Test Bank for Essentials of Marketing 17th Perreault

Access Complete Test Bank for Essentials of Marketing 17th Perreault

Essentials of Marketing 17th Edition by Perreault CH01

ANSWERS ARE LOCATED IN THE SECOND PART OF THIS DOCUMENT

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Traditionally, direct selling via independent contractors has been the primary medium for direct-response advertising.

- ◎ true
- ◎ false

2) Omnichannel retailing involves using a combination of physical or offline channels as well as digital or online channels to influence a customer's shopping experience, including research before a purchase and service after a sale.

- ◎ true
- ◎ false

3) Publicity is always under the control of an organization, so the organization can make sure it is positive.

- ◎ true
- ◎ false

4) Companies or brands that are new to the market or those for whom perceptions are negative should focus on the benefits or attributes of the specific product or service, and not on their image.

- ◎ true
- ◎ false

5) Analysis of the communication process may involve preliminary discussions on media-mix options and their cost implications.

- ◎ true
- ◎ false

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

6) Full of Fun Industries has been reviewing their advertising spending on traditional media such as television, radio, and print. The noticed that their 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.

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

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

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

8) KB industries is learning more about their customers' perception of value. An independent survey showed that 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.

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

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

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

10) Money Backed Enterprises recognizes the importance of identifying every opportunity to deliver on the brand promise, strengthen customer relationships, and customer deepen loyalty. They are using an integrated marketing communications approach to a(n) _____ messaging function so that everything a company says and does communicates a common theme and positioning.

A) organized
B) centralized
C) energized
D) formalized
E) right-sized

11) Clear Cite Industries' goals are to both generate short-term financial returns and build long-term brand and shareholder value. They have 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.

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

12) One reason Sum Company Marketers are adopting the IMC approach is they understand the value of _____ integrating the various communications functions.

A) partially
B) covertly
C) centrally
D) seasonally
E) strategically

13) 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

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

14) 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.

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

15) 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.

A) employ
B) absorb
C) learn
D) embrace
E) avoid

16) To increase sales, NW Inc. is looking for 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. This program is better known as

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

17) Before sending an advertising message to their audience, Productivity Advertising Agency is working with GSI Industries to better understand how the audience will interpret and respond to that message. This important because with the exception of direct-response advertising, the _____ nature of advertising makes it is difficult to get immediate feedback.

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

18) Venus Corporation is creating an advertising budget with the goal to reach a large number of customers. Productive Advertising Company advises them that the most cost-effective way to reach a mass market is with

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

19) Success Advertising is working with Venus Corporation to create demand for their brand. Success is recommending a class of advertising that will emphasize the reasons consumers should purchase the Venus brand. This class of advertising is called

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

20) Circle Industries makes the tiles that solar panel manufacturers use to create their products. They are looking to expand their consumer base. The type of advertising that will help them reach potential customers interesting in using Circle tiles in the manufacture of their goods is called

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

21) X-Ray Industries is coming out with a new model of x-ray machine that will reduce radiation exposure. What type of advertising will help them reach their audience?

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

22) Creative Boutique has decided to change their inventory strategy. They are closing their storefronts to rely instead on their supply chain network of manufacturers to ship goods directly to Creative Boutique's customers. Creative Boutique will now use _____ as their primary medium for reaching consumers.

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

23) Over the last decade, Reflective Enterprises has evolved their marketing and distribution channels from retail stores only by adding both mobile apps and online catalogs. In addition, they strategically use 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

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

24) Abound Industries 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

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

25) Abound 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

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

26) 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.

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

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

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

28) 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

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

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29) Upstart Enterprises is working with Innovation Marketers to develop a promotional plan. Innovation is documenting where Upstart has been as a brand and their current position in the market. They have also held brainstorming sessions with Upstart leadership to identify where they intend to be in the next three years and how they anticipate getting there. Innovation is creating

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

30) Sum Company is reviewing their media-mix options to reach their target audience for cost effectiveness. They have created a series of goals for sales, market share, and profitability. Sum Company is writing

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

31) Mango Services is developing goals for their promotional program to take them through the next three years. They plan to create awareness of image and further define the attitudes and preferences of their current and potential customer base. Mango Services is writing

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

32) Which of the following situations is an example of a marketing exchange?

