

1. All firms employ marketing communications to one degree or another.

- a. True
- b. False

ANSWER: True

POINTS: 1

REFERENCES: Introduction

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember

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

- a. True
- b. False

ANSWER: False

POINTS: 1

REFERENCES: The Integration of Marketing Communications

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-5 - Identify obstacles to implementing an IMC program.

KEYWORDS: Understand

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

- a. True
- b. False

ANSWER: False

POINTS: 1

REFERENCES: Promotional Mix Elements

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-2 - Differentiate among the following terms: the *marketing mix*, *marketing*, *communications*, *marketing communications*, the *promotional mix*, and *integrated marketing communications*.

KEYWORDS: Remember

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4. Marketing communications objectives usually are accomplished sequentially.

- a. True
- b. False

ANSWER: True

POINTS: 1

REFERENCES: Marketing Communications Objectives and Terminology

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember

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5. The use of marketing communications is not appropriate for nonprofit organizations.

- a. True
- b. False

ANSWER: False

POINTS: 1

REFERENCES: Introduction

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember

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6. Examples of paid media include mobile sites and blogs.

- a. True
- b. False

ANSWER: False

POINTS: 1

REFERENCES: Promotional Mix Elements

QUESTION TYPE: True / False

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-4 - Recognize the activities involved in developing an integrated communications program.

KEYWORDS: Remember

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7. Unlike advertising, publicity is not paid for by the company.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-4 -
Recognize the activities involved in developing an integrated communications program.
KEYWORDS: Remember
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8. Central to the definition of marketing communications is the notion that all marketing mix variables, and not just promotion alone, can communicate with customers.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Marketing Communications Objectives and Terminology
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 -
Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
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9. Organizations traditionally have handled advertising, sales promotions, mobile advertising, social media, and other communication tools as virtually separate practices and organizational units rather than having generalized knowledge and experience across all tools.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-5 -
Identify obstacles to implementing an IMC program.
KEYWORDS: Remember
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10. Interactive marketing communications is the coordination of the promotional mix elements with each other and with the other elements of the brand's marketing mix such that all elements speak with one voice.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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11. Earned media is also known as “free media.”

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
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12. One reason firms have not practiced integrated marketing communications is because outside suppliers, such as advertising agencies, public relations agencies, social media firms, and sales promotion agencies, have tended to specialize in single facets of marketing communications rather than to possess expertise across the board.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-5 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember
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13. Trade sales promotion includes the use of coupons, premiums, free samples, contests/sweepstakes, and rebates.

- a. True
- b. False

ANSWER: False

POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-4 - Recognize the activities involved in developing an integrated communications program.
KEYWORDS: Remember
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14. Novice managers are more likely than experienced managers to practice integrated marketing communications.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-5 - Identify obstacles to implementing an IMC program.
KEYWORDS: Remember
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15. By closely integrating multiple communication tools and media, brand managers achieve duplicity, which means multiple communication tools in conjunction with one another can produce greater results than tools used individually and in an uncoordinated fashion.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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16. The integrated marketing communications process starts by determining the strengths and weaknesses of the marketer.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: Key IMC Features

QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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17. The integrated marketing communications process uses an “inside-out” approach in identifying communication vehicles.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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18. The use of integrated marketing communications is restricted to the mass media.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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19. The terms *touchpoint* and *contact* are used interchangeably to mean any message medium capable of reaching target customers and presenting the brand in a favorable light.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Key IMC Features

QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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20. Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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21. A positioning statement is the key idea that encapsulates what a brand is intended to stand for in its target market's mind and then consistently delivers the same idea across all media channels.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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22. Successful marketing communication requires building relationships between brands and their consumers/customers.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: Key IMC Features

QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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23. Many brand managers and their agencies have increased the role of TV in their marcom budgeting because TV advertising is more cost-efficient than digital advertising

