Test Bank for Advertising Promotion and Other Aspects of Integrated Marketing Communications 10th Andrews

s Complete Test Bank for Advertising Promotion and Other Aspects of Integrated Marketing Communications 10th A

1. A brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or groups of sellers and to differentiate them from those of competition.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Remember
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2. All organizations and their products can be considered brands.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
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HAS VARIABLES: False
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3. The concept of brand equity should be considered only from the perspective of the customer.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Analyze
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4. Brand equity occurs when the consumer considers two competing brands to be similar.

a. True

b. False

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ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
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5. A firm-based viewpoint of brand equity focuses on outcomes extending from efforts to enhance a brand's value to is various stakeholders.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
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6. Revenue premium is defined as the revenue difference between a branded item and a corresponding private-labeled brand.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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7. Many private-label products possess levels of quality that are equivalent to manufacturers' national brands.

a. True
b. False

ANSWER: True
POINTS: 1

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8. From the perspective of the customer, brand preference is the basic dimension of brand equity.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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9. Brand equity from the customer's perspective consists of two forms of brand-related knowledge: *brand awareness* and *brand image*.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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10. The brand image of a Schwinn bicycle could include racing your brother down a sunny park path on your bicycles.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False

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11. A brand has no equity if consumers are unfamiliar with it.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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12. Brand recall reflects a relatively superficial level of awareness, whereas brand recognition indicates a deeper form of awareness.
    a. True
    b. False
ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
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LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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13. The marcom imperative is to move brands from a state of unawareness, to recognition, on to recall, and ultimately to top-of-mind awareness (TOMA).
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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14. Brand image can be thought of in terms of the types of associations that come to the customer's or consumer's mind when contemplating a particular brand.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
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15. Brand associations can be conceptualized in terms of type, favorability, strength, and uniqueness.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
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16. Research has identified ten personality dimensions that describe most brands.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
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HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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17. Brands scoring high on the sophistication dimension are considered to be exciting, spirited, and intelligent.

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a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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18. The objective of marketing communication is to deemphasize brand equity.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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19. By trying and using brands, consumers learn how good (or bad) they are and what benefits they are (in)capable of delivering, which is known as the leveraging approach to enhancing brand equity.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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20. Leveraging is a type of equity-building strategy.
a. True
b. False

ANSWER: True
POINTS: 1

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REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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21. A brand can leverage associations by connecting itself with other brands, places, things, and people.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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22. Co-branding occurs when two or more brands enter into a partnership that potentially serves to enhance both brands' equity and profitability.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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23. A potential downside for the host brand with respect to ingredient branding is that the equity of the ingredient brand might be so great that it overshadows the host brand.
    a. True
    b. False
ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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24. One major by-product of efforts to increase a brand's equity is that consumer brand loyalty might also increase, which in turn, could positively influence long-term growth and profitability.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Analyze
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25. The EquiTrend survey analyzes the percentage of a company's revenue that can be credited to a specific brand.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
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26. Successful brands employ just one or two marcom tools in order to satisfy the brand's positioning strategy.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Understand
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27. "Behavior" means a change in attitude that doesn't require action.

a. True

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b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-4 Understand how marcom efforts must influence behavior and achieve financial accountability.
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Remember
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28. To measure marcom effectiveness, marketing executives must use the only metric that is available—profit.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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29. The vast majority of marketing executives and marketing academics are against gauging the effect of marcom efforts in terms of the return on marketing investment, or ROMI, because it is almost impossible to measure.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Remember
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30. Measuring marcom effectiveness is relatively simple, and most organizations are currently doing a sophisticated job of doing so.

a. True
b. False

ANSWER: False

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POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Evaluate
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31. One difficulty with measuring marcom effectiveness is the identification of an appropriate measure, or metric, of effectiveness.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Evaluate
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32. Whatever the measure chosen, any effort to meaningfully assess marcom performance requires having data that are reliable and valid.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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33. A technique called promotion-mix modeling is increasingly being used to determine the relative effect each marcom program element has on sales volume compared to the effects of other elements.