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A) The waitress gave Cyrus a menu and he placed his food order.
B) Griffin helped Mandy replace the air filter in her lawn mower.
C) Ken and Maggie gave their son an MP3 player for his birthday.
D) Mrs. Maloney gave Larry a box of homemade fudge in return for painting her fence.
E) Jenny asked Melisa if she could borrow her pen because hers had stopped working.

33) According to the American Marketing Association's definition of marketing, which of the following statements is true?

A) Most marketers are seeking a one-time exchange or transaction with their customers.
B) The focus of production-driven companies is on developing and sustaining relationships with their customers.
C) 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.

34) Which of the following statements best defines value?

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

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

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A) people.
B) place.
C) package.
D) print.
E) privilege.

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

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

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

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

38) CL Inc., a new firm, 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 their top management. They also opted for direct marketing on a project-to-project basis. The combination of these various promotional tools is commonly referred to as

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

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

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

40) Which of the following statements best defines "integrated marketing communications"?

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 interact 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.

41) Which of the following statements is true of integrated marketing communication?

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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.

42) 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.

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

43) 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.

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

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

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

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

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.

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

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.

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

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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.

48) 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.

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

49) _____ 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.

A) Decentralized communication systems
B) Bait-and-switch marketing approach
C) Integrated marketing communications
D) Mass-media advertising
E) Customer newsletter service

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

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

51) Ultra-Long 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, Ultra-Long runs a sweepstakes contest for its customers. To enter the contest, customers have to fill out a $1-off coupon. Through the use of IMC, Ultra-Long 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.

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

52) _____ 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.

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

53) 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.

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

54) _____ has long been the cornerstone of brand-building efforts for many companies.

A) Interactive media
B) Mass-media advertising
C) Online marketing
D) Product placement
E) Personal selling

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

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

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

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

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

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

58) Advertising is defined as any

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.

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

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

60) Which the following factors is generally neglected through the use of advertising?

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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

61) Which of the following statements is true of advertising as a form of promotion?

A) It has a low cost per contact.
B) It is a nonpaid form of promotion.
C) The sponsor or advertiser is not identified.
D) immediate feedback and capability to close sales.
E) It makes use of nontraditional media.

62) Clave Inc., a large soap manufacturing firm, has introduced a new soap known as Honeydew. Clave 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 of the following forms of promotion should Clave use for the promotion of Honeydew?

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

63) Which of the following features of direct-response advertising differentiates it from other forms of advertising?

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A) It provides for immediate feedback from the message recipient.
B) It makes use of only magazines as a primary medium of advertising.
C) It is a form of nonpersonal mass-media communication.
D) It is most widely used because of its pervasiveness.
E) It is a paid form of mass-media communication.

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

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

65) 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?

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

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

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.

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67) 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.

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

68) Stylo, 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, Stylo is using

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

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

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

70) A to Z, a supermarket in New Jersey, placed a weekly advertisement in the local newspapers. The advertisement stated that A to Z 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 in the state. A to Z most likely used

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

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

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

72) Which of the following statements is true of retail advertising?

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.

73) Retail or local advertising often takes the form of

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

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74) Primary-demand advertising is designed to

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.

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

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

76) Munroe Dairy, Inc., 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

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

77) 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

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

78) Which of the following statements best describes selective-demand advertising?

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.

79) Which of the following ads is an example of retail advertising?

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

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

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

81) 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.

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

82) DocStock Inc., 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

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

83) _____ 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.

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

84) Which of the following situations is an example of trade advertising?

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.

85) Which of the following statements is true of direct marketing?

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.

86) Venus Corp. 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 Venus Corp. using in this scenario?

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

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

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

88) Which of the following statements is true of direct-response advertising?

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.

89) _____ is a tool of direct marketing that calls customers directly to attempt to sell them products and services or qualify them as sales leads.

