 2

Type: ES
Page Reference: 47-48

Skill: Recall

9) What is positioning and why is it important to the marketing plan?

Answer:
Positioning is the selling concept that motivates purchase, or the image that marketers desire a brand to have in the minds of consumers. A positioning strategy statement is a summary of the character and personality of a brand and the benefits it offers customers. This has a direct impact on the nature of the message must be communicated so it clearly defines the brand to the consumer. The customer's point of view is critical here.

Diff: 3

Type: ES
Page Reference: 51-52

Skill: Applied

10) What is the difference between marketing strategy and marketing execution?

Answer:
Marketing strategy is a plan of action that shows how the various elements of the marketing mix will be used to satisfy a target market's needs. A strategy is used to

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develop a detailed marketing plan. Marketing execution (or tactics) are action-oriented details that outline how a marketing plan will be implemented. A strong strategy can be ruined by poor execution and a strong execution can help support a soft plan.

Diff: 3

Type: ES
Page Reference: 54-55

Skill: Applied

11) Identify the five methods for determining a marketing budget.

Answer:
Percentage of Sales, Fixed Sum/Unit, Industry Average, Advertising Share/Market Share, Task (Objective).

Diff: 2

Type: ES
Page Reference: 55

Skill: Recall

12) Define "marketing control" and give an example of marketing control.

Answer:
Marketing control is the process of measuring and evaluating the results of marketing strategies and plans, and of taking corrective action to ensure marketing objectives are achieved. An example may be monitoring the number of units sold on a monthly basis. If February was below plan an analysis should be performed to see why (lost accounts, poor selling skills, dropped product line, very busy January which was over plan, etc) so corrective action (changing tactics or plans) can occur.

Diff: 3

Type: ES
Page Reference: 56

Skill: Applied

13) What is a marketing communication plan and who usually prepares it?

Answer:

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A marketing communications plan is usually prepared by an outside organization. A marketing communications plan identifies how the various elements of marketing communications will be integrated into a cohesive and coordinated plan.

Diff: 2

Type: ES
Page Reference: 56-57

Skill: Recall

14) Provide an example of a marketing communications objective?

Answer:
Marketing communications objectives may involve building awareness and interest, changing perceptions, differentiating a product from the competition, attracting new target markets, and engaging customers with a brand.

Diff: 3

Type: ES
Page Reference: 56-58

Skill: Applied

15) Identify and describe the two primary components of an advertising plan. How do they relate to each other?

Answer:
An advertising plan is comprised of a creative plan and a media plan. A creative plan outlines the nature of the message to be communicated to a target audience and how it will be communicated. A media plan involves strategic decisions about what media to use and how much money to invest in the media that are chosen in order to effectively and efficiently reach the target audience. The creative plan should help direct the media plan. If one of the key messages involves the fresh scent of a cleaning product then what form of media would best portray the message? Television, Internet, radio, print, etc.?

Diff: 3

Type: ES
Page Reference: 59-60

Skill: Applied

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1) Marketing plans and marketing communications plans are both strategic and tactical in nature.

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 34

Skill: Applied

2) In Canada, the market for cell phones has many competitors, each offering a unique marketing mix. This is an example of an oligopoly.

a. True
b. False

Answer: b
Diff: 3

Type: TF
Page Reference: 35

Skill: Applied

3) As a population, Canadians are generally more health conscious than ever before.

a. True
b. False

Answer: a
Diff: 2

Type: TF
Page Reference: 39

Skill: Recall

4) One of the current trends in Canada is that consumers are earning more so the percentage of income spent on basic necessities is decreasing.

a. True
b. False

Answer: b
Diff: 3

Type: TF

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Page Reference: 38

Skill: Applied

5) Spending power and wealth has a strong impact on spending patterns of consumers.

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 38

Skill: Recall

6) A corporate objective is a statement of an organization's purpose and operating philosophy and provides guidance and direction for the operations of the company.

a. True
b. False

Answer: b
Diff: 3

Type: TF
Page Reference: 44

Skill: Recall

7) Apple and IBM could benefit from a strategic alliance strategy.

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 46

Skill: Applied

8) When Canada Post placed outlets within Shopper's Drug Mart, they combined their resources for the purpose of satisfying the customer, with the formation of a strategic alliance.

a. True
b. False

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Answer: a
Diff: 3

Type: TF
Page Reference: 46

Skill: Applied

9) Marketing plans are short term in nature.

a. True
b. False

Answer: a
Diff: 2

Type: TF
Page Reference: 47

Skill: Recall

10) The control measure of a marketing plan helps to determine whether the contingency plan is necessary.

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 47

Skill: Applied

11) Toyota conducts a SWOT analysis in order to evaluate the brand's strengths, willingness, opportunities and trials.

a. True
b. False

Answer: b
Diff: 2

Type: TF
Page Reference: 49

Skill: Applied

12) Social and demographic trends is information included in the external influences.

a. True

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b. False

Answer: a
Diff: 2

Type: TF
Page Reference: 49

Skill: Recall

13) Current marketing communications activities are found under the product (brand) analysis section of the marketing background.

a. True
b. False

Answer: a
Diff: 2

Type: TF
Page Reference: 50

Skill: Recall

14) Marketing strategy is the process of determining objectives and identifying strategies and tactics to help achieve objectives.

a. True
b. False

Answer: b
Diff: 3

Type: TF
Page Reference: 54

Skill: Recall

15) An example of a marketing objective would be "to generate an after budget profit of $600 000 in the next twelve months".

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 54-55

Skill: Applied

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16) A marketing communications plan is usually prepared by the organization internally.

a. True
b. False

Answer: b
Diff: 2

Type: TF
Page Reference: 56

Skill: Recall

17) If Skechers Canada Inc. wanted to develop a strong marketing communications plan then it should prepare it after completing the marketing plan.

a. True
b. False

Answer: b
Diff: 3

Type: TF
Page Reference: 56-58

Skill: Applied

18) The creative plan documents what the nature of the advertising message will be.

a. True
b. False

Answer: a
Diff: 3

Type: TF
Page Reference: 59-60

Skill: Recall

19) Sales promotions concentrate on reaching and influencing consumers, distributors, and the company's sales force.

a. True
b. False

Answer: a
Diff: 3

Type: TF

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Page Reference: 61

Skill: Recall

20) All activities in marketing communications are easy to measure so there are no excuses for not being able to provide results for each element of the plan.

a. True
b. False

Answer: b
Diff: 2

Type: TF
Page Reference: 62

Skill: Applied

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