a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability

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QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
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34. Marketing-mix modeling employs multivariate regression analysis to estimate the effects that the various advertising and promotion elements have in driving sales volume.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
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35. To employ marketing-mix modeling, a relatively long series of longitudinal data (i.e., two-year period) is required.

a. True
b. False

ANSWER: True
POINTS: 1
REFERENCES: 2-3. Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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36. A _____ is a name, term, sign, symbol, design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition.

a. trademark
b. market
c. tradename
d. brand
e. guarantee

ANSWER: d
POINTS: 1

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REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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37. The appearance and image of the product, including its packaging, labeling, shape, color, sounds, design, lettering, and style is _____.

a. a trademark
b. a logo
c. a symbol
d. trade dress
e. a brand

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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38. The goodwill that an established brand has built up over its existence is _____.

a. important only to marketing
b. brand dress
c. its value
d. brand equity
e. brand safety

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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39. From the perspective of the firm that owns the brand, which of the following is a positive outcome of increased brand equity?

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a. better ingredients or components
b. increased brand loyalty
c. larger workforce
d. improved product quality
e. All of these are correct.

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
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40. Grocery brands possessing higher equity _____.
a. generate higher revenue premiums
b. lose their popularity
c. change prices often
d. have less goodwill than other brands
e. do not represent the store's values

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Analyze
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41. The revenue differential between a branded item and a corresponding private labeled item is known as _____.
a. brand differential
b. revenue value
c. revenue premium
d. branded equity
e. equity revenue

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
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HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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42. Tide laundry detergent is a well known brand that sells for approximately $8.00 for a 64 ounce bottle, and Procter & Gamble usually sells 2 million of these sizes each year. An average private label store brand costs $6.00 for the same size, and typically 1 million are sold each year. What is Tide's revenue premium?

a. $2.00
b. $1 million
c. $6 million
d. $10 million
e. $16 million

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
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HAS VARIABLES: False
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43. A research study involving McDonald's products discovered a new form of firm-based brand equity that has been labeled _____ brand equity.

a. name-recognition
b. taste-premium
c. market-share
d. revenue-premium
e. price-premium

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
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44. From the perspective of the customer or consumer, _____ is the extent to which they are familiar with the brand and have stored in their memory favorable, strong, and unique brand associations.

a. brand awareness
b. brand image
c. brand preference
d. brand equity
e. brand effectiveness

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ANSWER: d
POINTS: 1
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45. Brand equity from the customer's perspective consists of _____.
a. brand awareness and brand image
b. brand awareness and brand preference
c. brand image and brand insistence
d. brand image and brand tolerance
e. brand awareness and brand tolerance

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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46. _____ refers to the extent to which a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked.
a. Brand image
b. Brand awareness
c. Brand loyalty
d. Brand preference
e. Brand attributes

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
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47. The basic dimension of brand equity is _____.

a. brand image
b. brand preference
c. brand tolerance
d. brand insistence
e. brand awareness

ANSWER: e
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Analyze
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48. What is the initial challenge for new brands?

a. achieving brand awareness
b. enhancing brand image
c. achieving brand preference
d. achieving brand insistence
e. building revenue premium

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Analyze
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49. Brand _____ reflects a relatively superficial level of awareness, whereas brand _____ indicates a deeper form of awareness.

a. image; equity
b. equity; image
c. recognition; recall
d. recall; recognition
e. associations; image

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.