A) Bait advertising
B) Buzz marketing
C) Telemarketing
D) Switch marketing
E) B2B marketing

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90) Which of the following statements is true of the Internet as a marketing medium?

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.

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

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

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

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

93) Foodie Inc. includes monthly coupons in its magazine advertisements. This is an example of

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

94) Which of the following statements is true of trade-oriented sales promotion?

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.

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

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.

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

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

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

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.

98) Which of the following statements correctly identifies a similarity between publicity and advertising?

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.

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

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

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

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

101) Which of the following statements about publicity is true?

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.

102) Controversial Coffee Company has released new advertising that features their 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.

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

103) A local newspaper published an article about Pluto Inc.'s latest line of shoes. 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

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

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

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

105) Which of the following statements correctly describes a disadvantage of publicity?

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.

106) 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

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

107) DG Loans, a mortgage lender, was charged with a discrimination lawsuit. It alleged that the company was offering loans at higher rates of interest to African American consumers. In response to these allegations, DG Loans sent out e-mail queries to its African American 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

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

108) 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

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

109) Which of the following statements is true of public relations?

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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.

110) _____ 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.

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

111) Face-to-Face 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.

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

112) _____ 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.

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

113) Which of the following statements accurately describes how personal selling differs from advertising?

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.

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

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

115) Which of the following promotional tools best suits a business-to-business marketer who sells expensive, risky, and often complex products?

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

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

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.

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

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

118) 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

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

119) 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?

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

120) 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?

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

121) Which of the following touch points 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?

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

122) Juan 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?

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

123) Joy 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 Joy requested. Which of the following types of touch points is illustrated in this scenario?

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

124) Reflective Enterprises is looking at touch point channels where they can use their media budget to leverage their target audience through social media ads, online banner ads, and video ads. This type of media is called

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

125) Face-to-Face Cosmetics has been successful with their website. Now they are posting a weekly YouTube lesson and have reached out to their customer base, encouraging them follow the company on Instagram. Face-to-Face Cosmetics is using

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

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

A) IMC puts more emphasis on advertising and less on sales promotion.
B) IMC puts more emphasis on sales promotion and less on 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.

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

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

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

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.

129) Typically, a marketing plan includes

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

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

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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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?

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

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

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

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

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

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

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

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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

142) Which of following statements is true of the final stage of the integrated marketing communications (IMC) planning process?

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

143) Rebecca 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?

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

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Essentials of Marketing 17th Edition by Perreault CH01

Answer Key

Test name: CH01

1) FALSE
Traditionally, direct mail has been the primary medium for direct-response advertising, although television and the Internet have become increasingly important media.

2) TRUE
Companies that use an omnichannel retailing strategy sell their products through multiple distribution channels, including retail stores, online, catalogs, and mobile apps. These companies try to influence the customer's shopping experience throughout the purchase process.

3) FALSE
Publicity is not always under the control of an organization and is sometimes unfavorable. Negative stories about a company and/or its products can be very damaging.

4) FALSE
Companies or brands that are new to the market or those for whom perceptions are negative may have to concentrate on their images, not just the benefits or attributes of the specific product or service. On the other hand, a firm with a strong reputation and/or image is already a step ahead when it comes to marketing its products or services.

5) TRUE

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When a firm is in the stage of analyzing the communication process of the promotional planning process, it examines how effectively it can communicate with consumers in its target markets. Preliminary discussion of media-mix options (print, TV, radio, digital, direct marketing) and their cost implications might also occur at this stage.

6) C
Advertising spending is shifting from traditional media such as television, radio, and print to digital formats including online search, display and video ads as well as advertising on social media. In 2019, spending on digital advertising in the United States surpassed that spent on traditional media advertising (54 percent vs. 46 percent) for the first time and by 2023, digital ads are forecast to capture more than two-thirds of all advertising spending.

7) D
American Marketing Association (AMA), the organization that represents marketing professionals in the United States and Canada, defined marketing as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

8) B
Value is the customer's perception of all of the benefits of a product or service weighed against all the costs of acquiring and consuming it. Benefits can be functional (the performance of the product), experiential (what it feels like to use the product), and/or psychological (feelings such as self-esteem or status that result from owning a particular brand).

