Advertising and Promotion - An Integrated Marketing Communications Perspective 13th edition Belch Test Bank

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Chapter 01 Test Bank

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

1) A consumer products company has been reviewing its advertising spending on traditional media such as television, radio, and print. The company noticed that its competitors across the country are spending less on traditional advertising and more on_____, which includes online search, display and video ads, and advertising on social media.

1) _____

A) online advertising
B) one-stop advertising
C) digital advertising
D) social media advertising
E) video advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : Digital Media
Source : Chapter 01 Test Bank > MC Qu. 01 A consumer products company has been reviewi...

2) Prior to the development of integrated marketing communications, which promotional function dominated in most companies?

2) _____

A) mass-media advertising
B) sales promotion
C) public relations
D) publicity
E) direct marketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 02 Prior to the development of integrated marke...

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3) According to the American Marketing Association, the organization that represents marketing professionals in the United States and Canada, marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create_____ that satisfy individual and organizational objectives.

3) _____

A) opportunities
B) plans
C) advertisements
D) exchanges
E) contributions

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : How Advertising Facilitates Exchanges
Source : Chapter 01 Test Bank > MC Qu. 03 According to the American Marketing Associat...

4) Ashton industries is learning more about its customers' perception of value. An independent survey showed that Ashton's customers weigh all of the benefits of a product against all the costs of acquiring and consuming it. Benefits are categorized as functional,_____, and/or psychological.

4) _____

A) empirical
B) experiential
C) emotional
D) empathetic
E) empathic

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : Basic Marketing Terminology
Source : Chapter 01 Test Bank > MC Qu. 04 Ashton industries is learning more about its...

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5) Which scenario best illustrates a marketing exchange?

5) _____

A) The waitress gave Emilio a menu and he placed his food order.
B) Ryan helped Joslynn replace the air filter in her furnace.
C) Nash and Janelle gave their son a skateboard for his birthday.
D) Mrs. Miller gave Lars a box of homemade fudge in return for painting her fence.
E) Natasha asked Sherice if she could borrow her pen because hers had stopped working.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : How Advertising Facilitates Exchanges
Source : Chapter 01 Test Bank > MC Qu. 05 Which scenario best illustrates a marketing ...

6) According to the American Marketing Association's definition of marketing, which statement is true?

6) _____

A) Most marketers are seeking a one-time exchange or transaction with their customers.
B) The focus of production-driven companies is on developing and sustaining relationships with their customers.
C) Successful companies recognize that creating and delivering value to their customers is extremely important.
D) Though marketing plays an important role in developing relationships with customers, it does not help in maintaining them.
E) By definition, a marketing transaction must involve the exchange of money.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : Basic Marketing Terminology
Source : Chapter 01 Test Bank > MC Qu. 06 According to the American Marketing Associat...

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7) Value can best be defined as

7) _____

A) the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.
B) the combination of factors like name, logo, design, and packaging that comes to mind when consumers think about a brand.
C) the desire and ability of two or more parties to exchange something of importance with one another.
D) the customer's perception of all of the benefits of a product or service weighed against all the costs of acquiring and consuming it.
E) the amount of funds invested by the shareholders of a company in promoting its product portfolio.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : Basic Marketing Terminology
Source : Chapter 01 Test Bank > MC Qu. 07 Value can best be defined as

8) The four Ps of the marketing mix are product, price, promotion, and

8) _____

A) people.
B) place.
C) package.
D) process.
E) perception.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : The Marketing Mix
Source : Chapter 01 Test Bank > MC Qu. 08 The four Ps of the marketing mix are product...

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9) Price, product, place, and promotion together form the

9) _____

A) points-of-parity.
B) promotional mix.
C) marketing mix.
D) supply chain components.
E) exchange mix.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-01 Describe the role of advertising and other promotional elements in marketi
Topic : The Marketing Mix
Source : Chapter 01 Test Bank > MC Qu. 09 Price, product, place, and promotion togethe...

10) CBX Industries has always worked with On-Point Advertising, a traditional advertising agency. Now CBX's new marketing VP wants to add in other types of promotional specialists and has asked On-Point to start using a variety of promotional tools rather than relying primarily on media advertising. The new VP is embracing the concept of

10) _____

A) international marketing communications.
B) interdepartmental marketing communications.
C) informational marketing communications.
D) integrated marketing communications.
E) intradepartmental marketing communications.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 10 CBX Industries has always worked with On-Poi...

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11) A nationwide retailer recognizes the importance of identifying every opportunity to deliver on the brand promise, strengthen customer relationships, and deepen customer loyalty. By using an integrated marketing communications approach to_____ its messaging function, everything the company says and does will communicate a common theme and positioning.

11) _____

A) organize
B) centralize
C) energize
D) formalize
E) maximize

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 11 A nationwide retailer recognizes the importa...

12) Acme Industries' goals are to both generate short-term financial returns and build long-term brand and shareholder value. The company has chosen to use a strategic business process called_____ to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates, and other targeted relevant external and internal audiences.

12) _____

A) international marketing communications
B) interdepartmental marketing communications
C) informational marketing communications
D) integrated marketing communications
E) intradepartmental marketing communications

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 12 Acme Industries’ goals are to both gen...

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13) A new athletic wear company used mass media to gain traction among customers. The company used sales promotions and public relations to achieve the long-term targets and goals identified by its top management. In addition, the company opted for direct marketing on a project-to-project basis. The combination of these various promotional tools is commonly referred to as

13) _____

A) mobile marketing.
B) sales promotion activities.
C) integrated marketing communications.
D) omnichannel retailing.
E) search advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 13 A new athletic wear company used mass media ...

14) The process of combining mass-media advertisements with other promotional elements such as direct marketing, public relations, and sales promotion is known as

14) _____

A) media fragmentation.
B) micromarketing.
C) integrated marketing communications.
D) social media.
E) digital advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 14 The process of combining mass-media advertis...

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15) Which statement best defines “integrated marketing communications”?

15) _____

A) It is a term used in cause marketing that speaks about the degree of control customers hold over the cause they choose to support.
B) It involves coordinating the various promotional elements and other marketing activities that communicate with a firm’s customers.
C) It is software that gathers and analyzes information about customer interactions with all the employees of a company.
D) It is a collection of informational resources that describe a company’s products and services and assists in marketing the same.
E) It involves dividing customers into similar subgroups based on their media usage, demographics, psychographics, and product usage.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 15 Which statement best defines “integrat...

16) Which statement is true of integrated marketing communication?

16) _____

A) It does *not* include sales promotion.
B) It calls for a “big picture” approach to promotional activities.
C) It segregates and highlights various independent promotional activities.
D) It is also typically referred to as “mobile marketing.”
E) It relies on mass-media advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 16 Which statement is true of integrated market...