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KEYWORDS: Remember
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50. Bill is given a list of brands of shaving products by a researcher and is asked to mark all those that he is aware of. Which level of awareness is this assessing?

a. recall
b. recognition
c. aided recall
d. unaided recall
e. positive awareness

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Apply
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51. Maria is asked by a market researcher to list all the brands of toothpaste she can think of. Which type of awareness is this assessing?

a. recall
b. recognition
c. positive awareness
d. free-association awareness
e. aided recognition

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Apply
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52. The pinnacle of brand-name awareness that exists when your company's brand is the first brand that consumers recall when thinking about brands in a particular product category is known as _____.

a. top-of-category awareness (TOCA)
b. recognition
c. tip-of-the-tongue awareness (TOTA)
d. top-of-mind awareness (TOMA)
e. top-of-class awareness (TOCA)

ANSWER: d

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POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Remember
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53. Which of the following statements is true regarding brand awareness?
    a. Only consumer-oriented (B2C) firms must be concerned with building brand awareness.
    b. Most consumers are able to retrieve a brand name from memory without any reminders.
    c. There are two levels of brand awareness: primary and secondary.
    d. Brand recall reflects a relatively superficial level of awareness, whereas brand recognition indicates a deeper form of awareness.
    e. Although building brand awareness is a necessary step toward brand equity enhancement, it is insufficient.

ANSWER: e
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Evaluate
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54. Maria is asked by a market researcher to tell him the particular thoughts and feelings she has about Starbuck's coffee. A particular thought or feeling that comes to Maria's mind is known as a(n) _____.
    a. brand dimension
    b. cognition
    c. brand link
    d. association
    e. think-feel linkage

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Apply
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55. The types of associations that come to the consumer's mind when contemplating a particular brand is known as _____.
    a. brand image
    b. brand equity

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c. brand awareness
d. brand cognitions
e. brand parity

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Remember
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56. Brand associations can be conceptualized in terms of _____.
a. type
b. favorability
c. strength
d. uniqueness
e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Analyze
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57. Research has identified _____ dimensions that seem to capture the personalities of a variety of consumer brands.
a. four
b. five
c. six
d. seven
e. eight

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Remember
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58. Which of the following dimensions contains brands that are upscale and charming such as Cartier?

a. sincerity
b. excitement
c. competence
d. sophistication
e. ruggedness

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Analyze
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59. This dimension includes brands that are down-to-earth, honest, wholesome, and cheerful.

a. excitement
b. sophistication
c. competence
d. sincerity
e. ruggedness

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Analyze
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60. Toyota automobiles are regarded by consumers as reliable, intelligent, and successful. The levels of satisfaction of Toyota owners is at or near the top of satisfaction ratings. Which brand-related personality dimension best describes Toyota?

a. excitement
b. competence
c. sophistication
d. ruggedness
e. innocence

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.

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KEYWORDS: Apply
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61. Luxury items, such as Rolex watches, generally score high on which brand-related personality dimension?
    a. Sincerity
    b. Excitement
    c. Competence
    d. Sophistication
    e. Ruggedness

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Apply
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62. Which personality dimension has General Motors attempted to create for its repair services through its hypothetical "Mr. Goodwrench," who represents the name and "face" of the trained technicians who work in thousands of GM dealerships?
    a. sincerity
    b. excitement
    c. competence
    d. sophistication
    e. ruggedness

ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Apply
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63. What is necessary to create favorable, strong, and unique associations about a brand?
    a. heavy mass media advertising
    b. co-branding
    c. sustained marketing communications
    d. ingredient-branding
    e. brand preference

ANSWER: c
POINTS: 1

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REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-3 - Describe the different models of brand equity from the customer's perspective.
KEYWORDS: Analyze
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64. Which of the following is a symbolic need that can be addressed by a marcom appeal?
    a. self-enhancement
    b. cognitive stimulation
    c. sensory pleasure
    d. variety
    e. physical exercise
ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Apply
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65. Charles wants to learn how good (or bad) new brands are and what benefits they are (in)capable of delivering by trying and using them. Which approach to enhancing brand equity is this known as?
    a. message-driven approach
    b. leveraging approach
    c. trial-and-error approach
    d. speak-for-itself approach
    e. initial approach
ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company’s and the customer’s perspectives.
KEYWORDS: Apply
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66. In which approach to enhancing brand equity do marcom practitioners attempt to build advantageous associations through creative, attention getting, and believable messages?
    a. speak-for-itself approach

