Direct Digital & Data-Driven Marketing 5th edition Spiller Test Bank

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Multiple Choice Questions

Chapter 1: Processes and applications of direct marketing

1-1. _____ is a database-driven interactive process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction via one or multiple channels.
A. database marketing
B. direct marketing
C. mass marketing
D. affiliate marketing

(Answer: b., p. 9)

1-2. Direct marketing as a term is synonymous with _____.
A. mail order selling
B. Internet advertising
C. telemarketing
D. none of the above

(Answer: d., p. 9)

1-3. Direct marketing objectives do not include _____.
A. selling merchandise for a company
B. enhancing a company's image
C. getting people to visit a store
D. getting people to inquire about a specific product or service

(Answer: b., p. 10-11)

1-4. Brand marketing and direct marketing are converging because of:
A. cost
B. the regulatory environment
C. the digital revolution
D. the cost of paper

(Answer: c., p. 11)

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1-5. Direct marketing is known for having its historical roots in _____ and _____.
A. measurability and accountability
B. direct mail and mail order selling
C. Internet mail and on-line catalogs
D. offers and promotions

(Answer: b., p. 11)

1-6. Direct marketing is characterized by _____.
A. ongoing relationships and affinity with customers
B. measurement of results and accountability for costs
C. multichannel fulfillment and distribution
D. all of the above

(Answer: d., p. 10)

1-7. Which of the following are <u>not</u> factors that have affected the growth of direct marketing?
A. more banking options
B. improved printing techniques
C. dissatisfaction with retail outlets
D. increasing use of credit cards

(Answer: a., p. 12-14)

1-8. Which of the following is <u>not</u> a basic characteristic of direct marketing?
A. Measurement of results
B. Accountability for costs
C. discounts
D. customer/prospect database

(Answer: c., p. 10)

1-9. _____ allows customers to select the media or channels they prefer when shopping for products and services.
A. Multichannel distribution
B. Internet marketing
C. Electronic media
D. Response marketing

(Answer: a., p. 19)

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1-10. Multichannel distribution means:
A. using more than one direct mail campaign to reach customers
B. using more than one television or cable station to reach customers
C. using a variety of media to reach customers
D. none of the above

(Answer: c., p. 19)

1-11. The seamless approach to delivering a consistent brand experience across all available channels and devices a customer uses to interact with a company or organization and its brands is called:

A. Customer Lifetime Value
B. Market Segmentation
C. Omni-Channel Marketing
D. Multi-Channel Fulfillment

(Answer: c., p. 20)

1-17. The goal of the direct marketer is to:
A. eliminate brand marketing
B. interact with the customer on a one-to-one basis
C. do everything inexpensively
D. use as few channels as possible to get the message out

(Answer: b., p. 17)

1-18. Which of the following transactions is <u>not</u> an example of direct marketing?
A. Going to a retail store to purchase an item seen in their Christmas catalog that you received by mail.
B. Purchasing clothing from a Land's End catalog, given to you by a friend.
C. Selecting a new set of tires at a Firestone neighborhood store.
D. Ordering a Kenmore vacuum cleaner by mail from a Sears sales catalog.

(Answer: c., p. 19)

1-19. Organizations that can benefit from the use of a database and direct marketing include which of the following?
A. product and service enterprises
B. non-profit organizations
C. political action groups
D. all of the above

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(Answer: d., p. 21)

1-20. Marketers are able to target relevant communications to customers based on geographic location, utilizing _____.

A. placement analysis
B. navi-tags
C. geo-tags
D. none of the above

(Answer: c., p. 17)

1-21. The single most notable differentiating feature of direct marketing is that it always seeks to generate _____.

A. an immediate purchase
B. a measurable response
C. awareness
D. none of the above

(Answer: b., p. 18)

1-22. The "historical foundations" of direct marketing are centered on _____.

A. customer relationship management
B. high-tech media
C. list rental activities
D. multi-channels

(Answer: a., p. 14-15)

1-23. Non-profit organizations use direct marketing primarily in order to:

A. keep costs down
B. let people know about their cause and gain support
C. sell their own products
D. avoid legal challenges to mass advertising practices

(Answer: b., p. 24)

1-24. According to the text, Victoria's Secret is an excellent example of a company that uses _____.

A. team-based buying

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B. high-tech media formats
C. multichannel distribution
D. database marketing

(Answer: c., p. 19)

1-25. Sports organizations use direct marketing to:

A. fill seats
B. get corporate supports
C. promote special events to season ticket holders
D. all of the above

(Answer: d., p. 28)

TRUE-FALSE

1-26. The Internet has not yet proved to be a valuable tool in political fundraising.
(false, p. 24)

1-27. The goal of direct marketers is to interact with customers on a one-to-one basis, based on information obtained and stored about each customer in the customer database.
(true, p. 17)

1-28. The goal of direct marketing is to make a sale.
(false, p. 19)

1-29. Mass media expenditures and practices have not yet been significantly impacted by direct marketing.
(false, p. 15)

1-30. Inherent to the effectiveness of the direct marketing process is the constant focus on offer creation.
(false, p. 14)

1-31. Direct marketing is measurable, with results always being related to costs.
(true, p. 18)

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1-32. Sears Roebuck & Company was the first to create the concept of mail-order catalogs.
(false, p. 11)

1-33. The Internet has placed a new perspective on how organizations transact as well as on how businesses are valued.
(true, p. 12)

1-34. Micro-targeting has proved to be a valuable technique for political parties.
(true, p. 25)

1-35. Lack of budget, marketing skills, and senior level buy-in are reasons why all direct marketers don't embrace omni-channel marketing.
(true, p. 21)

1-36. An uncontrollable variable in sports marketing is the reputation of the visiting team.
(true, p. 30)

1-37. New marketing channels continue to emerge while traditional channels grow irrelevant.
(**false, p. 20)**

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