9) D

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As marketers embraced the concept of integrated marketing communications, they began asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising. A number of companies also began to look beyond traditional advertising agencies and use other types of promotional specialists.

10) B
The integrated marketing communications approach recognizes that every customer interaction with a company or brand across a host of contact points represents an opportunity to deliver on the brand promise, strengthen customer relationships, and deepen loyalty. It calls for a centralized messaging function so that everything a company says and does communicates a common theme and positioning.

11) D
Integrated marketing communications is a strategic business process used 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. The goal is to generate both short-term financial returns and build long-term brand and shareholder value.

12) E
The IMC approach to marketing communications planning and strategy is being adopted by both large and small companies because they prefer to integrate communications functions instead of having them operate autonomously. By coordinating marketing communication efforts, companies can avoid duplication, take advantage of synergy among promotional tools, and develop more efficient and effective marketing communication programs.

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13) D
There has been an evolution in advertising to micromarketing as the mass audiences assembled by the major television networks and augmented by other mass media such as magazines and newspapers are fragmenting at an accelerating rate.

14) B
Traditional print advertising is expected to decline by 2 percent annually.

15) E
In addition to the proliferation of media options and fragmentation of audiences, marketers are facing the challenge of consumers being less responsive to and finding ways to avoid their advertising messages. Younger consumers in the millennial and Gen Z-age cohorts (which include most college students) are particularly skeptical of advertising. Having grown up in an even more media saturated and brand-conscious world than their parents, they respond differently to advertising and simply pushing messages at them does not work very well.

16) B
Promotion has been defined as 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. Implicit communication occurs through the various elements of the marketing mix, but most of an organization’s communications with the marketplace take place as part of a carefully planned and controlled promotional program.

17) D

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The nonpersonal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it.

18) C
There are several reasons why advertising is such an important part of many marketers' IMC programs. First, media advertising is still the most cost-effective way to reach large numbers of consumers with an advertising message. Television in particular is an excellent way for marketers to reach mass markets. The average television program on the four major television networks during prime time (8:00 p.m. to 11:00 p.m.) reaches nearly 5 million households.

19) E
Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand.

20) C
Business-to-business advertising is targeted at individuals who buy or influence the purchase of industrial goods or services for their companies. Business services such as insurance, finance and banking, and telecommunications are also included in this category because they are marketed to both business customers and consumers.

21) B

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Advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations is referred to as professional advertising.

22) D
One major tool of direct marketing is direct-response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. Traditionally, direct mail has been the primary medium for direct-response advertising, although television and the Internet have become increasingly important media.

23) B
Direct-marketing tools and techniques are also being used by companies that distribute their products through traditional distribution channels or have their own sales force. A major marketing trend that has emerged over the past decade is omnichannel retailing, whereby companies sell their products through multiple distribution channels including retail stores, online, catalogs, and mobile apps. More than just offering a product or service through multiple channels, an omnichannel strategy involves using a combination of physical or offline channels as well as digital or online channels to influence a customer's shopping experience, including research before a purchase and service after a sale.

24) E
Consumer-oriented sales promotions are targeted to the ultimate user of the product or service and include couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials. These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short-term sales.

25) A

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Trade-oriented sales promotions are targeted to the marketing intermediaries, like wholesalers, distributors, and retailers. Trade shows, promotional and merchandising allowances, price deals, and sales contests are all examples of trade-oriented sales promotions, which are designed to encourage trade partners to stock and promote a company's products.

26) D
Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. Unlike advertising, publicity is not directly paid for by the company. Techniques used to gain publicity include press releases, press conferences, feature articles, photographs, films, and video news releases.

27) B
A touch point refers to each and every opportunity the customer has to see or hear about the company and/or its brands or have an encounter or experience. Unexpected touch points are unanticipated references or information about a company or brand that a customer or prospect receives that is beyond the control of the organization. Probably the most influential type of unexpected contact is a word-of-mouth message, which refers to a personal communication that comes from friends, associates, neighbors, co-workers, or family members.