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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24. The mixture of communications elements and the determination of messages, media, and momentum are all fundamental decisions in the marketing communications decision-making process.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Understand
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25. An advantage of using advertising agencies is their ability to conduct direct-to-consumer advertising.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: Key IMC Features

QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-5 -
Identify obstacles to implementing an IMC program.
KEYWORDS: Remember
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26. The objective of marketing communications is to enhance brand equity as a means of moving customers to favorable action toward the brand.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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27. The expected outcomes from fundamental and implementation decisions are enhancing brand equity and establishing momentum.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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28. Selection of target segments is a critical step toward effective and efficient marketing communications for both business-to-business and business-to-consumer companies. Selection of target segments is a critical step toward effective and efficient marketing communications.

- a. True
- b. False

ANSWER: True
POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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29. A brand's name is the central idea that encapsulates a brand's meaning and distinctiveness vis-à-vis competitive brands in the product category.

a. True

b. False

ANSWER: False
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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30. The fundamental decisions in the marketing communications decision-making process are conceptual and strategic, and the implementation decisions are practical and tactical.

a. True

b. False

ANSWER: True
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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31. There is an optimum mixture of expenditures between advertising and promotion that can be determined by using computer models.

a. True

b. False

ANSWER: False

POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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32. Systematic decision making requires that message content be dictated primarily by the media vehicle used to reach the target audience.

- a. True
- b. False

ANSWER: False
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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33. The concept of media is relevant to all marcom tools.

- a. True
- b. False

ANSWER: True
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
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34. Sales promotion is the marcom tool most capable of directly affecting consumer behavior.

- a. True
- b. False

ANSWER: True
POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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35. Purchase intentions are not valid measures of communication outcomes.
a. True
b. False

ANSWER: False
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: True / False
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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36. The marketing mix for a brand consists of _____.
a. product
b. price
c. promotion
d. place
e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-2 -
Differentiate among the following terms: the *marketing mix*, *marketing*, *communications*, *marketing communications*, the *promotional mix*, and *integrated marketing communications*.
KEYWORDS: Remember
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37. Marketing communications is used by which type of organization?
a. business-to-business companies
b. business-to-consumer companies

- c. nonprofit organizations
- d. None of these are correct.
- e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: Introduction
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
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38. Which of the following is NOT a form of media advertising?
- a. television
 - b. radio
 - c. magazines
 - d. sales promotions
 - e. newspapers

ANSWER: d
POINTS: 1
REFERENCES: The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
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39. Coupons, trade shows, buying allowances, premiums, and price-off deals are all examples of ____.
- a. media advertising
 - b. promotions
 - c. place advertising
 - d. point-of-purchase advertising
 - e. public relations

ANSWER: b
POINTS: 1
REFERENCES: The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used

by practitioners.

KEYWORDS: Remember
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40. Which of the following refers to the collection of all elements in an organization's marketing mix that facilitate exchange by establishing shared meaning with its customers?

- a. marketing promotion
- b. promotion
- c. sales promotion
- d. marketing communications
- e. integrated marketing communications

ANSWER: d

POINTS: 1

REFERENCES: Marketing Communications Objectives and Terminology

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-2 -
Differentiate among the following terms: the *marketing mix*, *marketing communications*, *marketing communications*, the *promotional mix*, and *integrated marketing communications*.

KEYWORDS: Remember
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41. Which of the following is NOT a general objective for a company's marcom program?

- a. inducing action
- b. satisfying
- c. persuading
- d. informing
- e. All of these are objectives of a company's marcom program.

ANSWER: b

POINTS: 1

REFERENCES: Marketing Communications Objectives and Terminology

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-1 -
Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember
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42. The process whereby commonness of thought is established and meaning is shared between individuals or between organizations and individuals is known as _____.