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17) The central theme of the concept of_____ is that all of an organization's promotional elements and marketing activities reach out consistently and in a unified manner with its customers.

17) _____

A) the marketing mix
B) exchange
C) integrated marketing communications
D) the promotional mix
E) cumulative prospect theory

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 17 The central theme of the concept....

18) According to the American Association of Advertising Agencies,_____ is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic role of a variety of communication disciplines and combines them to provide clarity, consistency, and maximum impact.

18) _____

A) brand equity
B) local advertising
C) selective-demand marketing communications
D) integrated marketing communications
E) professional advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 18 According to the American Association of Adv...

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19) In the advertising industry, terms such as *new advertising, orchestration*, and *seamless communication* were used to describe the concept of

19) _____

A) positioning.
B) integration.
C) channel conflict.
D) relationship marketing.
E) diffusion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 19 In the advertising industry, terms such as n...

20) The 4As' definition of integrated marketing communications focuses on

20) _____

A) the organization creating a sustainable supply chain for developing a socially responsible business.
B) the fact that nonpersonal communications must be totally avoided for a better communications impact.
C) the employees keeping track of future prospects by maintaining a customer interaction tracker.
D) the development of bait-and-switch marketing activities in all organizations.
E) the process of using all forms of promotion to achieve maximum communication impact.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 20 The 4As’ definition of integrated mark...

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21) The primary goal of an integrated marketing communications program is to

21) _____

A) have a company's entire marketing and promotional activities project a consistent, unified image to its customers.
B) control all facets of a product's distribution.
C) communicate with customers primarily through mass-media advertising.
D) have complete control over all partners in the distribution channel and to slow down the rate of diffusion of new products among customers.
E) use marketing to create a strong distribution network that is capable of destabilizing any competition.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 21 The primary goal of an integrated marketing ...

22) According to the definition of integrated marketing communications (IMC) given by Don Schultz, which statement is true of IMC?

22) _____

A) It is a tactical separation of various communication activities.
B) It does *not* view the audience as an important part of the IMC process.
C) It does *not* view the employees as an important part of the IMC process.
D) It is viewed as an ongoing strategic business process.
E) It simply involves bundling promotional mix elements together.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 22 According to the definition of integrated ma...

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23) Montblanc uses classic design, a distinctive brand name, a focused distribution strategy to exclusive retailers, and celebrities in its advertising to position its watches as high-quality, high-status products. This is an example of a(n)_____ approach.

23) _____

A) direct marketing
B) mobile marketing
C) integrated marketing communications
D) old-generation marketing
E) mass media

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 23 Montblanc uses classic design, a distinctive...

24) What has been described as one of the “new-generation” marketing approaches being used by companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders?

24) _____

A) decentralized communication systems
B) bait-and-switch marketing approaches
C) integrated marketing communications
D) mass-media advertising
E) customer newsletter service

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-02 Discuss the evolution of the integrated marketing communications (IMC) con
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 24 What has been described as one of the “...

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25) One reason marketers are adopting the IMC approach is they understand the value of

25) _____

A) duplicating the various communications functions.
B) not having to integrate the various communications functions.
C) minimizing their investment return regarding the communications functions.
D) having the various communications functions operate autonomously.
E) strategically integrating the various communications functions.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : The Role Objectives Play in the IMC Planning Process
Source : Chapter 01 Test Bank > MC Qu. 25 One reason marketers are adopting the IMC ap...

26) The Internet has become a leading advertising medium, replicating many of the services that were once capturing mass audiences assembled by network television and augmented by other mass media. With the mass audiences fragmenting at an accelerating rate, many marketers are turning to

26) _____

A) individualized marketing.
B) personalized marketing.
C) mass marketing.
D) micromarketing.
E) macromarketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : The Role of the Internet and Social Media in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 26 The Internet has become a leading advertisin...

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27) The advertising industry, as well as online publishers such as newspapers, magazines, blogs, and the myriad of websites available on the Internet are very concerned over how_____ may undermine their business model.

27) _____

A) streaming apps
B) ad blockers
C) paid ads
D) music apps
E) mobile apps

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 27 The advertising industry, as well as online ...

28) Because most millennial and Gen Z-age consumers have grown up in a brand-conscious, media-heavy, and information-filled world, they are actively seeking ways to_____ advertising.

28) _____

A) employ
B) manipulate
C) understand
D) embrace
E) avoid

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 28 Because most millennial and Gen Z-age consum...

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29) To respond to media fragmentation, marketers are increasing their spending on

29) _____

A) mass-media communication.
B) television advertising.
C) micromarketing.
D) mass production.
E) product packaging.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 29 To respond to media fragmentation, marketers...

30) Active Armor deodorant's tagline is "Timely strength for the match of life." Ads for the product feature a baseball star saying, "You need extra muscle when your day goes into extra innings." These ads appear regularly on television and in print media. At the same time, Active Armor runs a sweepstakes contest for its customers. To enter the contest, customers must fill out a $1-off coupon. By using IMC, Active Armor is hoping to primarily create_____ for its new product, which is the combination of many factors, including the name, logo, symbols, design, packaging, and performance of the product.

30) _____

A) brand evangelism
B) brand dilution
C) brand language
D) brand identity
E) brand repositioning

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Analytical Thinking
Difficulty : 3 Hard
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 30 Active Armor deodorant’s tagline is ...

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31) _____ is the sum of all points of encounter or contact that consumers have with the brand, and it extends beyond the experience or outcome of using it.

31) _____

A) Brand evangelism
B) Brand identity
C) Brand extension
D) Brand differentiation
E) Brand engagement

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 31 _____ is the sum of all points of en...

32) The chief marketing officer who noted that "the future of marketing isn't about getting people to buy your brand, but to buy into your brand" recognized that marketing is now in the_____ era, and companies must connect with consumers based on trust, transparency, engagement, and authenticity.

32) _____

A) relationship
B) cynicism
C) promotion
D) development
E) sustainability

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 32 The chief marketing officer who noted that ...

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33) Because brands are becoming less about the actual product or service and more about how people relate to them, companies that have used_____ as the cornerstone of their brand-building efforts must find new ways to connect with consumers.

33) _____

A) interactive media
B) mass-media advertising
C) online marketing
D) product placement
E) personal selling

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 33 Because brands are becoming less about the a...

34) An important issue for both consumers and corporations is_____, which refers to the development that meets the needs of the current generation without compromising the ability of future generations to meet their needs.

34) _____

A) green marketing
B) sustainability
C) corporate social responsibility
D) brand consciousness
E) longevity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 34 An important issue for both consumers and co...