28) E

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Earned media is exposure for a company or brand that it did not have to pay for and is generated by outside entities such as the media or the general public. Earned media has traditionally been viewed as exposure for a company or brand generated by its public relations/publicity efforts or through favorable word of mouth. This can occur through tweets and re-tweets on Twitter, social media posts on Facebook or Instagram, product reviews, blogs, video sharing, and discussions within online communities.

29) B
The first step in the IMC planning process is to review the marketing plan and objectives. Before developing a promotional plan, marketers must understand where the company (or the brand) has been, its current position in the market, where it intends to go, and how it plans to get there. Most of this information should be contained in the marketing plan.

30) C
The textbook stresses the importance of distinguishing between communication and marketing objectives. Marketing objectives refer to what is to be accomplished by the overall marketing program. They are often stated in terms of sales, market share, or profitability.

31) B
The textbook stresses the importance of distinguishing between communication and marketing objectives. Communication objectives may include creating awareness or knowledge about a product and its attributes or benefits, creating an image, or developing favorable attitudes, preferences, or purchase intentions. Communication objectives should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional-mix area.

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32) D
Mrs. Maloney giving Larry a box of homemade fudge in return for painting her fence is an example of a marketing exchange. For exchange to occur, there must be two or more parties with something of value to one another, a desire and ability to give up that something to the other party, and a way to communicate with each other. Not all marketing transactions involve the exchange of money for a product or service.

33) C
The revised definition of marketing given by the American Marketing Association (AMA) is viewed as being more reflective of the role of nonmarketers to the marketing process. It also recognizes the important role marketing plays in the process of creating, communicating, and delivering value to customers, as well as society at large.

34) D
Value is the customer's perception of all of the benefits of a product or service weighed against all the costs of acquiring and consuming it.

35) B
The four Ps—product, price, place (distribution), and promotion—are elements of the marketing mix.

36) C
The four Ps—product, price, place (distribution), and promotion—are elements of the marketing mix.

37) A
For many years, the promotional function in most companies was dominated by mass-media advertising. Companies relied primarily on their advertising agencies for guidance in nearly all areas of marketing communication.

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38) C
In this scenario, the combination of various promotional tools is referred to as integrated marketing communications. During the 1980s, firms began to adopt the process of integrated marketing communications (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers. As marketers embraced the concept of integrated marketing communications, they began asking their ad agencies to coordinate the use of a variety of promotional tools rather than relying primarily on media advertising.

39) C
During the 1980s, firms began moving toward the process of integrated marketing communications (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers.

40) B
During the 1980s, firms began moving toward the process of integrated marketing communications (IMC), which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers.

41) B
Advocates of the integrated marketing communications (IMC) concept noted that the process of integrated marketing communications calls for a "big-picture" approach to planning marketing and promotion programs and coordinating the various communication functions. It requires that firms develop a total marketing communications strategy that recognizes how all of a firm's marketing activities, not just promotion, communicate with its customers.

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42) C
The integrated marketing communications approach seeks to have all of a company's marketing and promotional activities project a consistent, unified image to the marketplace. It calls for a centralized messaging function so that everything a company says and does communicates a common theme and positioning.

43) D
A task force from the American Association of Advertising Agencies (the "4As") developed one of the first definitions of integrated marketing communications: a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines—for example, general advertising, direct response, sales promotion, and public relations—and combines these disciplines to provide clarity, consistency, and maximum communications impact.

44) B
The advertising industry recognized that integrated marketing communications (IMC) was more than just a fad. Terms such as *new advertising*, *orchestration*, and *seamless communication* were used to describe the concept of integration.

45) E
In the 4As' definition of IMC, the focus is on the process of using all forms of promotion to achieve maximum communication impact. However, advocates of the IMC concept argued for an even broader perspective that considers all sources of brand or company contact that a customer or prospect has with a product or service.

46) A

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The integrated marketing communications approach seeks to have a company's entire marketing and promotional activities project a consistent, unified image to the marketplace.

47) D
IMC is viewed as an ongoing strategic business process rather than just tactical integration of various communication activities.