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b. message-driven approach
c. leveraging approach
d. shotgun approach
e. cast-a-wide-net approach

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Remember
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67. Brand associations can be shaped and equity enhanced through marketing communications that associate the brand with people, places, and "things" that are available to consumers. This approach is known as the _____.

a. speak-for-itself approach
b. message-driven approach
c. leveraging approach
d. culturally constituted approach
e. meaning transfer approach

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Remember
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68. Associations about locations and structures such as Ellis Island and the Lincoln Memorial are passed on through _____.

a. marcom
b. the media
c. socialization
d. brand awareness
e. active synthesis

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's

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perspectives.

KEYWORDS: Analyze
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69. Joey makes a type of peanut butter, JPB, that has become popular in Cincinnati. Jenni sells homemade ice cream treats and she has created a new treat using JPB. To increase profitability for both Joey and Jenni, the packaging for the JPB ice cream treats should display both companies' names and logos. This is known as

a. duo branding
b. brand profiteering
c. brand sharing
d. co-branding
e. brand transferring

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Apply
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70. Marketing communicators _____ associations for their brands by connecting them with other objects that already possess well-known meaning.

a. define
b. locate
c. leverage
d. advertise
e. change

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Analyze
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71. The effect of marcom, or of its specific elements such as advertising, can be measured in terms of whether it _____ from the marcom investment.

a. improves popularity
b. increases sales
c. generates reasonable revenue

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d. improves public relations
e. increases purchase frequency

ANSWER: c
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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72. Lee Michaels is a national chain jewelry store found in many malls across the U.S. Laurie went in to look at the watches, but she was unfamiliar with some of the brands. The salesperson told her that they were all Swiss-made, meaning they were made in Switzerland, which is known worldwide for the quality of the timepieces produced there. From which source are these brands leveraging their brand meaning?

a. other brands
b. people
c. places
d. things
e. names

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Apply
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73. Which of the following is a source by which brand meaning can be leveraged?

a. other brands
b. places
c. things
d. people
e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.

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KEYWORDS: Apply
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74. When two or more brands enter into a partnership that potentially serves to enhance both brands' equity and profitability, _____ has occurred.

a. cross-branding
b. co-branding
c. multi-branding
d. family-branding
e. house-branding

ANSWER: b
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Remember
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75. Kellogg's, a cereal manufacturer, and Disney and Pixar have partnered in brands of cereal targeted to children. The cereals are named after their movies, such as Finding Nemo and The Incredibles. What is this alliance known as?

a. cross-branding
b. ingredient branding
c. family-branding
d. co-branding
e. multi-branding

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Apply
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76. The most important requirement for co-branding is that _____.

a. there is a common fit between the two brands
b. the two brands are similar in price
c. the two products are not directly competing against each other
d. the two products have the same target market
e. the two products are manufactured by the same firm

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ANSWER: a
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Evaluate
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77. An example of _____ is the sticker on a Dell computer that says "Intel Inside."
    a. cross-branding
    b. multi-branding
    c. reference branding
    d. ingredient branding
    e. planned branding

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Apply
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78. The EquiTrend survey asks respondents to rate a number of brands in terms of which two dimensions?
    a. quality and personality
    b. awareness and image
    c. familiarity and quality
    d. image and quality
    e. image and preference

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Remember
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79. Creating and increasing brand loyalty results in a corresponding increase in the value of the _____.

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a. firm
b. target market
c. product position
d. market share
e. brand equity

ANSWER: e
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Analyze
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80. Which of the following is NOT a trait shared by the world's strongest brands?
a. The brand excels at delivering the benefits customers truly desire.
b. The brand stays relevant.
c. The pricing system is based on consumers' perceptions of value.
d. The brand relies on mass media advertising to satisfy the brand's positioning strategy.
e. The brand portfolio and hierarchy make sense.

ANSWER: d
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Analyze
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81. From the company's viewpoint, which of the following is the best statement a customer can make about a brand?
a. I like this brand.
b. This brand has the best value.
c. This brand is my favorite.
d. I like the way this brand works.
e. This brand has the best quality.