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35) When a company or a brand takes a stand by engaging in efforts to promote social, political, economic or environmental reform to help drive change in order to improve society, it is engaged in

35) _____

A) green marketing.
B) sustainability.
C) corporate social responsibility.
D) brand consciousness.
E) brand activism.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-03 Explain the increasing value of the IMC perspective in advertising and pro
Topic : Marketing Communication's Role in Developing a Brand
Source : Chapter 01 Test Bank > MC Qu. 35 When a company or a brand takes a stand by e...

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

36) _____

A) Branding
B) Product distribution
C) Pricing
D) Promotion
E) Market segmentation

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Elements of the Promotional Mix in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 36 _____ is the coordination of all sel...

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37) Which term refers to a carefully planned, controlled program, one that requires coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services?

37) _____

A) advertising
B) promotion
C) personal selling
D) marketing
E) public relations

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Elements of the Promotional Mix in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 37 Which term refers to a carefully planned, co...

38) The basic elements that are used to accomplish an organization's marketing communication objectives are referred to as

38) _____

A) the marketing mix.
B) marketing strategy tools.
C) the growth-share matrix.
D) the promotional mix.
E) the hype cycle.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Elements of the Promotional Mix in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 38 The basic elements that are used to accompli...

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39) Traditionally, which of the following has been considered an element of the promotional mix?

39) _____

A) packaging
B) advertising
C) direct marketing
D) interactive media
E) branding

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Elements of the Promotional Mix in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 39 Traditionally, which of the following has be...

40) Which element of the promotional mix is defined as a paid form of nonpersonal presentation of ideas, goods, or services by an identified sponsor?

40) _____

A) advertising
B) branding
C) packaging
D) publicity
E) sales promotion

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Elements of the Promotional Mix in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 40 Which element of the promotional mix is defi...

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41) Advertising is defined as any

41) _____

A) paid form of nonpersonal communication about a product, service, or company.
B) form of media communication that provides an opportunity for immediate feedback.
C) communication that moves a product from one level to another level of the distribution channel.
D) personal communication from a company's representative to prospective buyers.
E) nonpersonal communication about a product or service that is not paid for or run under identified sponsorship.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 41 Advertising is defined as any

42) Before sending an advertising message to its audience, Star Advertising Agency is working with its client to better understand how the audience will interpret and respond to that message. This is important because with the exception of direct-response advertising, the_____ nature of advertising makes it is difficult to get immediate feedback.

42) _____

A) random
B) personal
C) private
D) nonpersonal
E) privileged

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 42 Before sending an advertising message to its...

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43) A company is creating an advertising budget with the goal of reaching a large number of customers. Which form of media advertising is a particularly effective way to reach a mass market?

43) _____

A) radio advertising
B) newspaper advertising
C) television advertising
D) mailer advertising
E) magazine advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 43 A company is creating an advertising budget ...

44) Which factor is generally neglected through the use of advertising?

44) _____

A) ability to reach mass markets
B) low cost per contact
C) ability to create brand images and symbolism
D) immediate feedback
E) control of message content and media placement

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 44 Which factor is generally neglected through ...

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45) Which statement is true of media advertising as a form of promotion?

45) _____

A) It is the most cost-effective way to reach large numbers of consumers.
B) It is a nonpaid form of promotion.
C) The sponsor or advertiser is not identified.
D) There is immediate feedback and capability to close sales.
E) It makes use of nontraditional media.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 45 Which statement is true of media advertising...

46) A large soap manufacturing firm, has introduced a new soap. The company wants to promote the soap to broad audiences across various countries in a persuasive and cost-effective manner. At the same time, it also wants to enhance the overall company image. The promotional budget is about $1,000,000. Which form of promotion should the company use for the promotion of its new soap?

46) _____

A) mass advertising
B) direct marketing
C) personal selling
D) sales promotion
E) publicity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 46 A large soap manufacturing firm, has introdu...

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47) The best-known and most widely discussed form of promotion is

47) _____

A) personal selling.
B) sales promotion.
C) direct marketing.
D) advertising.
E) publicity/public relations.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 47 The best-known and most widely discussed for...

48) Which promotional mix element would best suit a firm that wants to reach a large consumer audience while keeping the cost per contact low and creating a symbolic image or appeal for a new brand?

48) _____

A) advertising
B) personal selling
C) sampling
D) couponing
E) door-to-door selling

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 48 Which promotional mix element would best sui...

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49) Which of the following statements is true of advertising?

49) _____

A) Advertising attempts to create a personal relationship with the consumers.
B) The nature and purpose of advertising are usually the same across various industries.
C) Advertising is a valuable tool for building brand and company equity.
D) Advertising is used only for the promotion of mass consumer products.
E) One disadvantage of advertising is that it is extremely personal to consumers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 49 Which of the following statements is true of...

50) Advertising done by manufacturers of well-known brands on a countrywide basis or in most regions of the country to consumer markets is known as_____ advertising.

50) _____

A) professional
B) trade
C) business-to-business
D) national
E) direct-response

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 50 Advertising done by manufacturers of well-kn...

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51) A perfume manufacturing company spends about $1,000,000 annually on advertising. The company seeks to remind its customers in the United States about the brand and its features, benefits, and uses. It primarily strives to reinforce its image and initiate product purchase. In the context of the types of advertising to consumer markets, this manufacturer is using

51) _____

A) national advertising.
B) primary-demand advertising.
C) trade advertising.
D) business-to-business advertising.
E) professional advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 51 A perfume manufacturing company spends abou...

52) Local merchants use_____ advertising to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment.

52) _____

A) trade
B) professional
C) direct-response
D) retail
E) national

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 52 Local merchants use _____ advertisin...

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53) Flavor Fresh Grocery placed a weekly advertisement in the local newspapers. The advertisement stated that Flavor Fresh would sell all vegetables at a flat rate of $5 from Monday to Wednesday between 1 p.m. and 3 p.m. at select locations. Flavor Fresh most likely used

53) _____

A) national advertising.
B) trade advertising.
C) retail advertising.
D) primary-demand advertising.
E) direct-response advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 53 Flavor Fresh Grocery placed a weekly adverti...

54) Advertising done for the purpose of building store traffic and encouraging consumers to make a purchase takes the form of_____ advertising.

54) _____

A) trade
B) facultative
C) professional
D) direct-action
E) B2B

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 54 Advertising done for the purpose of building...

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55) Which statement is true of retail advertising?

55) _____

A) It is done by large companies on a nationwide basis or in most regions of the country.
B) It takes the form of direct-response advertising.
C) It is done to build store traffic and sales.
D) It is designed to stimulate demand for the general product class or an entire industry.
E) It is targeted at marketing channel members such as wholesalers, distributors, and suppliers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 55 Which statement is true of retail advertisin...

56) Retail or local advertising often takes the form of

56) _____

A) trade advertising.
B) selective-demand advertising.
C) bait-and-switch advertising.
D) direct-action advertising.
E) indirect-response advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 56 Retail or local advertising often takes the ...