48) C
Montblanc uses an integrated communications strategy with a variety of marketing-mix elements, including price, product design, brand name, and distribution strategy, to create a high-quality, upscale image for its watches.

49) C
Integrated marketing communications (IMC) 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.

50) C
To respond to media fragmentation, marketers are increasing their spending on media that are more targeted and can reach specific market segments. There appears to be no stopping the fragmentation of the consumer market as well as the proliferation of media. The success of marketing communication programs will depend on how well companies make the transition from the fading age of mass marketing to the new era of micromarketing.

51) D

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In this scenario, Ultra-Long is hoping to create brand identity for its new product. Brand identity is a combination of many factors, including the name, logo, symbols, design, packaging, and performance of a product or service as well as the image or type of associations that comes to mind when consumers think about a brand.

52) B
Brand identity 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.

53) A
Brands are becoming less about the actual product or service and more about how people relate to them. Consumers may view brands as a form of self-expression.

54) B
For many companies, mass-media advertising has long been the cornerstone of their brand-building efforts.

55) D
Promotion has been defined as 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.

56) B
Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling.

57) A
Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

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58) A
Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor.

59) D
The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix. Traditionally, the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling.

60) D
The nonpersonal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient.

61) A
Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. There are several reasons why advertising is such an important part of many marketers' IMC programs. One of the reasons is that media advertising is still the most cost-effective way to reach large numbers of consumers.

62) A
In this scenario, Clave Inc. should use mass advertising to promote Honeydew. Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. Advertising is an important part of a marketer's IMC because it is the most cost-effective way to reach large numbers of consumers.

63) A

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The nonpersonal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising).

64) D
Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness.

65) A
Advertising is a valuable tool for building company or brand equity because it is a powerful, cost-effective way to provide large numbers of consumers with information as well as to influence their perceptions.

66) C
Advertising is a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions.

67) D
National advertising is advertising done by large companies on a nationwide basis or in most regions of the country. Most of the ads for well-known companies and brands that are seen on prime-time TV or in other major national or regional media are examples of national advertising.

68) A
In this scenario, Stylo is making use of national advertising. National advertising is advertising done by large companies on a nationwide basis or in most regions of the country. The goals of national advertisers are to inform or remind consumers of the company or brand and its features, benefits, advantages, or uses and to create or reinforce its image so that consumers will be predisposed to purchase it.

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69) D
Retail, or local advertising, is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment.

70) C
In this scenario, A to Z made use of retail advertising. Retail or local advertising is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment.

71) D
Retail or local advertising is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales.

72) C
Retail advertising is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales.

73) D
Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales.

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74) B
Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Primary-demand advertising is often used as part of a promotional strategy to help a new product gain market acceptance, since the challenge is to sell customers on the product concept as much as to sell a particular brand.

75) B
Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand.

76) B
This scenario is an example of primary-demand advertising. Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Primary-demand advertising is often used as part of a promotional strategy to help a new product gain market acceptance, since the challenge is to sell customers on the product concept as much as to sell a particular brand. An advertiser might concentrate on stimulating primary demand when its brand dominates a market and will benefit the most from overall market growth.

77) C
The National Egg Association is making use of primary-demand advertising. Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. An advertiser might concentrate on stimulating primary demand when its brand dominates a market and will benefit the most from overall market growth.

78) A

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Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand.

79) E
Retail advertising is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment is called retail advertising.

80) D
Business-to-business advertising is advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.

81) C
These are all examples of business-to-business advertising. Business-to-business advertising is advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.

82) C
This scenario is an example of professional advertising—advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It might also be used to encourage professionals to recommend or specify the use of a company's product by end users.

83) D
Trade advertising is targeted to marketing channel members such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell the manufacturer's branded products to their customers.

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84) C
CL Inc., a chocolate manufacturer, hoping to attract wholesalers and retailers by placing an ad in *NextMag*, a weekly hotel magazine, is an example of trade advertising. Trade advertising is advertising targeted to marketing channel members such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell the manufacturer's branded products to their customers.