ANSWER: c
POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Evaluate
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82. The objective of marketing communications is to enhance brand equity as a means of _____.

a. defining the marketing mix
b. moving customers to favorable action toward the brand
c. increasing short-term sales
d. reducing the advertising budget
e. reducing the promotional budget

ANSWER: b
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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83. From the marketer's standpoint, marcom's objective is to ultimately affect _____.

a. brand equity
b. brand awareness
c. brand image
d. sales volume and revenue
e. investment

ANSWER: d
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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84. The effect of marcom, or of its specific elements such as advertising, can be gauged in terms of whether it generates a reasonable _____.

a. return on marketing investment (ROMI)
b. return on customer investment (ROCI)
c. return on equity investment (ROEI)
d. return on brand investment (ROBI)
e. return on sales investment (ROSI)

ANSWER: a
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability

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QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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85. Which of the following is a motivation underlying the increased focus on measuring marketing performance?
    a. greater demands for accountability on the marketing function
    b. the difficulty of measuring marketing performance
    c. IRS requirements to report the gains from marketing investment
    d. new importance of company profits
    e. lack of tools to measure performance

ANSWER: a
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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86. Which of the following is NOT a reason for the difficulty in measuring marcom effectiveness?
    a. lack of ability by marcom practitioners
    b. obstacles in identifying an appropriate measure, or metric, of effectiveness
    c. complications with getting people throughout the organization to agree that a particular measure is the most appropriate
    d. snags with gathering accurate data to assess effectiveness
    e. problems with determining the exact effect that specific marcom elements have on the measure that has been selected to indicate effectiveness

ANSWER: a
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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87. Specific measures that are used to judge marcom effectiveness are also called _____.
    a. variables

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b. metrics
c. coefficients
d. models
e. variances

ANSWER: b
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Remember
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88. Harold is trying to determine the appropriate metric his company should use to gauge the effectiveness of its marcom efforts. Which of the following is a possible option?

a. brand awareness
b. attitudes toward the brand
c. purchase intentions
d. sales volume
e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Apply
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89. A recent study by the Association of National Advertisers found that among the most common metrics used for measuring ROMI was _____.

a. change in consumer purchase behavior
b. incremental sales revenue generated by marketing activities
c. increases in S-O-M compared to changes in S-O-V
d. changes in brand loyalty generated by advertising
e. changes in brand image with increased expenditure on sales promotion

ANSWER: b
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial

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accountability.

KEYWORDS: Evaluate
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90. Why is it difficult to gain agreement on a suitable system for measuring marcom performance?
    a. People are uncooperative.
    b. People in other disciplines do not understand marketing and marketing communications
    c. Individuals from different backgrounds and with varied organizational interests often see the "world" differently or operate with varying ideas of what best indicates suitable performance.
    d. There is so little difference among the measures that it is difficult for individuals outside of marketing to understand them.
    e. If it isn't in terms of dollars, others in the organization don't even want to look at it.

ANSWER: c
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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91. Whatever the measure chosen, any effort to meaningfully assess marcom performance necessitates having data that are _____.
    a. short-term and long-term
    b. communication-based and sales-based
    c. representative and normal
    d. normal and bi-modal
    e. reliable and valid

ANSWER: e
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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92. What is the most complicated problem of all when assessing marcom performance?
    a. How much data is necessary?
    b. How much relative effect does each program element have compared to the effects of other elements?
    c. How does one assess reliability and validity?

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d. How can a researcher be sure that the data are appropriate for the metric being assessed?

e. How does one account for sampling and measurement errors?