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57) Primary-demand advertising is designed to

57) _____

A) influence the purchase of only industrial goods and services.
B) stimulate demand for a general product class or entire industry.
C) help launch a specific line extension.
D) stimulate demand for existing products that are “dying.”
E) create a market share gain for the industry leader.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 57 Primary-demand advertising is designed to

58) In the context of advertising for consumer markets,_____ advertising focuses on creating demand for a specific company’s brand.

58) _____

A) primary-demand
B) selective-demand
C) trade
D) professional
E) industrial

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 58 In the context of advertising for consumer...

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59) A manufacturer of dairy products has come up with new global ads that promote the benefits of drinking milk as well as demonstrate the various uses of milk. This is an example of

59) _____

A) trade advertising.
B) primary-demand advertising.
C) secondary-demand advertising.
D) retail advertising.
E) professional advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 59 A manufacturer of dairy products has come u...

60) The National Egg Association has been promoting the benefits of eggs for many years. It aims to educate customers about the nutritional value of eggs through ads that are aired in several states. It is making use of

60) _____

A) direct-response advertising.
B) professional advertising.
C) primary-demand advertising.
D) selective-demand advertising.
E) trade advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 60 The National Egg Association has been promot...

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61) Which statement best describes selective-demand advertising?

61) _____

A) It focuses on creating demand for a specific company's brands.
B) It is done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment.
C) It focuses on creating demand for an entire industry.
D) It focuses on targeting individuals who buy or influence the purchase of industrial goods or services for their companies.
E) It is one of the four Ps of the marketing mix.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 61 Which statement best describes selective-dem...

62) Which advertisement is an example of retail advertising?

62) _____

A) advertisement for a health drink that compares its benefits to its competitor's
B) advertising done by the Beef Council to stimulate the demand for beef
C) advertisement for Fizzy Cola placed in a trade magazine to promote it to food store managers
D) advertisement for Pink Airlines that appears in newspapers all across the country
E) advertisement for a discount at a restaurant located on the outskirts of San Diego placed in a newspaper

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 62 Which advertisement is an example of retail ...

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63) _____ advertising is targeted at individuals who influence the purchase of goods and services used to make other products.

63) _____

A) Professional
B) Primary-demand
C) Retail
D) Business-to-business
E) Direct-response

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 63 _____ advertising is targeted at ind...

64) Advertisements for CL brake products, True spark plugs, AM chassis parts, and Stone wheels featured in *Tire Review*, a journal for owners/operators of auto shops, are examples of_____ advertising.

64) _____

A) retail
B) direct-response
C) business-to-business
D) direct-mail
E) primary-demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 64 Advertisements for CL brake products, True s...

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65) A company that manufactures stethoscopes has placed an ad in *MediMag*, a magazine primarily read by doctors. The company is trying to improve sales by directly reaching out to its primary market segment. This is an example of

65) _____

A) business-to-business advertising.
B) trade advertising.
C) professional advertising.
D) primary-demand advertising.
E) direct-action advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 65 A company that manufactures stethoscopes ha...

66) _____ advertising is targeted at marketing channel members such as wholesalers, distributors, and retailers in order to encourage them to stock more of a particular brand.

66) _____

A) National
B) Selective-demand
C) Professional
D) Trade
E) Retail

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 66 _____ advertising is targeted at mar...

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67) Which situation is an example of trade advertising?

67) _____

A) Mars Inc. is using print advertising to attract supply managers from other companies.
B) Pluto Inc., a toothpaste manufacturer, places an ad in *Tooth Daily*, a magazine frequently circulated among dentists.
C) CL Inc., a chocolate manufacturer, hopes to attract wholesalers and retailers by placing an ad in *NextMag*, a weekly hotel magazine.
D) James, a doctor, places an ad in a local newspaper to advertise his new clinic.
E) The State Egg Federation runs a series of television ads that educate people about the nutritional value of eggs.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 67 Which situation is an example of trade adver...

68) Which statement is true of direct marketing?

68) _____

A) Traditionally, it has not been considered an element of the promotional mix.
B) It is synonymous with direct mail.
C) The rapid growth of the Internet is discouraging the growth of direct marketing.
D) It is seldom, if ever, used by companies that have an external sales force.
E) It is less direct when compared to mail-order catalogs.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Direct Marketing as a Communication Tool
Source : Chapter 01 Test Bank > MC Qu. 68 Which statement is true of direct marketing?

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69) A-1 Collectibles is a company that sells collectible plates. If you order one plate from the company, you will receive multiple mailings each month providing you with information relating to new products and offers. Which promotional element is A-1 using in this scenario?

69) _____

A) advertising
B) sales promotion
C) direct marketing
D) publicity
E) pricing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Direct Marketing as a Communication Tool
Source : Chapter 01 Test Bank > MC Qu. 69 A-1 Collectibles is a company that sells col...

70) A major tool of direct marketing is_____ advertising, where a product is promoted through an ad that encourages the consumer to purchase straight from the manufacturer.

70) _____

A) direct-response
B) primary-demand
C) business-to-business
D) trade
E) selective-demand

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Direct Marketing as a Communication Tool
Source : Chapter 01 Test Bank > MC Qu. 70 A major tool of direct marketing is _____...

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71) Which statement is true of direct-response advertising?

71) _____

A) It encourages consumers to purchase straight from the manufacturer.
B) It targets wholesalers, retailers, and other members of the supply chain.
C) It is also known as primary-demand advertising.
D) It primarily targets professionals such as doctors, lawyers, and engineers.
E) It does not use the Internet as a means of advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Analytical Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Direct Marketing as a Communication Tool
Source : Chapter 01 Test Bank > MC Qu. 71 Which statement is true of direct-response a...

72) Database management, direct selling, telemarketing, and direct-response advertising are all tools of

72) _____

A) bait advertising.
B) buzz marketing.
C) direct marketing.
D) switch marketing.
E) trade marketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : Direct Marketing as a Communication Tool
Source : Chapter 01 Test Bank > MC Qu. 72 Database management, direct selling, telemar...

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73) An advertising agency is working with a client to create demand for its brand. The agency is recommending a class of advertising that will emphasize the reasons consumers should purchase the client's brand. This class of advertising is called

73) _____

A) trade advertising.
B) professional advertising.
C) business-to-business advertising.
D) direct-response advertising.
E) primary-demand advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 73 An advertising agency is working with a clie...

74) Shine Industries makes the tiles that solar panel manufacturers use to create their products. The company is looking to expand its consumer base. What type of advertising will help Shine Industries reach potential customers interested in using its tiles in the manufacture of their goods?

74) _____

A) trade advertising
B) professional advertising
C) business-to-business advertising
D) direct-response advertising
E) primary-demand advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 74 Shine Industries makes the tiles that solar ...

