Advertising Promotion and other aspects of Integrated Marketing Communications 11th edition Andrews Test Bank

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Chapter 01 - An Overview of Integrated Marketing Communications

1. Locational targeting of customers within designated areas is known as geo-conquesting.
   a. True
   b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-1 Introduction
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

2. Business-to-business companies are more likely than business-to-consumer companies to practice integrated marketing communications.
   a. True
   b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
KEYWORDS: Understand

3. The promotional mix is the collection of specific elements of a brand's 4Ps—product, place (distribution), price, and promotion—and usually aimed at a target market.
   a. True
   b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
KEYWORDS: Remember

4. When companies use promotions applied to their competitor's location, it is referred to as geo-conquesting.
   a. True
   b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-1 Introduction
QUESTION TYPE: True / False

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LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

5. The use of marketing communications is not appropriate for nonprofit organizations.
a. True
b. False
ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-1 Introduction
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

6. Paid media refers to publicity gained through advertising in which the firm's brand pays to leverage a media channel (e.g., display ads, paid search).
a. True
b. False
ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0104 - Detail the activities involved in developing an integrated communications program.
KEYWORDS: Remember

7. Geo-fencing is the use of GPS or RFID technology to create a virtual geographic boundary, enabling software to trigger a response when a mobile device enters or leaves a particular area.
a. True
b. False
ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-1 Introduction
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0104 - Detail the activities involved in developing an integrated communications program.
KEYWORDS: Remember

8. Central to the definition of marketing communications is the notion that all marketing mix variables, and not just promotion alone, can communicate with customers.
a. True
b. False
ANSWER: True

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

9. Organizations traditionally have handled advertising, sales promotions, mobile advertising, social media, and other communication tools as virtually separate practices and organizational units rather than having generalized knowledge and experience across all tools.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

10. Interactive marketing communications is the coordination of the promotional mix elements with each other and with the other elements of the brand's marketing mix such that all elements speak with one voice.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

11. Geo-conquesting is a technique that uses location data (via GPS or RFID technology) to identify a brand's competitors in an effort to promote a competing or competitive offering to their customers.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

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12. One reason firms have not practiced integrated marketing communications is because outside suppliers, such as advertising agencies, public relations agencies, social media firms, and sales promotion agencies, have tended to specialize in single facets of marketing communications rather than to possess expertise across the board.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

13. Trade sales promotion includes the use of coupons, premiums, free samples, contests/sweepstakes, and rebates.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0104 - Detail the activities involved in developing an integrated communications program.
KEYWORDS: Remember

14. Novice managers are more likely than experienced managers to practice integrated marketing communications.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

15. By closely integrating multiple communication tools and media, brand managers achieve duplicity, which means multiple communication tools in conjunction with one another can produce greater results than tools used individually and in an uncoordinated fashion.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing

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communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

16. The integrated marketing communications is the coordination of the promotional mix elements (advertising, public relations, sales promotion, personal selling, direct marketing, and digital marketing/social media) with each other and with the other elements of the brands' marketing mix (product, place, price) such that all elements speak with one voice.

a. True

b. False

ANSWER: True

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-6 Key IMC Features

QUESTION TYPE: True / False

LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

17. The integrated marketing communications process uses an "inside-out" approach in identifying communication vehicles.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-6 Key IMC Features

QUESTION TYPE: True / False

LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

18. The use of integrated marketing communications is restricted to the mass media.

a. True

b. False

ANSWER: False

POINTS: 1

DIFFICULTY: Easy

REFERENCES: 1-6 Key IMC Features

QUESTION TYPE: True / False

LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

19. The terms *touchpoint* and *contact* are used interchangeably to mean any message medium capable of reaching target customers and presenting the brand in a favorable light.

a. True

b. False

ANSWER: True

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

20. Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

21. A positioning statement is the key idea that encapsulates what a brand is intended to stand for in its target market's mind and then consistently delivers the same idea across all media channels.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

22. Successful marketing communication requires building relationships between brands and their consumers/customers.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

23. Many brand managers and their agencies have increased the role of TV in their marcom budgeting because TV

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advertising is more cost-efficient than digital advertising.

a. True

b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

24. The mixture of communications elements and the determination of messages, media, and momentum are all fundamental decisions in the marketing communications decision-making process.