- a. promotion
- b. advertising

- c. integration
- d. marketing
- e. communications

ANSWER: e
POINTS: 1
REFERENCES: Marketing Communications Objectives and Terminology
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-2 - Differentiate among the following terms: the *marketing mix*, *marketing*, *communications*, *marketing communications*, the *promotional mix*, and *integrated marketing communications*.
KEYWORDS: Remember
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43. Consumer sales promotion includes all of the following EXCEPT _____.
- a. contests/sweepstakes
 - b. rebates
 - c. premiums
 - d. quantity discounts
 - e. free samples

ANSWER: d
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-4 - Recognize the activities involved in developing an integrated communications program.
KEYWORDS: Remember
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44. Which of the following is a benefit of both earned and paid media?
- a. longevity
 - b. cost efficiency
 - c. transparency
 - d. versatility
 - e. control

ANSWER: e
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-4 - Recognize the activities involved in developing an integrated communications program.

KEYWORDS: Remember
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45. Which of the following is central to the definition of marketing communications?
- All marketing mix variables, and not just promotion alone, can communicate with customers.
 - Marketing communications is intentional rather than unintentional.
 - Purchase behavior that is delayed in nature is more desirable than immediate purchase behavior.
 - Communication tools should be handled as virtually separate practices.
 - Mass media advertising should receive consideration before other communication methods.

ANSWER: a

POINTS: 1

REFERENCES: Marketing Communications Objectives and Terminology

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-2 - Differentiate among the following terms: the *marketing mix*, *marketing communications*, *marketing communications*, the *promotional mix*, and *integrated marketing communications*.

KEYWORDS: Remember
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46. Which of the following statements is true regarding the adoption of integrated marketing communications (IMC)?
- Novice managers are more likely than experienced managers to practice IMC.
 - Firms involved in marketing services rather than products are more likely to practice IMC.
 - Business-to-business companies are more likely than business-to-consumer companies to practice IMC.
 - Less sophisticated firms are likely adherents to IMC.
 - All of these are correct.

ANSWER: b

POINTS: 1

REFERENCES: The Integration of Marketing Communications

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-5 - Identify obstacles to implementing an IMC program.

KEYWORDS: Remember
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47. Which of the following is NOT one of the reasons why organizations have been reluctant to change from a single-function, specialist model to an integrated marketing communications approach?
- managerial parochialism
 - fear that change might lead to budget cutbacks in one's area of control
 - no way to assess the effectiveness of integration
 - fear of reductions in authority and power

e. fear of reductions in perceived expertise

ANSWER: c
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-5 -
Identify obstacles to implementing an IMC program.
KEYWORDS: Remember
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48. The ultimate objective of integrated marketing communications is to _____.

- a. increase brand awareness
- b. affect the behavior of the targeted audience
- c. learn how to outsell the competition
- d. lower production costs
- e. None of these are correct.

ANSWER: b
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 -
Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
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49. Which of the following is achieved when multiple communication tools are used in conjunction with one another producing greater results than tools used individually and in an uncoordinated fashion?

- a. synergy
- b. duplicity
- c. multiplicity
- d. redundancy
- e. repetition

ANSWER: a
POINTS: 1
REFERENCES: The Integration of Marketing Communications
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 -
Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

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50. Which of the following is NOT a key feature of integrated marketing communications?

- a. Start with the customer or prospect.
- b. Use any form of relevant contact or touchpoint.
- c. Speak with a single voice.
- d. Influence brand awareness and enhance consumer attitudes toward the brand.
- e. Build relationships.

ANSWER: d

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

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51. A key feature of integrated marketing communications is that the process should ____.

- a. use an “inside-out” approach in identifying communication vehicles
- b. be restricted to only one or a select number of communication media
- c. use the same media to reach all target audiences to improve efficiency
- d. start with the customer or prospect and then work backward to the brand communicator in determining the most appropriate messages and media to employ for the brand
- e. utilize the same communication media over time

ANSWER: d

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:45 PM

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52. Which approach will best serve the customers’ needs and motivate them to purchase the brand?