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75) Rad-Tech Industries is coming out with a new model of x-ray machine that will reduce radiation exposure. What type of advertising will help Rad-Tech reach its audience?

75) _____

A) trade advertising
B) professional advertising
C) business-to-business advertising
D) direct-response advertising
E) primary-demand advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 75 Rad-Tech Industries is coming out with a new...

76) Bristol Boutique has decided to change its inventory strategy. The company is closing its storefronts to rely instead on its supply chain network of manufacturers to ship goods directly to Bristol Boutique's customers. Bristol Boutique will now use_____ as its primary medium for reaching consumers.

76) _____

A) trade advertising
B) professional advertising
C) business-to-business advertising
D) direct-response advertising
E) primary-demand advertising

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 76 Bristol Boutique has decided to change its i...

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77) Over the last decade, a home goods retailer has evolved its marketing and distribution channels from only having retail stores to adding both mobile apps and online catalogs. In addition, the company strategically uses these methods to influence a customer's shopping experience, including research before a purchase and service after a sale. This direct-marketing approach is called

77) _____

A) trade-oriented sales promotion.
B) omnichannel retailing.
C) customer-oriented sales promotion.
D) mobile retailing.
E) consumer-oriented sales promotions.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 77 Over the last decade, a home goods retailer ...

78) Omnichannel retailing can be described as

78) _____

A) a manufacturer that operates more than one retail outlet.
B) using more than one supplier to service customers in a specific geographic area.
C) selling goods through only one retailer via an exclusive contract.
D) a strategy where companies sell their products through multiple distribution channels.
E) a strategy where companies utilize more than one form of advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 78 Omnichannel retailing can be described as

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79) Which statement is true of the Internet as a marketing medium?

79) _____

A) It is considered to be a traditional medium.
B) It does not facilitate two-way communication.
C) It enables marketers to gather valuable personal information from customers.
D) It does not enable real time adjustment of offers.
E) It cannot be integrated with other media programs such as direct mail and telemarketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of the Internet and Social Media in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 79 Which statement is true of the Internet as a...

80) Which form of promotion allows for a two-way flow of communication whereby users can participate in and modify the form and content of the information they receive in real time?

80) _____

A) direct mail
B) public relations
C) advertising
D) interactive marketing
E) publicity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Advertising and Promotion in Business and Marketing
Source : Chapter 01 Test Bank > MC Qu. 80 Which form of promotion allows for a two-way...

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81) _____ includes those marketing activities that provide extra value or incentives for purchasing a product, such as coupons and premiums.

81) _____

A) Direct marketing
B) Advertising
C) Public relations
D) Sales promotion
E) Publicity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 81 _____ includes those marketing activ...

82) Sales promotions targeted at the ultimate users of a product, such as sampling, coupons, contests, or sweepstakes, are part of

82) _____

A) consumer-oriented sales promotion.
B) trade-oriented sales promotion.
C) buzz promotion.
D) bait-and-switch sales promotion.
E) channel-initiated sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 82 Sales promotions targeted at the ultimate us...

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83) A personal care products company includes monthly coupons in its magazine advertisements. This is an example of

83) _____

A) consumer-oriented sales promotion.
B) industrial sales promotion.
C) business-oriented sales promotion.
D) trade-oriented sales promotion.
E) service-oriented sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 83 A personal care products company includes mo...

84) Which statement is true of trade-oriented sales promotion?

84) _____

A) It is also known as buzz promotion.
B) It targets members of the supply chain.
C) It is targeted at the ultimate user of a product.
D) It uses rebates and couponing.
E) It includes sweepstakes and premiums.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 84 Which statement is true of trade-oriented sa...

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85) Sales promotion programs targeted at marketing intermediaries such as wholesalers, distributors, and retailers are part of

85) _____

A) consumer-oriented sales promotion.
B) trade-oriented sales promotion.
C) user-oriented sales promotion.
D) intrinsic sales promotion.
E) bait-and-switch sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 85 Sales promotion programs targeted at marketi...

86) A large food manufacturer has selected an advertising method to stimulate short-term sales by offering customers samples and same-day coupons for immediate discount at point of purchase. This method is known as

86) _____

A) trade-oriented sales promotion.
B) omnichannel retailing.
C) customer-oriented sales promotion.
D) mobile retailing.
E) consumer-oriented sales promotions.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 86 A large food manufacturer has selected an ad...

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87) Greyson Industries has multiple supply channels, including wholesalers, distributors, and retailers. They are running a sales contest to encourage these partners to stock and promote their products. This contest is an example of

87) _____

A) a trade-oriented sales promotion.
B) omnichannel retailing.
C) a customer-oriented sales promotion.
D) mobile retailing.
E) a consumer-oriented sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Sales Promotion in an Integrated Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 87 Greyson Industries has multiple supply chann...

88) An important part of the promotional mix is nonpersonal communications, or communications that are not directly paid for by the company. This is called_____; it usually comes from press releases, editorials, feature articles, or news releases.

88) _____

A) paid media
B) public relations
C) personal selling
D) publicity
E) a touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 88 An important part of the promotional mix is ...

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89) _____ refers to nonpersonal communication regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship.

89) _____

A) Advertising
B) Sales promotion
C) Publicity
D) Public relations
E) Telemarketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 89 _____ refers to nonpersonal communic...

90) Which statement correctly states a primary difference between publicity and advertising?

90) _____

A) Unlike advertising, publicity is done only by retailers.
B) Unlike publicity, advertising does not utilize mass media.
C) Unlike advertising, publicity is not paid for by the sponsoring organization.
D) Unlike advertising, publicity is institutional in character.
E) Unlike publicity, advertising leads to less skepticism among consumers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 90 Which statement correctly states a primary d...

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91) Which statement correctly identifies a similarity between publicity and advertising?

91) _____

A) Both are nonpaid forms of communication.
B) Both are run by an unidentified sponsor.
C) Both involve nonpersonal communication to a mass audience.
D) Both are not directly paid for by the company.
E) Both frequently provide an opportunity for immediate feedback.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 91 Which statement correctly identifies a simil...

92) One of the primary advantages inherent in the use of publicity is its

92) _____

A) ability to be personalized.
B) credibility.
C) negligible variable costs.
D) tangibility.
E) ability to be closely controlled.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 92 One of the primary advantages inherent in th...

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

93) _____

A) advertising
B) publicity
C) packaging
D) sales promotion
E) direct marketing

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 93 Because of the perceived objectivity of the ...

94) Which statement about publicity is true?

94) _____

A) Publicity is a form of communication that is directly run under an identified sponsorship.
B) Publicity is the only tool used in a firm's public relations efforts.
C) Publicity usually comes in the form of a news story or an editorial.
D) Publicity has more of a long-term, ongoing purpose than public relations.
E) Publicity refers to personal communications regarding an organization and its products.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 94 Which statement about publicity is true?