a. True

b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Understand

25. An advantage of using advertising agencies is their ability to conduct direct-to-consumer advertising. Advertising agencies, public relations agencies, social media firms, and sales promotion agencies have tended to specialize in single facets of marketing communications rather than to possess expertise across the board.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

26. The objective of marketing communications is to enhance brand equity as a means of moving customers to favorable action toward the brand.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False

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LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

27. The expected outcomes from fundamental and implementation decisions are enhancing brand equity and establishing momentum.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

28. Selection of target segments is a critical step toward effective and efficient marketing communications for both business-to-business and business-to-consumer companies. Selection of target segments is a critical step toward effective and efficient marketing communications.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

29. A brand's name is the central idea that encapsulates a brand's meaning and distinctiveness vis-à-vis competitive brands in the product category.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

30. The fundamental decisions in the marketing communications decision-making process are conceptual and strategic, and the implementation decisions are practical and tactical.

a. True
b. False

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ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

31. There is an optimum mixture of expenditures between advertising and promotion that can be determined by using computer models.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

32. Systematic decision making requires that message content be dictated primarily by the media vehicle used to reach the target audience.

a. True
b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

33. The concept of media is relevant to all marcom tools.

a. True
b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

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34. Sales promotion is the marcom tool most capable of directly affecting consumer behavior.

a. True

b. False

ANSWER: True
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

35. Purchase intentions are not valid measures of communication outcomes.

a. True

b. False

ANSWER: False
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

36. The collection of specific elements of a brand's 4Ps—product, place (distribution), price, and promotion—is referred to as the _____.

a. communications

b. marketing mix

c. advertising

d. public relations

ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
KEYWORDS: Applying

37. In marcom terminology, communications is _____.

a. a mediated marketing function from an identifiable source, designed to persuade the receiver to take some action, now or in the future

b. an activity directed at satisfying (customer) needs and wants through exchange processes

c. a collection of all elements in an organization's marketing mix that facilitate exchange by establishing shared meaning with its customers

d. the process whereby commonness of thought is established and meaning is shared between individuals or

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between organizations and individuals

ANSWER: d
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
NOTES: Applying

38. Which of the following is NOT a form of media advertising?
a. television
b. radio
c. magazines
d. sales promotions

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-4 The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

39. Coupons, trade shows, buying allowances, premiums, and price-off deals are all examples of _____.
a. media advertising
b. promotions
c. place advertising
d. point-of-purchase advertising

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-4 The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

40. Which of the following refers to the collection of all elements in an organization's marketing mix that facilitate exchange by establishing shared meaning with its customers?
a. marketing promotion
b. promotion
c. sales promotion
d. marketing communications

ANSWER: d

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
KEYWORDS: Remember

41. Which of the following is NOT a general objective for a company's marcom program?
    a. inducing action
    b. satisfying
    c. persuading
    d. informing

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

42. Although there have been numerous definitions of marketing over the years, one that is concise and focuses directly on (customer) needs and wants is as follows: Marketing is _____.
    a. the collection of all elements in an organization that facilitate exchange by establishing shared meaning with its customers
    b. human activity directed at satisfying (customer) needs and wants through exchange processes
    c. the blend of advertising, public relations, personal selling, direct and digital social media usually aimed at a specific target market
    d. the process whereby commonness of thought is established and meaning is shared between individuals

ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
KEYWORDS: Analyzing

43. Consumer sales promotion includes all of the following EXCEPT _____.
    a. contests/sweepstakes
    b. rebates
    c. premiums
    d. quantity discounts

ANSWER: d

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POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0104 - Detail the activities involved in developing an integrated communications program.
KEYWORDS: Remember

44. Digital marketing is the promotion of product and services online (e.g., search engine marketing, banner ads, mobile advertising, location-based apps, and the use of AI). Artificial intelligence can best be defined as:
    a. a new program used to understand needs and wants of prospective buyers and attempts to persuade these buyers to purchase the company's products or services.
    b. forms of online communication through which user-generated content (information, ideas, and videos) can be shared within the user's social network.
    c. the use of computer systems trained to use neural networks to generate associations between patterns to create text, images, voice, videos, and other content.
    d. the promotion of product and services online.

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0104 - Detail the activities involved in developing an integrated communications program.
KEYWORDS: Analyzing

45. Which of the following is central to the definition of marketing communications?
    a. All marketing mix variables, and not just promotion alone, can communicate with customers.
    b. Marketing communications is intentional rather than unintentional.
    c. Purchase behavior that is delayed in nature is more desirable than immediate purchase behavior.
    d. Communication tools should be handled as virtually separate practices.