- a. inside-out
- b. outside-in
- c. top-down
- d. bottom-up
- e. combination

ANSWER: b
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Understand
DATE CREATED: 3/22/2017 3:45 PM
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53. All of the following are examples of place advertising EXCEPT ____.
- a. billboards and bulletins
 - b. shopping cart ads
 - c. transit ads
 - d. posters
 - e. cinema ads

ANSWER: b
POINTS: 1
REFERENCES: The Primary Tools of Marketing Communications
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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54. Marketing communicators should realize that other communication methods must receive careful consideration before ____ is automatically assumed to be the solution.
- a. sales promotion
 - b. personal selling
 - c. point-of-purchase advertising
 - d. event marketing
 - e. mass media advertising

ANSWER: e
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:45 PM

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

- a. touchpoint
- b. contact
- c. intersection
- d. touchpoint and contact
- e. touchpoint, contact, and intersection

ANSWER: d

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:45 PM

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

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

ANSWER: c

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:45 PM

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

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

e. slice-of-life television commercial

ANSWER: c
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:45 PM
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58. Which of the following promotional mix elements consists of activities that attempt to stimulate short-term buyer behavior?

- a. sales promotion
- b. advertising
- c. publicity
- d. personal selling
- e. All of these are correct.

ANSWER: a
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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59. Publicity and advertising are alike in that both _____.

- a. are paid for by the company
- b. usually come in the form of news items or editorial comments about a company's products or services
- c. attempt to stimulate short-term buyer behavior
- d. are nonpersonal communication
- e. All of these are correct.

ANSWER: d
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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60. What does the phrase “speak with a single voice” mean?
- Carefully select those tools that are most appropriate for the communications objective at hand.
 - Reach the target audience efficiently and effectively using touchpoints that fit the audience.
 - Successful marketing communications requires building relationships between brands and their consumers/customers.
 - All marketing communication elements should use the same endorser so that consumers do not get confused.
 - Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

ANSWER: e

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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61. Karen is attempting to put into words the key idea that encapsulates what her company’s brand is intended to stand for in its target market’s mind. Karen is writing a _____.
- relationship statement
 - creative brief
 - positioning statement
 - contact brief
 - touchpoint

ANSWER: c

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:45 PM
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62. Which of the following encapsulates what a brand is intended to stand for in its target market’s mind and then consistently delivers the same idea across all media channels?
- positioning statement
 - contact point

- c. relationship statement
- d. creative brief
- e. creative platform

ANSWER: a
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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63. A key characteristic of integrated marketing communications is the building of relationships with customers. Which of the following is NOT a benefit of building relationships?
- a. repeat purchases
 - b. loyalty toward a brand
 - c. enduring links between a brand and its customers
 - d. greater profitability
 - e. huge acquisition costs

ANSWER: e
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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64. The value of customer retention has been compared to a(n) _____.
- a. clogged drain
 - b. leaky bucket
 - c. sand castle
 - d. ice sculpture
 - e. bee hive

ANSWER: b
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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65. Loyalty programs and creating brand experiences that make positive and lasting impressions are ways to _____.
a. speak with one voice
b. create synergy
c. build customer/brand relationships
d. start with the customer/prospect
e. reach consumers who cannot be reached through traditional mass media

ANSWER: c
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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66. One way relationships between brands and customers are nurtured is by creating brand experiences that make positive and lasting impressions. This is done by creating special events or developing exciting venues that attempt to _____.
a. appeal to consumers' demographic characteristics
b. reposition products or services by connecting with consumers' functional needs
c. generate increased sales to current customers
d. develop new target markets
e. build the sensation that a sponsoring brand is relevant to the consumer's lifestyle

ANSWER: e
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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67. Affecting the behavior of the target audience means that marketing communications must _____.
a. influence brand awareness
b. move people to action
c. enhance consumer attitudes toward the brand

- d. reach the target audience efficiently and effectively using touchpoints that fit the audience
- e. speak with a single voice

ANSWER: b
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-3 - Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:45 PM
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68. _____ involves the use of any of several media to transmit messages that encourage buyers to purchase directly from the advertiser.
- a. Direct response advertising
 - b. Personal selling
 - c. 360-degree branding
 - d. Media-neutral advertising
 - e. Multiple-media advertising