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95) Coastal Coffee Company has released new advertising that features its efforts to support human rights, fair trade, and environmental sustainability. This type of promotion, called_____, involves managing relationships with a number of important audiences, including investors, employees, suppliers, communities, and governments (federal, state, and local) as well as consumers.

95) _____

A) paid media
B) public relations
C) personal selling
D) publicity
E) touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 95 Coastal Coffee Company has released new adve...

96) A local newspaper published an article about the latest line of shoes from Earth Walkers, Inc. The shoes were made with used clothing sourced from households across the country. The article also included select photographs and offered consumers a “sneak peek” into the manufacturing process. This form of nonpersonal marketing communication is known as

96) _____

A) sales promotion.
B) digital marketing.
C) personal selling.
D) public relations.
E) publicity.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 96 A local newspaper published an article about...

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97) A review of a movie in a local magazine or on a popular daily television show is an example of

97) _____

A) personal selling.
B) publicity.
C) direct marketing.
D) public relations.
E) sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 97 A review of a movie in a local magazine or o...

98) What is a disadvantage of publicity?

98) _____

A) Publicity is expensive to implement as it is directly paid for and run under identified sponsorship.
B) Publicity has relatively low credibility with the audience.
C) Publicity is not always under an organization's control and can be unfavorable.
D) Publicity is not useful with a market segmentation strategy.
E) Publicity makes a market aggregation strategy ineffective.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 98 What is a disadvantage of publicity?

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99) A lawsuit charged a mortgage lender with racism because it allegedly charged higher rates to African American borrowers than to other borrowers. News of the lawsuit was reported by the wire service, and it appeared in several newspapers. This news report is an example of

99) _____

A) sales detraction.
B) negative advertising.
C) cause selling.
D) negative publicity.
E) bait-and-switch advertising.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 99 A lawsuit charged a mortgage lender with rac...

100) First-Rate Loans, a mortgage lender, was charged with a discrimination lawsuit. It alleged that the company was offering loans at higher rates of interest to Asian consumers. In response to these allegations, First-Rate Loans sent out e-mail queries to its Asian customers to get feedback on their experiences with the firm's lending offices. This feedback was subsequently collected and released to the news media. This is an example of

100) _____

A) public relations.
B) advertising.
C) publicity.
D) sales promotion.
E) cause marketing.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 100 First-Rate Loans, a mortgage lender, was cha...

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Chapter 01 Test Bank

101) When an organization systematically plans and distributes information in an attempt to control and manage its image and the nature of the publicity it receives, it is engaging in

101) _____

A) buzz marketing.
B) reactive disinformation.
C) bait-and-switch marketing.
D) public relations.
E) sales promotion.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 101 When an organization systematically plans an...

102) Which statement is true of public relations?

102) _____

A) It is synonymous with sales promotions.
B) It is narrower in perspective than publicity.
C) It includes fund-raising, sponsorship of special events, and special publications.
D) It avoids using advertising as a tool to enhance an organization's image.
E) It refers to personal communications regarding an organization and its products.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Public Relations and Publicity
Source : Chapter 01 Test Bank > MC Qu. 102 Which statement is true of public relations?

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103) _____ is a form of one-on-one communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea.

103) _____

A) Advertising
B) Sales promotion
C) Publicity
D) Interactive marketing
E) Personal selling

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 103 _____ is a form of one-on-one commun...

104) Glow Cosmetics is a company founded on contact between the buyer and the seller either face to face or through telecommunications. The value of this method of promotion is the seller can see or hear the potential buyer's reactions, allowing them to modify or tailor the message. Known as_____, this type of program may be coordinated with media advertising, digital marketing, and sales promotion in an integrated marketing communications program.

104) _____

A) paid media
B) public relations
C) personal selling
D) publicity
E) touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 104 Glow Cosmetics is a company founded on conta...

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Chapter 01 Test Bank

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

105) _____

A) Advertising
B) Sales promotion
C) Public relations
D) Publicity
E) Personal selling

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 105 _____ is a promotional mix element t...

106) How does personal selling differ from advertising?

106) _____

A) Unlike advertising, personal selling does not result in direct sales.
B) Unlike advertising, personal selling can be tailored to meet customers' specific needs.
C) Unlike advertising, personal selling can attract mass attention.
D) Unlike advertising, personal selling tends to have a lower cost per individual.
E) Unlike advertising, personal selling does not provide accurate feedback.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 106 How does personal selling differ from advert...

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107) The promotional mix element that allows for the most immediate and precise feedback from the customer is

107) _____

A) advertising.
B) sales promotion.
C) public relations.
D) publicity.
E) personal selling.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 107 The promotional mix element that allows for ...

108) Which promotional tool best suits a business-to-business marketer who sells expensive, risky, and often complex products?

108) _____

A) print advertising
B) sales promotion
C) public relations
D) personal selling
E) publicity

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 108 Which promotional tool best suits a business...

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109) What is the major advantage of personal selling over advertising as a communication method?

109) _____

A) Personal selling involves the usage of mass media, whereas advertising does not.
B) Personal selling improves the image of the firm, whereas advertising does not.
C) Personal selling activates the receiver's selective processes, whereas advertising does not.
D) Personal selling results in sales responses that are difficult to measure, whereas advertising results in immediate feedback.
E) Personal selling involves direct contact between the buyer and seller, whereas advertising deals with indirect contact.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 109 What is the major advantage of personal sell...

110) Calvin called Akita on the telephone to present information about a meal plan package his company was offering. Akita responded unfavorably to his description of the offer, so Calvin modified the message. Which characteristic of personal selling did Calvin benefit from in this scenario?

110) _____

A) the ability to target specific markets
B) the ability to target specific customer types
C) autonomy from the advertising or marketing department
D) the ability to respond to immediate feedback
E) indirect contact between the buyer and the seller

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 01-04 Identify the elements of the promotional mix.
Topic : The Role of Personal Selling in an IMC Program
Source : Chapter 01 Test Bank > MC Qu. 110 Calvin called Akita on the telephone to pres...

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111) Cromwell Industries continues to build its integrated marketing communications promotional mix strategy by looking at audience contacts. The company also recognizes that not all touch points are equally effective and can often be divergent in a company's ability to control. Cromwell is currently trying to develop various strategies to anticipate_____, which are personal communications that come from friends, associates, neighbors, co-workers, or family members.

111) _____

A) intrinsic touch points
B) unexpected touch points
C) customer-initiated touch points
D) extrinsic touch points
E) company-created touch points

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 111 Cromwell Industries continues to build its i...