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-2 Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0102 - Differentiate among the following terms: the marketing mix, marketing, communications, marketing communications, the promotional mix, and integrated marketing communications.
KEYWORDS: Remember

46. Which of the following statements is true regarding the adoption of integrated marketing communications (IMC)?
    a. Younger managers are more likely than experienced managers to practice IMC.
    b. Firms involved in marketing services rather than products are more likely to practice IMC.
    c. Business-to-business companies are more likely than business-to-consumer companies to practice IMC.
    d. Factories and mills are the most likely adherents to IMC.

ANSWER: b

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POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Analyzing

47. Which of the following is NOT one of the reasons why organizations have been reluctant to change from a single-function, specialist model to an integrated marketing communications approach?

a. managerial parochialism
b. fear that change might lead to budget cutbacks in one's area of control
c. no way to assess the effectiveness of integration
d. fear of reductions in authority and power

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

48. The ultimate objective of integrated marketing communications is to _____.

a. increase brand awareness
b. affect the behavior of the targeted audience
c. learn how to outsell the competition
d. lower production costs

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

49. Which of the following is achieved when multiple communication tools are used in conjunction with one another producing greater results than tools used individually and in an uncoordinated fashion?

a. synergy
b. duplicity
c. multiplicity
d. redundancy

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-5 The Integration of Marketing Communications
QUESTION TYPE: Multiple Choice

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LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

50. There are five key features to an IMC. Which of the following is NOT a key feature of integrated marketing communications?
a. Start with the customer or prospect.
b. Use any form of relevant contact or touchpoint.
c. Speak with a single voice.
d. Influence brand awareness and enhance consumer attitudes toward the brand.

ANSWER: d
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Analyzing

51. A key feature of integrated marketing communications is that the process should _____.
a. use an “inside-out” approach in identifying communication vehicles
b. be restricted to only one or a select number of communication media
c. use the same media to reach all target audiences to improve efficiency
d. start with the customer or prospect and then work backward to the brand communicator in determining the most appropriate messages and media to employ for the brand

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

52. Which approach will best serve the customers’ needs and motivate them to purchase the brand?
a. inside-out
b. outside-in
c. top-down
d. bottom-up

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Understand

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53. The primary forms of marketing communications include many specific examples of promotional mix and other communication elements EXCEPT:

a. traditional media advertising.
b. personal consumption.
c. direct response advertising.
d. store signage and point-of-purchase advertising.

ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-4 The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Analyzing

54. A retail store uses its mobile app to serve up a promotion to people who come within 600 feet of a competitor. This practice would be described as:

a. promotional selling.
b. geo-conquesting.
c. mass media advertising.
d. event marketing.

ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: Marcom Insight
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Applying

55. Which of the following terms is used to mean any message medium capable of reaching target customers and presenting the brand in a favorable light?

a. touchpoint
b. contact
c. intersection
d. touchpoint and contact

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

56. The idea that a brand's touchpoints should surround the target audience is known as _____.

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a. consumer-oriented marketing
b. the media-neutral approach
c. 360-degree branding
d. the rotation principle

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

57. The marketing manager for Carver Products, Inc. asked her research staff to identify all of the points of contact that consumers are likely to have with Carver's products. The marketing manager would most likely use this information in designing a(n) _____.

a. point-of-purchase display
b. board of director's report
c. integrated marketing communications program
d. marketing research survey

ANSWER: c
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Apply

58. Which of the following promotional mix elements consists of activities that attempt to stimulate short-term buyer behavior?

a. sales promotion
b. advertising
c. publicity
d. personal selling

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

59. Publicity and advertising are alike in that both _____.

a. are paid for by the company
b. usually come in the form of news items or editorial comments about a company's products or services

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c. attempt to stimulate short-term buyer behavior

d. are nonpersonal communication

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

60. IMC is the coordination of the promotional mix elements designed so that all elements speak with one voice. Key features of IMC include which of the following?

a. Build relationships.

b. Affect behavior.

c. Start with the customer or prospect.

d. All of these are key features.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

61. Karen is attempting to put into words the key idea that encapsulates what her company's brand is intended to stand for in its target market's mind. Karen is writing a _____.