ANSWER: a
POINTS: 1
REFERENCES: Promotional Mix Elements
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:46 PM
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69. When counseling its clients in selecting appropriate marcom tools, McCann Worldgroup uses an approach that requires that the brand marketer first identify the goal(s) a marcom program is designed to accomplish and then determine the best way to allocate the marketer's budget. What is this approach known as?
- a. inside-out
 - b. bottom-up
 - c. media-neutral
 - d. media-centric
 - e. goal-oriented

ANSWER: c
POINTS: 1
REFERENCES: Key IMC Features
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:46 PM

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

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

ANSWER: d

POINTS: 1

REFERENCES: Key IMC Features

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-5 -

Identify obstacles to implementing an IMC program.

KEYWORDS: Remember

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71. Which of the following is a fundamental decision in the marketing communications decision-making process?

- a. targeting
- b. positioning
- c. setting objectives
- d. budgeting
- e. All of these are correct.

ANSWER: e

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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

- a. targeting
- b. mixing elements
- c. budgeting

- d. positioning
- e. setting objectives

ANSWER: b
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:46 PM
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73. Julie and her department are responsible for making brand-level fundamental and implementation marcom decisions. What are the expected outcomes of these decisions?

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

ANSWER: c
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:46 PM
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74. The objective of marketing communications is to _____ as a means of moving customers to favorable action toward the brand.

- a. increase brand awareness
- b. cut costs
- c. increase product usage
- d. enhance brand equity
- e. increase the rate of purchase

ANSWER: d
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

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

- a. Targeting
- b. Positioning
- c. Budgeting
- d. Setting objectives
- e. Momentum

ANSWER: a
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:46 PM
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76. Which of the following variables do companies use to identify potential target markets?

- a. demographics
- b. lifestyles
- c. product usage patterns
- d. geographic considerations
- e. All of these are correct.

ANSWER: e
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:46 PM
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77. A brand's _____ represents the key feature, benefit, or image that it stands for in the consumer's or the target audience's collective mind.

- a. equity
- b. image

- c. position
- d. name
- e. trademark

ANSWER: c
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
DATE CREATED: 3/22/2017 3:46 PM
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78. Which of the following is NOT a budgeting method?
- a. top-down budgeting (TD)
 - b. bottom-up budgeting (BU)
 - c. top-down/bottom-up/top-down process (TDBUTD)
 - d. bottom-up/top-down process (BUTD)
 - e. top-down/bottom-up process (TDBU)

ANSWER: c
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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79. Joan Kaufman is a senior manager of a large conglomerate. She decides how much money is allocated to each subunit. This is an example of _____ budgeting.
- a. top-down
 - b. bottom-up
 - c. bottom-up/top-down
 - d. top-down/bottom-up
 - e. hierarchy

ANSWER: a
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:46 PM
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80. The choice of appropriate marketing communications tools and media naturally flows from the answer to which of the following questions?

- a. "What is the most cost-efficient communications to use?"
- b. "Which communications tool best serves the company's needs?"
- c. "How easy will it be to evaluate the effectiveness of the communications?"
- d. "What are the communications supposed to do or accomplish?"
- e. "Who is the target audience for the communications?"

ANSWER: d
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

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

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

ANSWER: b
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:46 PM
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82. All marketing communications should be _____.

- a. directed to a particular target market

- b. clearly positioned
- c. created to achieve a specific objective
- d. undertaken to accomplish the objective within budget constraint
- e. All of these are correct.

ANSWER: e

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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83. Fundamental decisions in the marketing communications decision-making process are _____, and implementation decisions are _____.

- a. tactical; strategic
- b. strategic; tactical
- c. long-term; short-term
- d. short-term; long-term
- e. practical; conceptual

ANSWER: b

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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84. Over the past two decades, the trend has moved toward greater expenditures on _____ and fewer on _____.