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112) Environmental Movies just released a documentary on the impact of dying coral reefs on clownfish. Childhood fans of a popular animated clownfish, now grown and environmentally conscious millennials, and Gen Z-ers inundated social media with mentions, online reviews, and spurred media coverage creating greater interest in the film, extending the film's time in the theater. Environmental Movies benefited from

112) _____

A) paid media.
B) brand media.
C) owned media.
D) advertising media.
E) earned media.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Earned, Owned, and Paid Media
Source : Chapter 01 Test Bank > MC Qu. 112 Environmental Movies just released a documen...

113) Each and every opportunity the customer has to see or hear about the company and/or its brands or have an encounter or experience with it is

113) _____

A) a service point.
B) an inference point.
C) a reference point
D) a touch point.
E) a display point.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 113 Each and every opportunity the customer has ...

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114) According to Tom Duncan’s basic categories of contact or touch points, which term best describes planned marketing communication messages created by an organization such as advertisements, websites and social media sites, news/press releases, packaging, brochures, and sale promotions?

114) _____

A) channel-created touch points
B) unexpected touch points
C) company-created touch points
D) intrinsic touch points
E) customer-initiated touch points

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 114 According to Tom Duncan’s basic catego...

115) According to Tom Duncan’s basic categories of contact or touch points, which term best describes interactions that occur with a company or brand during the process of buying or using the product or service?

115) _____

A) intrinsic touch points
B) company-created touch points
C) unexpected touch points
D) customer-initiated touch points
E) distributive touch points

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 115 According to Tom Duncan’s basic catego...

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116) Which type of touch point relates to unanticipated references or information about a company or brand that a customer or prospect receives from sources that are beyond the control of the organization?

116) _____

A) company-created touch point
B) intrinsic touch point
C) user-created touch point
D) unexpected touch point
E) customer-initiated touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 116 Which type of touch point relates to unantic...

117) Eduardo goes to a large electronics retailer to get information on an upcoming television purchase. He discusses his purchase with a retail salesperson who is not under the direct control of the television manufacturer. Which of the four basic categories of touch points does the retail salesperson represent?

117) _____

A) company-created touch point
B) planned touch point
C) intrinsic touch point
D) unexpected touch point
E) customer-initiated touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 2 Medium
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 117 Eduardo goes to a large electronics retailer...

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118) Jasmine calls a mobile phone store to inquire about a new phone available in the market. The customer service operator sends her an e-mail with the product details along with other specifications Jasmine requested. Which type of touch point is illustrated in this scenario?

118) _____

A) company-created touch point
B) intrinsic touch point
C) extrinsic touch point
D) unexpected touch point
E) customer-initiated touch point

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Reflective Thinking
Difficulty : 3 Hard
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Communicating With Target Audiences
Source : Chapter 01 Test Bank > MC Qu. 118 Jasmine calls a mobile phone store to inquir...

119) A company is looking at touch point channels where it can use its media budget to leverage its target audience through social media ads, online banner ads, and video ads. This type of media is called

119) _____

A) paid media.
B) brand media.
C) owned media.
D) advertising media.
E) earned media.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Earned, Owned, and Paid Media
Source : Chapter 01 Test Bank > MC Qu. 119 A company is looking at touch point channels...

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120) Creative Cosmetics has been successful with its website. Now the company is posting a weekly YouTube lesson on makeup application and problem-solving tips and has reached out to its customer base, encouraging them to follow the company on Instagram. Creative Cosmetics is using

120) _____

A) paid media.
B) brand media
C) owned media.
D) advertising media.
E) earned media.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-05 Identify the contact points between marketers and their target audiences.
Topic : Earned, Owned, and Paid Media
Source : Chapter 01 Test Bank > MC Qu. 120 Creative Cosmetics has been successful with ...

121) Clearlake Enterprises is working with Prestige Marketers to develop a promotional plan. Prestige is documenting where Clearlake has been as a brand and its current position in the market. Prestige has also held brainstorming sessions with Clearlake's leadership to identify where the company intends to be in the next three years and how it anticipates getting there. Prestige Marketers is creating

121) _____

A) a promotional plan.
B) a marketing plan.
C) a promotional program.
D) a communication plan.
E) a marketing program.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 121 Clearlake Enterprises is working with Presti...

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122) A flooring company is reviewing its media-mix options to reach its target audience for cost effectiveness. The company has created a series of goals for sales, market share, and profitability. This company is writing

122) _____

A) a marketing plan.
B) communication objectives.
C) marketing objectives.
D) a communication plan.
E) a marketing program.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Role Objectives Play in the IMC Planning Process
Source : Chapter 01 Test Bank > MC Qu. 122 A flooring company is reviewing its media-mi...

123) Geiger Services is developing goals for its promotional program to take the company through the next three years. Geiger plans to create awareness of image and further define the attitudes and preferences of its current and potential customer base. Geiger Services is writing

123) _____

A) a marketing plan.
B) communication objectives.
C) marketing objectives.
D) a communication plan.
E) a marketing program.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Role Objectives Play in the IMC Planning Process
Source : Chapter 01 Test Bank > MC Qu. 123 Geiger Services is developing goals for its ...

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124) How does the integrated marketing communications (IMC) plan approach differ from traditional approaches to promotion?

124) _____

A) IMC puts more emphasis on advertising and less on sales promotion.
B) IMC puts more emphasis on sales promotion and less on public relations and publicity.
C) IMC recognizes that marketers must be able to use a wide range of marketing and promotional tools to present a consistent image to target audiences.
D) IMC places barriers around the various marketing and promotional functions and requires that they be planned and managed separately.
E) IMC predominately makes use of mass-media communications in order to attract and retain customers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 124 How does the integrated marketing communicat...

125) _____ involves the process for planning, executing, evaluating, and controlling the use of various promotional-mix elements to effectively reach target audiences.

125) _____

A) Marketing information system management
B) Integrated marketing communications management
C) Customer relationship management
D) Differential communications management
E) Communications process accounting

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : Key Concepts of Integrated Marketing Communications
Source : Chapter 01 Test Bank > MC Qu. 125 _____ involves the process for plann...

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126) The first step in the IMC planning process is the

126) _____

A) analysis of the communication process.
B) determination of a budget.
C) review of the marketing plan.
D) development of an advertising message.
E) distribution of sales promotion materials.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 126 The first step in the IMC planning process i...

127) Typically, a marketing plan includes

127) _____

A) a corporate mission statement.
B) individual job specifications.
C) a media schedule.
D) a detailed situation analysis.
E) articles of incorporation.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 127 Typically, a marketing plan includes

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128) The stage of the IMC planning process that comes immediately after the overall marketing plan is reviewed is the

128) _____

A) integration and implementation of marketing communications strategies.
B) development of marketing job descriptions.
C) promotional program situation analysis.
D) budget determination.
E) analysis of market forecasts.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 128 The stage of the IMC planning process that c...

129) According to an integrated marketing communications planning model, which activity is best associated with the review of the marketing plan step?