a. relationship statement

b. creative brief

c. positioning statement

d. contact brief

ANSWER: c
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Apply

62. Which of the following encapsulates what a brand is intended to stand for in its target market's mind and then consistently delivers the same idea across all media channels?

a. positioning statement

b. contact point

c. relationship statement

d. creative brief

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ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

63. A key characteristic of integrated marketing communications is the building of relationships with customers. Which of the following is NOT a benefit of building relationships?
a. repeat purchases
b. loyalty toward a brand
c. enduring links between a brand and its customers
d. huge acquisition costs

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

64. The value of customer retention has been compared to a(n) _____.
a. clogged drain
b. leaky bucket
c. sandcastle
d. ice sculpture

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

65. Loyalty programs and creating brand experiences that make positive and lasting impressions are ways to _____.
a. speak with one voice
b. create synergy
c. build customer/brand relationships
d. start with the customer/prospect

ANSWER: c
POINTS: 1
DIFFICULTY: Easy

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REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

66. One way relationships between brands and customers are nurtured is by creating brand experiences that make positive and lasting impressions. This is done by creating special events or developing exciting venues that attempt to _____.
a. build the sensation that a sponsoring brand is relevant to the consumer's lifestyle
b. reposition products or services by connecting with consumers' functional needs
c. generate increased sales to current customers
d. develop new target markets
ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

67. Affecting the behavior of the target audience means that marketing communications must _____.
a. influence brand awareness
b. move people to action
c. enhance consumer attitudes toward the brand
d. reach the target audience efficiently and effectively using touchpoints that fit the audience
ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

68. _____ involves the use of any of several media to transmit messages that encourage buyers to purchase directly from the advertiser.
a. Direct response advertising
b. Personal selling
c. 360-degree branding
d. Media-neutral advertising
ANSWER: a
POINTS: 1
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.

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KEYWORDS: Remember

69. When counseling its clients in selecting appropriate marcom tools, McCann Worldgroup uses an approach that requires that the brand marketer first identify the goal(s) a marcom program is designed to accomplish and then determine the best way to allocate the marketer's budget. What is this approach known as?

a. inside-out
b. bottom-up
c. media-neutral
d. media-centric

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

70. What is perhaps the greatest obstacle to implementing integrated marketing communications (IMC)?

a. There is a lack of interest in IMC by top management.
b. The cost of implementing an IMC program is difficult to justify.
c. Little can be gained by coordinating the various marketing communications elements.
d. Few providers of marketing communication services have the far-ranging skills to plan and execute programs that cut across all major forms of marketing communications.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0105 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember

71. The objective of marketing communications is to enhance brand equity, the goodwill that an established brand has built up over its existence. Which of the following is a "fundamental decision" in the marketing communications decision-making process?

a. selecting media
b. creating messages
c. positioning
d. establishing momentum

ANSWER: c
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Analyzing

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72. Which of the following is an implementation decision in the marketing communications decision-making process?

a. targeting
b. mixing elements
c. budgeting
d. positioning

ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Applying

73. Julie and her department are responsible for making brand-level fundamental and implementation marcom decisions. What are the expected outcomes of these decisions?

a. increasing sales and profits
b. enhancing brand awareness and attitudes
c. enhancing brand equity and affecting behavior
d. increasing purchase intentions and affecting behavior

ANSWER: c
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

74. The objective of marketing communications is to _____ as a means of moving customers to favorable action toward the brand.

a. increase brand awareness
b. cut costs
c. increase product usage
d. enhance brand equity

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

75. _____ lets marketing communicators to deliver messages more precisely and to prevent wasted coverage to people falling outside the intended audience.

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a. Targeting
b. Positioning
c. Budgeting
d. Setting objectives

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

76. Which of the following variables do companies use to identify potential target markets?
a. demographics
b. lifestyles
c. product usage patterns
d. All of these are correct.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

77. A brand's _____ represents the key feature, benefit, or image that it stands for in the consumer's or the target audience's collective mind.
a. equity
b. image
c. position
d. name

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

78. Which of the following is NOT a budgeting method?
a. top-down budgeting (TD)
b. bottom-up budgeting (BU)
c. top-down/bottom-up/top-down process (TDBUTD)

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d. bottom-up/top-down process (BUTD)

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

79. Joan Kaufman is a senior manager of a large conglomerate. She decides how much money is allocated to each subunit. This is an example of _____ budgeting.

a. top-down
b. bottom-up
c. bottom-up/top-down
d. top-down/bottom-up

ANSWER: a
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

80. The choice of appropriate marketing communications tools and media naturally flows from the answer to which of the following questions?

a. “What are the most cost-efficient communications to use?”
b. “Which communications tool best serves the company’s needs?”
c. “How easy will it be to evaluate the effectiveness of the communications?”
d. “What are the communications supposed to do or accomplish?”