85) A
Traditionally, direct marketing has not been considered an element of the promotional mix. However, because it has become such an integral part of the integrated marketing communications (IMC) program of many organizations and often involves separate objectives, budgets, and strategies, we view direct marketing as a component of the promotional mix.

86) C
In this scenario, Venus Corp. is making use of direct marketing. Direct marketing is much more than direct mail and mail-order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct-response ads through direct mail, the Internet, and various broadcast and print media.

87) A
One major tool of direct marketing is direct-response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer.

88) A
One of the major tools of direct marketing is direct-response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer.

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89) C
Direct marketing plays a big role in the integrated marketing communications programs of consumer-product companies and business-to-business marketers. They use telemarketing to call customers directly and attempt to sell them products and services or qualify them as sales leads.

90) C
The interactive nature of the Internet is one of its major advantages. This capability enables marketers to gather valuable personal information from customers and prospects and to adjust their offers accordingly, in some cases in real time.

91) D
Sales promotion is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales.

92) A
Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials.

93) A
This is an example of consumer-oriented sales promotion. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials.

94) B

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Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

95) B
Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers.

96) C
Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship.

97) C
Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship.

98) C
Like advertising, publicity involves nonpersonal communication to a mass audience, but unlike advertising, publicity is not directly paid for by the company.

99) B
An advantage of publicity over other forms of promotion is its credibility. Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive as unbiased.

100) B

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An advantage of publicity over other forms of promotion is its credibility. Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive as unbiased.

101) C
Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services.

102) B
Public relations generally has a broader objective than publicity, as its purpose is to establish and maintain a positive image of the company among its various publics. Thus, it involves managing relationships with a number of important audiences, including investors, employees, suppliers, communities, and governments (federal, state, and local) as well as consumers.

103) E
The article is an example of publicity. Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services.

104) B

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A movie review is an example of publicity. Publicity refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services.

105) C
Publicity is not always under the control of an organization and is sometimes unfavorable. Negative stories about a company and/or its products can be very damaging.

106) D
This scenario is an example of negative publicity. Publicity is not always under the control of an organization and is sometimes unfavorable. Negative stories about a company and/or its products can be very damaging. For example, recently the food and beverage industry has received a great deal of negative publicity regarding the nutritional value of their products as well as their marketing practices, particularly those targeting young people.

107) A
Public relations is defined as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” It involved managing relationships with a number of important audiences, including consumers.

108) D
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 really engaging in a function known as public relations.

109) C

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Public relations uses publicity and a variety of other tools—including special publications, participation in community activities, fund-raising, sponsorship of special events, and various public affairs activities—to enhance an organization's image.

110) E
The final element of an organization's promotional mix is personal selling, a form of person-to-person 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.

111) C
Personal selling is a form of person-to-person 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. Unlike advertising, personal selling involves direct contact between buyer and seller, either face to face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility—the seller can see or hear the potential buyer's reactions and modify the message accordingly. Personal selling is managed separately in most organizations and is not under the control of the advertising or marketing communications manager. However, various IMC tools such as media advertising, digital marketing, and sales promotion must be coordinated with the personal-selling program.

112) E
Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation.

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113) B
Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly.

114) E
Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavorable, the salesperson can modify the message.

115) D
The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation. Personal-selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service.

116) E
Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales.

117) D
The salesperson benefited from the ability to respond to immediate feedback, which is unique to personal selling.

118) D
A touch point, or audience contact, refers to 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.

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119) C
Company-created touch points are planned marketing communication messages created by the company such as advertisements, websites and social media sites, news/press releases, packaging, brochures and collateral material, sale promotions, and point-of-purchase displays along with other types of in-store décor.

120) A
Intrinsic touch points are interactions that occur with a company or brand during the process of buying or using the product or service such as discussions with retail sales personnel or customer service representatives.

121) D
Unexpected touch points are unanticipated references or information about a company or brand that a customer or prospect receives that are beyond the control of the organization.

122) C
Intrinsic touch points are interactions that occur with a company or brand during the process of buying or using the product or service such as discussions with retail sales personnel or customer service representatives.