129) _____

A) integrating promotional mix strategies
B) analyzing source, message, and channel factors
C) assessing environmental influences
D) setting direct-marketing objectives
E) purchasing media time and space

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 129 According to an integrated marketing communi...

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130) According to an integrated marketing communications planning model, which activity is best associated with the step “integrate and implement marketing communications strategies”?

130) _____

A) purchasing media time and space
B) analyzing source, message, and channel factors
C) allocating tentative budgets
D) identifying niche market segments
E) establishing communication goals and objectives

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 130 According to an integrated marketing communi...

131) According to an integrated marketing communications planning model, which activity is best associated with the step “analysis of promotional program situation”?

131) _____

A) developing selling roles and responsibilities
B) setting advertising objectives
C) analyzing consumer behavior
D) purchasing media time and space
E) setting a tentative marketing communications budget

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 131 According to an integrated marketing communi...

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132) According to an integrated marketing communications planning model, which activity is best associated with the step “analysis of communications process”?

132) _____

A) allocating tentative budgets
B) analyzing source, message, and channel factors
C) competitive analysis
D) designing and implementing direct-marketing programs
E) external analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 132 According to an integrated marketing communi...

133) According to an integrated marketing communications planning model, which activity is best associated with the step “developing integrated marketing communications program”?

133) _____

A) examining overall marketing plan and objectives
B) internal analysis
C) analyzing receiver’s response processes
D) determining advertising budget
E) external analysis

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 133 According to an integrated marketing communi...

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134) Which of the following is an area of focus in an internal analysis?

134) _____

A) product/service offering
B) positioning strategies
C) competitors
D) market segments
E) consumer buying patterns

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 134 Which of the following is an area of focus i...

135) Which outcome would *most likely* be a result of an internal analysis?

135) _____

A) A company determines that it is not capable of implementing and managing certain areas of the IMC program.
B) A company determines that the growth potential of the market has diminished.
C) A company finds that consumer behavior patterns are in line with its product offerings.
D) A company identifies that there are three major competitors trying to capture the same market share as it is.
E) A company is happy to learn that its brand is perceived favorably by consumers.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 135 Which outcome would most likely be a result ...

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136) Which question is a firm likely to ask during an external analysis?

136) _____

A) What are the strengths and weaknesses of our product or service?
B) Who influences the decision to buy our product?
C) How does our product or service compare with competition?
D) What are our product's key benefits?
E) Does our product have unique selling points?

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 136 Which question is a firm likely to ask durin...

137) Which outcome would *most likely* be a result of an external analysis?

137) _____

A) A company determines that it is not capable of implementing and managing certain areas of the IMC program.
B) A company realizes that its advertising campaign has produced a negative image of the company.
C) A company's sponsorship of a local charity event has garnered positive reactions from its customer base.
D) A company identifies its product packaging does not allow it to stand out from competitors.
E) A company learns that its position as leader in the marketplace has fallen.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 137 Which outcome would most likely be a result ...

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138) Once marketing and communication objectives have been set, what is the next stage in the IMC planning process?

138) _____

A) budget determination
B) developing the advertising message
C) reviewing the marketing plan
D) recruitment of marketing and promotion personnel
E) development of the IMC program

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 138 Once marketing and communication objectives ...

139) The development of the advertising message that the marketer wants to convey to its target audience is called the

139) _____

A) creative strategy.
B) media strategy.
C) distribution strategy.
D) channel strategy.
E) user strategy.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 139 The development of the advertising message t...

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140) _____ involves determining which communication channels will be used to deliver the advertising message to the target audience.

140) _____

A) Media strategy
B) Creative strategy
C) Reactionary strategy
D) Intrinsic strategy
E) User strategy

Question Details
Accessibility : Keyboard Navigation
Bloom's : Remember
Business Competency : Analytical Thinking
Difficulty : 1 Easy
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 140 _____ involves determining which com...

141) What is the final stage in the integrated marketing communications (IMC) planning process?

141) _____

A) reviewing the marketing plan and situation analysis
B) determining the promotional budget
C) monitoring, evaluating, and controlling the promotional program
D) developing the integrated marketing communications program
E) determining the media strategy

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 141 What is the final stage in the integrated ma...

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142) The final stage of the integrated marketing communications (IMC) planning process involves

142) _____

A) deciding the role of each promotional-mix element.
B) determining the importance of each promotional-mix element.
C) finding out the coordination between all of the promotional-mix elements.
D) monitoring, evaluating, and controlling the promotional program.
E) performing activities to implement the promotional program.

Question Details
Accessibility : Keyboard Navigation
Bloom's : Understand
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 142 The final stage of the integrated marketing ...

143) Liana is assessing the strengths and weaknesses of her brand from an image perspective. She is in which stage of the integrated marketing communication planning process?

143) _____

A) internal analysis
B) external analysis
C) communication process analysis
D) communication objectives
E) budget determination

Question Details
Accessibility : Keyboard Navigation
Bloom's : Apply
Business Competency : Analytical Thinking
Difficulty : 2 Medium
Learning Objective : 01-06 Describe the steps in the IMC planning process.
Topic : The Marketing Plan and Developing a Marketing Communications Program
Source : Chapter 01 Test Bank > MC Qu. 143 Liana is assessing the strengths and weaknes...

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Chapter 01 Test Bank

Answer Key

Test name: Chapter 01 Test Bank

1) C
2) A
3) D
4) B
5) D
6) C
7) D
8) B
9) C
10) D
11) B
12) D
13) C
14) C
15) B
16) B
17) C
18) D
19) B
20) E
21) A
22) D
23) C
24) C
25) E
26) D
27) B
28) E
29) C
30) D
31) B
32) A
33) B
34) B
35) E
36) D
37) B

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38) D
39) B
40) A
41) A
42) D
43) C
44) D
45) A
46) A
47) D
48) A
49) C
50) D
51) A
52) D
53) C
54) D
55) C
56) D
57) B
58) B
59) B
60) C
61) A
62) E
63) D
64) C
65) C
66) D
67) C
68) A
69) C
70) A
71) A
72) C
73) E
74) C
75) B
76) D
77) B

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78) D
79) C
80) D
81) D
82) A
83) A
84) B
85) B
86) E
87) A
88) D
89) C
90) C
91) C
92) B
93) B
94) C
95) B
96) E
97) B
98) C
99) D
100) A
101) D
102) C
103) E
104) C
105) E
106) B
107) E
108) D
109) E
110) D
111) B
112) E
113) D
114) C
115) A
116) D
117) C

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118) E
119) A
120) C
121) B
122) C
123) B
124) C
125) B
126) C
127) D
128) C
129) C
130) A
131) C
132) B
133) D
134) A
135) A
136) B
137) E
138) A
139) A
140) A
141) C
142) D
143) A

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