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

81. John is a subunit manager at a large consumer packaged goods manufacturer. Every year, he and the managers of the other subunits determine how much is needed to achieve their objectives, and the amounts are then combined to establish the total marketing budget. This is an example of _____ budgeting.

a. top-down
b. bottom-up
c. top-down/bottom-up
d. bottom-up/top-down

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ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

82. All marketing communications should be _____.
a. directed to a particular target market
b. clearly positioned
c. created to achieve a specific objective
d. All of these are correct.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

83. Fundamental decisions in the marketing communications decision-making process are _____, and implementation decisions are _____.
a. tactical; strategic
b. strategic; tactical
c. long term; short term
d. short term; long term

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

84. Over the past two decades, the trend has moved toward greater expenditures on _____ and fewer on _____.
a. advertising; promotions
b. public relations; digital marketing
c. personal selling; public relations
d. promotions; advertising

ANSWER: d
POINTS: 1
DIFFICULTY: Easy

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REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

85. The decision regarding how to allocate resources between the marcom elements has been described as an "ill-structured" problem. What does this mean?

a. There is no solution to the problem.
b. It is difficult to define the problem.
c. There is no way of determining the optimum mathematical allocation among marcom elements that will maximize revenue or profit.
d. There are solutions, but they are not acceptable.

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

86. For a given level of expenditure, there is no way of determining the optimum mathematical allocation between advertising and promotion that will maximize revenue or profit because _____.

a. they are somewhat interchangeable
b. they produce a synergistic effect
c. advertising is appropriate for early stages of the product life cycle, and promotion is more appropriate during later stages
d. they are somewhat interchangeable and produce a synergistic effect

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

87. Allison is trying to determine how much to allocate for advertising and how much to allocate for promotions during the next year. Which implementation decision is Allison making?

a. mixing elements
b. creating messages
c. selecting media
d. establishing momentum

ANSWER: a
POINTS: 1
DIFFICULTY: Medium

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REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

88. A satisfactory mixture of advertising and promotion expenditures can be formulated by considering the different purposes of each. A key strategic consideration is whether _____.
    a. short- or long-term schemes are more important given a brand's life-cycle stage and in view of competitive realities
    b. the budget would allow for the relatively larger expense of advertising
    c. the organization has the expertise in its current staff to develop successful promotions
    d. the majority of the target market is price sensitive

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

89. The concept of *media* is relevant to which marcom tool?
    a. advertising
    b. public relations
    c. sales promotion
    d. All of these are correct.

ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

90. The word _____ refers to an object's force or speed of movement.
    a. drive
    b. push
    c. momentum
    d. force

ANSWER: c
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice

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LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

91. Harvey is a brand manager for a national brand of soft drinks. He is making the implementation decisions in the marketing communications decision-making process, and he wants a marcom tool that is most capable of directly affecting consumer behavior. Which of the following tools should he use?
a. advertising
b. sales promotion
c. publicity
d. events
ANSWER: b
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

92. Which of the following is an example of a communication outcome?
a. increase sales to grocery stores by 10 percent
b. increase total sales by 15 percent
c. maintain existing sales levels in Japan
d. increase brand awareness by 15 percent
ANSWER: d
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply

93. Which of the following is NOT a measure of communications outcomes?
a. purchase intentions
b. brand awareness
c. message comprehension
d. All of these are measures of communication outcomes.
ANSWER: d
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

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94. Program evaluation is accomplished by _____.

a. developing a budget that is based on marcom objectives and includes an optimum balance of advertising and promotion
b. measuring the results of marcom efforts against the objectives that were established at the outset
c. collecting data on consumers' demographics and lifestyles
d. constructing a database of information on the target market, economic conditions, and competitors' marcom strategies

ANSWER: b
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

95. One important factor that has led more firms to perform research and acquire data to determine whether implemented marcom decisions have accomplished the objectives they were expected to achieve is _____.