- a. advertising; promotions
- b. public relations; digital marketing
- c. personal selling; public relations
- d. promotions; advertising
- e. point-of-purchase displays; promotions

ANSWER: d

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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85. The decision regarding how to allocate resources between the marcom elements has been described as an “ill-structured” problem. What does this mean?
- There is no solution to the problem.
 - It is difficult to define the problem.
 - There is no way of determining the optimum mathematical allocation among marcom elements that will maximize revenue or profit.
 - There are solutions, but they are not acceptable.
 - There is no way to measure whether the solution chosen was the correct one.

ANSWER: c

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

DATE CREATED: 3/22/2017 3:46 PM

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86. For a given level of expenditure, there is no way of determining the optimum mathematical allocation between advertising and promotion that will maximize revenue or profit because _____.
- they are somewhat interchangeable
 - they produce a synergistic effect
 - advertising is appropriate for early stages of the product life cycle, and promotion is more appropriate during later stages
 - they are somewhat interchangeable and produce a synergistic effect
 - None of these are correct.

ANSWER: d

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 -

Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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

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

ANSWER: a

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Apply

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88. A satisfactory mixture of advertising and promotion expenditures can be formulated by considering the different purposes of each. A key strategic consideration is whether _____.

- a. short- or long-term schemes are more important given a brand's life-cycle stage and in view of competitive realities
- b. the budget would allow for the relatively larger expense of advertising
- c. the organization has the expertise in its current staff to develop successful promotions
- d. the majority of the target market is price sensitive
- e. use of sales promotion is necessary given current economic conditions

ANSWER: a

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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89. The concept of *media* is relevant to which marcom tool?

- a. advertising
- b. public relations
- c. sales promotion
- d. personal selling
- e. All of these are correct.

ANSWER: e

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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90. The word _____ refers to an object's force or speed of movement.

- a. *drive*
- b. *push*
- c. *momentum*
- d. *force*
- e. *pull*

ANSWER: c

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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91. Harvey is a brand manager for a national brand of soft drinks. He is making the implementation decisions in the marketing communications decision-making process, and he wants a marcom tool that is most capable of directly affecting consumer behavior. Which of the following tools should he use?

- a. advertising
- b. sales promotion
- c. publicity
- d. events
- e. point-of-purchase display

ANSWER: b

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Apply
DATE CREATED: 3/22/2017 3:46 PM
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92. Which of the following is an example of a communication outcome?

- a. increase sales to grocery stores by 10 percent
- b. increase total sales by 15 percent
- c. maintain existing sales levels in Japan
- d. increase brand awareness by 15 percent
- e. increase sales in Mexico by 15 percent

ANSWER: d

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Understand

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93. Which of the following is NOT a measure of communications outcomes?

- a. purchase intentions
- b. brand awareness
- c. message comprehension
- d. attitude toward the brand
- e. All of these are measures of communication outcomes.

ANSWER: e

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Multiple Choice

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Remember

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94. Program evaluation is accomplished by _____.

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

ANSWER: b

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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95. One important factor that has led more firms to perform research and acquire data to determine whether implemented marcom decisions have accomplished the objectives they were expected to achieve is _____.

- a. increasing demand for accountability
- b. rapidly changing consumer tastes and preferences
- c. changing economic conditions
- d. increasing marcom expenses
- e. less reliance on outside agencies to perform the marcom function

ANSWER: a
POINTS: 1
REFERENCES: The Marketing Communications Decision-Making Process
QUESTION TYPE: Multiple Choice
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-6 -
Understand and appreciate the components contained in an integrative model of the marcom decision-making process.
KEYWORDS: Remember
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96. List the primary tools of marketing communications.