ANSWER: b
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Evaluate
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93. Which technique is increasingly being used to assess the relative effect each program element has compared to the effects of other elements?

a. marketing-mix modeling

b. structural equation modeling

c. marketing optimization modeling

d. multidimensional scaling

e. calibration modeling

ANSWER: a
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Remember
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94. Marketing-mix modeling typically employs which statistical technique to estimate the effects that the various marcom elements have in driving sales volume?

a. cluster analysis

b. structural equation modeling

c. multivariate regression analysis

d. ANOVA

e. MANOVA

ANSWER: c
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Remember

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95. Sam is tasked with employing marketing-mix modeling to determine the effectiveness of various marcom elements in affecting sales volume. What will Sam need to conduct this analysis?

a. at least five observations for each element assessed along with the level of sales for those time periods
b. a relatively long series of longitudinal data, such as two years, indicating the level of sales during that period along with corresponding marcom expenditures for each program element
c. at least ten observations for each element assessed along with the level of sales for those time periods
d. over 1,000 observations for each element assessed along with the level of sales for those time periods
e. parameter estimates of the individual effects the various marcom elements have on sales

ANSWER: b
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accountability
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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96. Which of the following statements is FALSE regarding marketing-mix modeling?

a. In order to employ marketing-mix modeling, a relatively long series of longitudinal data (i.e., for a two-year period) is required.
b. Marketing-mix modeling employs well known statistical techniques (e.g., multivariate regression analysis) to estimate the effects that the various marcom elements have in driving sales volume.
c. Parameter estimates indicate the individual effects the various marcom elements have on sales.
d. Managers learn from such analysis which elements are outperforming others and can use this information to shift budgets from program element to element.
e. Once the model is estimated, results can be generalized to other situations.

ANSWER: e
POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accounting
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS: Analyze
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97. Managers learn from the analytic aspect of marketing mix modeling which marcom elements are outperforming others and can then use this statistical information to _____.

a. shift budgets from program element to element
b. reposition products to better meet the needs of consumers
c. develop new products and services

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d. construct more appropriate messages for their target market

e. identify new markets for their products and/or services

ANSWER: a

POINTS: 1

REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accounting

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.

KEYWORDS: Analyze

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98. In using marketing-mix modeling, the finer, or more disaggregated, the data the better the analysis can be in determining which specific marketing mix elements are most and least effective in _____.

a. generating awareness

b. creating brand loyalty

c. developing new markets

d. reaching the current target market

e. driving sales

ANSWER: e

POINTS: 1

REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accounting

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.

KEYWORDS: Analyze

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99. Discuss the benefits of brand equity from the firm's perspective.

ANSWER: The firm-based viewpoint of brand equity focuses on outcomes extending from efforts to enhance a brand's value to its various stakeholders. As the value, or equity, of a brand increases, various positive outcomes result:

1. Achieving a higher market share.
2. Increasing brand loyalty.
3. Being able to charge premium prices. A brand's elasticity of demand becomes less elastic as its equity increases.
4. Earning a revenue premium, which is defined as the revenue differential between a branded item and a corresponding private labeled item. With revenue equaling the product of a brand's net price × volume, a branded good enjoys a revenue premium over a corresponding private labeled item to the degree it can charge a higher price and/or generate greater sales volume.

POINTS: 1

REFERENCES: 2-2 Brand Equity

QUESTION TYPE: Essay

HAS VARIABLES: False

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LEARNING OBJECTIVES: 2-2 - What are the positive outcomes that result from enhancing brand equity?
KEYWORDS: Analyze
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100. Name and describe the two forms of brand knowledge from a consumer perspective.
ANSWER: Brand equity from the customer's perspective consists of two forms of brand-related knowledge:

1. *Brand awareness*, which is an issue of whether a brand name comes to mind when consumers think about a particular product category and the ease with which the name is evoked. It is the basic dimension of brand equity. From the vantage point of an individual consumer, a brand has no equity unless the consumer is at least aware of the brand. The two levels of awareness are brand recognition and recall. Brand recognition reflects a relatively superficial level of awareness, whereas brand recall indicates a deeper form of awareness. The marcom imperative is to move brands from a state of unawareness, to recognition, on to recall, and ultimately to top-of-mind awareness (TOMA). This pinnacle of brand-name awareness (i.e., TOMA status) exists when your company's brand is the first that consumers recall when thinking about brands in a particular product category. Although building brand awareness is a necessary step toward brand equity enhancement, it is insufficient.
2. *Brand image* can be thought of in terms of the types of associations that come to the customer's or consumer's mind when contemplating a particular brand. An association is simply the particular thoughts and feelings that a consumer has about a brand. These associations can be conceptualized in terms of type, favorability, strength, and uniqueness. Research has identified five personality dimensions that describe most brands: sincerity, excitement, competence, sophistication, and ruggedness.

POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Essay
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Understand
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101. Briefly discuss the five dimensions of brand personality.
ANSWER: The five dimensions of brand personality are:

1. *Sincerity.* This dimension includes brands that are down-to-earth, honest, wholesome, and cheerful.
2. *Excitement.* Brands scoring high on the excitement dimension are perceived as daring, spirited, imaginative, and up-to-date.
3. *Competence.* Brands scoring high on this personality dimension are considered reliable, intelligent, and successful.
4. *Sophistication.* Brands that are considered upper class and charming score high on the sophistication dimension.
5. *Ruggedness.* Rugged brands are thought of as tough and outdoorsy.

POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Essay
HAS VARIABLES: False

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LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Analyze
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102. Name and describe the three ways by which brand equity is enhanced.
ANSWER: The three ways by which brand equity is enhanced are:

1. *Speak-for-itself approach.* With this approach, favorable (or perhaps unfavorable) associations are built merely by allowing the brand to "speak for itself." That is, by trying and using brands, consumers learn how good (or bad) they are and what benefits they are (in)capable of delivering.
2. *Message-driven approach.* Marcom practitioners in their various capacities can build (or attempt to build) advantageous associations via the dint of repeated claims about the features a brand possesses and/or the benefits it delivers.
3. *Leveraging approach.* Brand associations can be shaped and equity enhanced by leveraging positive associations already contained in the world of people, places, and things, even other brands, that are available to consumers. The culture and social systems in which marketing communications takes place are loaded with meaning. Marketing communicators draw meaning from the culturally constituted world and transfer that meaning to consumer goods, and advertising is an especially important instrument of meaning transfer.

POINTS: 1
REFERENCES: 2-2 Brand Equity
QUESTION TYPE: Essay
HAS VARIABLES: False
LEARNING OBJECTIVES: 2-1 - Explain the concept of brand equity from both the company's and the customer's perspectives.
KEYWORDS: Analyze
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103. Discuss the reasons accounting for the difficulty in measuring marcom effectiveness.
ANSWER: Several reasons account for the difficulty in measuring marcom effectiveness:

1. *Choosing a metric.* An initial problem is one of determining which specific measures (also called metrics) should be used to judge marcom effectiveness. Possible options include brand awareness, attitudes toward the brand, purchase intentions, and sales volume. There typically is no magic bullet by which marcom effectiveness can be judged unambiguously and perfectly. All measures/metrics are flawed in some way.
2. *Gaining agreement.* There generally is no consensus. This is not because people are necessarily uncooperative; rather, individuals from different backgrounds and with varied organizational interests often see the "world" differently or operate with varying ideas of what best indicates suitable performance.
3. *Collecting accurate data.* Whatever the measure chosen, any effort to meaningfully assess marcom performance necessitates having data that are reliable and valid.
4. *Calibrating specific effects.* Ultimately, brand managers and other marketing executives are interested in knowing more than just how effective the overall marcom program was. They also need to identify the relative effectiveness of individual program elements so that even better decisions can be made in the future as to how best to allocate resources.

POINTS: 1
REFERENCES: 2-3 Affecting Behavior and Achieving Marcom Accounting

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QUESTION TYPE:	Essay
HAS VARIABLES:	False
LEARNING OBJECTIVES:	2-4 - Understand how marcom efforts must influence behavior and achieve financial accountability.
KEYWORDS:	Analyze
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