a. increasing demand for accountability
b. rapidly changing consumer tastes and preferences
c. changing economic conditions
d. increasing marcom expenses

ANSWER: a
POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember

96. List the primary tools of marketing communications.

ANSWER: The primary forms of marketing communications include many specific examples of promotional mix and other communication elements, including traditional mass media advertising (TV, magazines, etc.); online advertising (websites, opt-in e-mail messages, text messaging, etc.); sales promotions (samples, coupons, rebates, premium items, etc.); store signage, package labeling, and point-of-purchase communications; direct-mail literature; public relations and publicity releases; sponsorships of events and causes; presentations by salespeople; social media and online marketing; use of AI; and various collateral forms of communication devices.
POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-4 The Primary Tools of Marketing Communications
QUESTION TYPE: Essay
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Apply

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97. How are companies using mobile apps to advertise using geo-fencing and geo-conquesting?

ANSWER: Increasingly, marketers are able to connect with mobile phone users in real time. That means mobile ads and messaging can reach consumers when they are most receptive. For example, a Massachusetts Toyota dealer felt it was missing opportunities to sell autos to nearby New Hampshire customers because these potential customers were unsure if they were exempt from Massachusetts sales taxes. The dealership's solution? It used a software tool that drew a virtual fence around the state of New Hampshire for customers who downloaded its dealer-branded app and then let the customers know they were exempt. This locational targeting of customers within designated areas is known as **geo-fencing**. When companies use promotions applied to their competitor's location, it is referred to as **geo-conquesting**. Recent geo-conquesting examples include Hyundai's messaging in Australia when customers are near Mazda and Toyota dealerships, Whole Foods' offering steep discounts versus competitors, and Dunkin Donuts' targeting those visiting competing coffee shops.
Burger King used its mobile app to serve up a promotion for one-cent Whoppers for those who came within 600 feet of a McDonald's. All resulted in greater click-through rates (CTRs), conversion rates, and redemption rates than national averages. Of course, consumer privacy, with geo-tagging involving other users' actions and postings, can be a concern.

POINTS: 1

DIFFICULTY: Medium

REFERENCES: Marcom Insight

QUESTION TYPE: Essay

LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.

KEYWORDS: Analyze

98. Why haven't some firms practiced IMC yet?

ANSWER: The logic underlying integration seems so clear and compelling that you may be wondering: What is the big deal? Why haven't firms practiced IMC all along? Why is there reluctance to integrate? Yet, what sounds reasonable in theory is not always easy to put into practice. Organizations traditionally have handled advertising, sales promotions, mobile advertising, social media, and other communication tools as virtually separate practices and organizational units rather than having generalized knowledge and experience across all tools. Furthermore, outside suppliers (such as advertising agencies, public relations agencies, social media firms, and sales promotion agencies) also have tended to specialize in single facets of marketing communications rather than to possess expertise across the board. There has been a reluctance to change from this single-function, specialist model due to managerial parochialism (e.g., a new misguided quote is "AI is the answer, now what was the question?") and for fear that change might lead to budget cutbacks in their areas of control and reductions in their authority, perceived expertise, and power.

POINTS: 1

DIFFICULTY: Medium

REFERENCES: 1-5 The Integration of Marketing Communications

QUESTION TYPE: Essay

LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Analyzing

99. Explain the five key features that undergird the philosophy and practice of integrated marketing communications (IMC).

ANSWER: The five key IMC features are:

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(1) IMC should begin with the customer or prospect. The IMC approach avoids an "inside-out" approach (from company to customer) in identifying communication vehicles and instead starts with the customer ("outside-in") to determine which communication methods that will best serve the customers' information needs and motivate them to purchase the brand. The point of this feature is that brand managers and their agencies should not restrict themselves to only one set of communication media.
(2) Use any form of relevant contact. That is, carefully select those tools that are most appropriate for the communications objective at hand. Practitioners of IMC need to be receptive to using all forms of touchpoints, or contacts, as potential message delivery channels. The key feature of this IMC element is that it reflects a willingness on the part of brand communicators to reach the target audience efficiently and effectively by using touchpoints that fit the audience.
(3) Speak with a single voice. Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action. Failure to closely coordinate all communication elements can result in duplicated efforts or, worse, contradictory brand messages. In general, the single-voice principle involves selecting a specific positioning statement for a brand.
(4) Build relationships rather than engage in flings. A relationship is an enduring link between a brand and its customers. Successful relationships between customers and brands lead to repeat purchasing and, ideally, loyalty toward a brand. One way to build customer relations is the use of loyalty programs. Relationships also are nurtured by creating brand experiences that make positive and lasting impressions. This is done by creating special events or developing exciting venues that attempt to build the sensation that a sponsoring brand is relevant to the consumer's life and lifestyle.
(5) Don't lose focus of the ultimate objective: *Affect behavior!* Marketing communications ultimately must do more than just influence brand awareness or enhance consumer attitudes toward the brand. Instead, successful IMC requires that communication efforts be directed at encouraging some form of behavioral response. The objective, in other words, is to move people to action.

POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-6 Key IMC Features
QUESTION TYPE: Essay
LEARNING OBJECTIVES: APIM.ANDR.26.0103 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Apply

100. List and briefly describe the promotional mix elements.
ANSWER:

1. *Advertising.* Advertising is any paid form of nonpersonal communication of ideas, goods, or services by an identified sponsor. This includes mass media outlets such as television, magazines, newspapers, and out-of-home (billboards).
2. *Public relations (PR).* Public relations (PR) is an organizational activity involved with fostering goodwill between a company and its various publics (e.g., employees, suppliers, consumers, government agencies, stockholders). The primary focus of public relations in integrated marketing communications is with the marketing-oriented aspects of communications with publics (e.g., publicity, product releases, handling rumors, tampering).
3. *Sales promotion.* Sales promotion consists of all promotional activities that attempt to stimulate short-term buyer behavior (i.e., attempt to promote immediate sales). Sales promotions are directed at the trade (wholesalers/distributors and retailers), consumers, and at times toward the company's own sales force.
4. *Personal selling.* Personal selling is paid, person-to-person communication in which a seller determines needs and wants of prospective buyers and attempts to persuade these

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buyers to purchase the company's products or services. Depending on the situation, personal selling outreach efforts can range from face-to-face communication to telephone sales to online contacts.

5. *Direct marketing.* Direct marketing represents an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location. Primary methods of direct marketing include direct response advertising, direct selling, telemarketing, and the use of database marketing techniques.

6. *Digital marketing/social media marketing.* Digital marketing is the promotion of product and services online (e.g., search engine marketing, banner ads, mobile advertising, and location-based apps), whereas social media marketing represents a special form of online communication through which user-generated content (information, ideas, and videos) can be shared within the user's social network.

POINTS: 1
DIFFICULTY: Easy
REFERENCES: 1-3 Promotional Mix Elements
QUESTION TYPE: Essay
LEARNING OBJECTIVES: APIM.ANDR.26.0101 - Discuss the practice of marketing communications and the marcom tools used by practitioners.
KEYWORDS: Remember

101. Debra is the brand manager for Tide laundry detergent, marketed by Procter & Gamble, and she is making the brand-level fundamental decisions in the marketing communications decision-making process. Discuss what she will be considering.

ANSWER: The fundamental decisions in the brand-level marketing communications decision-making process include:

1. *Targeting.* Targeting lets marketing communicators deliver messages more precisely and prevent wasted coverage to people falling outside the intended audience. Selection of target segments is a critical step toward effective and efficient marketing communications for both business-to-business companies and business-to-consumer companies. Companies identify potential target markets in terms of demographics, lifestyles, product usage patterns, and geographic considerations.

2. *Positioning.* A brand's position represents the key feature, benefit, or image that it stands for in the consumer's or the target audience's collective mind. Debra must decide on Tide's positioning statement, which is the central idea that encapsulates the brand's meaning and distinctiveness vis-à-vis competitive brands in the laundry detergent category.

3. *Setting objectives.* Marketing communicators' decisions are grounded in the underlying objectives to be accomplished for a brand.

4. *Budgeting.* Financial resources are budgeted to specific marcom elements to accomplish desired objectives. Different budgeting methods include top-down budgeting (TD), bottom-up budgeting (BU), or a combination of the two (bottom-up/top-down budgeting [BUTD] or top-down/bottom-up budgeting [TDBU]).

POINTS: 1
DIFFICULTY: Medium
REFERENCES: 1-7 The Marketing Communications Decision-Making Process
QUESTION TYPE: Essay
LEARNING OBJECTIVES: APIM.ANDR.26.0106 - Describe the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Analyze

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