123) E
This scenario exemplifies a customer-initiated touch point. Customer-initiated touch points are interactions that occur whenever a customer or prospect contacts a company. Most of these contacts involve inquiries or complaints consumers might have regarding the use of a product or service and occur through calls made directly to the company, via e-mails, or through specific sections of websites to which customers are directed.

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124) A
Paid media refers to channels a marketer pays to leverage and includes traditional advertising media such as television, radio, print, outdoor, and direct mail as well as various forms of digital advertising such as paid search and online display and video ads.

125) C
Owned media refers to channels of marketing communication that a company controls, such as its websites, blogs, and mobile apps as well as social media channels such as Facebook, Twitter, Instagram, and YouTube.

126) C
Integrated marketing communications management involves the process of planning, executing, evaluating, and controlling the use of the various promotional-mix elements to effectively communicate with target audiences.

127) B
Integrated marketing communications management involves the process of planning, executing, evaluating, and controlling the use of the various promotional-mix elements to effectively communicate with target audiences.

128) C
The first step in the integrated marketing communications planning m is to review the marketing plan. Before developing a promotional plan, marketers must understand where the company (or the brand) has been, its current position in the market, where it intends to go, and how it plans to get there.

129) D

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Marketing plans can take several forms but generally include five basic elements—a detailed situation analysis, specific marketing objectives, a marketing strategy, a program for implementing the marketing strategy, and a process for monitoring and evaluating performance and providing feedback.

130) C
In an IMC planning model, the review of the marketing plan is usually followed by the analysis of the promotional program situation.

131) C
Assessment of environmental influences is one of the activities included in the review of the marketing plan step. Reviewing the marketing plan and objectives is the first step in the IMC planning process.

132) A
Purchase of media time and space is one of the activities included in the "integrate and implement marketing communication strategies" step. While the marketer's advertising agencies may be used to perform some of the other IMC functions, they may also hire other communication specialists such as direct-marketing and interactive and/or sales promotion agencies, as well as public relations firms.

133) C
Analysis of consumer behavior is one of the activities included in the step "analysis of promotional program situation." After the overall marketing plan is reviewed, the next step in developing a promotional plan is to conduct the situation analysis.

134) B

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Analysis of the source, message, and channel factors is one of the activities included in the step "analysis of communication process." This stage of the promotional planning process examines how the company can effectively communicate with consumers in its target markets.

135) D
Determination of advertising budget is one of the activities included in the step "develop integrated marketing communications program." Developing the IMC program is generally the most involved and detailed step of the promotional planning process.

136) A
The internal analysis assesses relevant areas involving the product/service offering and the firm itself. The capabilities of the firm and its ability to develop and implement a successful promotional program, the organization of the promotional department, and the successes and failures of past programs should be reviewed.

137) B
The external analysis focuses on factors such as characteristics of the firm's customers, market segments, positioning strategies, and competitors. During the external analysis, firms are likely to inquire about the external influences that drive people to buy their products.

138) A
After the communication objectives are determined, attention turns to the promotional budget. Two basic questions are asked at this point: What will the promotional program cost? How will the money be allocated?

139) A

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Message development, often referred to as creative strategy, involves determining the basic appeal and message the advertiser wishes to convey to the target audience.

140) A
Two important aspects of the advertising program are development of the message and the media strategy. Message development, often referred to as creative strategy, involves determining the basic appeal and message the advertiser wishes to convey to the target audience.

141) C
The final stage of the IMC planning process is monitoring, evaluating, and controlling the promotional program. It is important to determine how well the IMC program is meeting communication objectives and helping the firm accomplish its overall marketing goals and objectives.

142) D
The final stage of the IMC planning process is monitoring, evaluating, and controlling the promotional program. It is important to determine how well the IMC program is meeting communications objectives and helping the firm accomplish its overall marketing goals and objectives. The IMC planner wants to know not only how well the promotional program is doing but also why.

143) A
Assessing the strengths and weaknesses of the firm or the brand from an image perspective is an aspect of internal analysis. The brand image of a firm can have a significant impact on the way the firm can advertise and promote itself as well as its various products and services.

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