ANSWER: The primary tools of marketing communications include media advertising (e.g., TV, radio, magazines, newspapers); direct response advertising (e.g., direct mail, telephone solicitation, online advertising); place advertising (e.g., billboards and bulletins, posters, transit ads, cinema ads); store signage and point-of-purchase advertising (e.g., external store signs, in-store shelf signs, shopping cart ads, in-store radio and TV); trade- and consumer-oriented promotions (e.g., trade deals and buying allowances, display and advertising allowances, trade shows, cooperative advertising, samples, coupons, premiums, refunds/rebates, contests/sweepstakes, promotional games, bonus packs, price-off deals); event marketing and sponsorships (e.g., sponsorship of sporting events, arts, fairs, festivals, and causes); marketing-oriented public relations and publicity; personal selling; social media (e.g., Facebook, Twitter, Pinterest, Snapchat, Instagram, LinkedIn, YouTube); and digital marketing (e.g., mobile advertising, placed-based applications, and search engine marketing).

POINTS: 1
REFERENCES: The Primary Tools of Marketing Communications
QUESTION TYPE: Essay
HAS VARIABLES: False
LEARNING OBJECTIVES: 1-1 -
Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember
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97. Discuss reasons why firms have not practiced integrated marketing communications (IMC) all along and why there is a reluctance to change.

ANSWER: Organizations traditionally have handled advertising, sales promotions, mobile advertising, social media, and other communication tools as virtually separate practices and organizational units rather than having generalized knowledge and experience across all tools. Furthermore, outside suppliers (such as advertising agencies, public relations agencies, social media firms, and sales promotion agencies) also have tended to specialize in single facets of marketing communications rather than to possess expertise across the board. There has been a reluctance to change from this single-function, specialist model due to managerial parochialism and for fear that change might lead to budget cutbacks in their areas of control, and reductions in their authority, perceived expertise, and power.

POINTS: 1

REFERENCES: The Integration of Marketing Communications

QUESTION TYPE: Essay

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-5 -
Identify obstacles to implementing an IMC program.

KEYWORDS: Understand

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98. Explain what the payoff is from using integrated marketing communications.

ANSWER: The payoff is that by closely integrating multiple communications tools and media, brand managers achieve synergy. That is, multiple communication tools in conjunction with one another can produce greater results than tools used individually and in an uncoordinated fashion.

POINTS: 1

REFERENCES: The Integration of Marketing Communications

QUESTION TYPE: Essay

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-3 -
Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS: Understand

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

ANSWER: The five key IMC features are:
IMC should begin with the customer or prospect. The IMC approach avoids an “inside-out” approach (from company to customer) in identifying communication vehicles and instead starts with the customer (“outside-in”) to determine which communication methods that will best serve the customers’ information needs and motivate them to purchase the brand. The point of this feature is that brand managers and their agencies should not restrict themselves to only one set of communication media.

- 1.

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

POINTS:

1

REFERENCES:

Key IMC Features

QUESTION TYPE:

Essay

HAS VARIABLES:

False

LEARNING OBJECTIVES: 1-3 -

Describe the philosophy and practice of integrated marketing communications (IMC) and the five key features of IMC.

KEYWORDS:

Understand

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100. List and briefly describe the promotional mix elements.

ANSWER:

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

5. *Direct marketing.* Direct marketing represents an interactive system of marketing that uses one or more advertising media to effect a measurable response and/or transaction at any location. Primary methods of direct marketing include direct response advertising, direct selling, telemarketing, and the use of database marketing techniques.
6. *Digital marketing/Social media marketing.* Digital marketing is the promotion of product and services online (e.g., search engine marketing, banner ads, mobile advertising, and location-based apps), whereas social media marketing represents a special form of online communication through which user-generated content (information, ideas, and videos) can be shared within the user's social network.

POINTS: 1

REFERENCES: Promotional Mix Elements

QUESTION TYPE: Essay

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-1 - Understand the practice of marketing communications and recognize the marcom tools used by practitioners.

KEYWORDS: Remember

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

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

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

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

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

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

4.

POINTS: 1

REFERENCES: The Marketing Communications Decision-Making Process

QUESTION TYPE: Essay

HAS VARIABLES: False

LEARNING OBJECTIVES: 1-6 - Understand and appreciate the components contained in an integrative model of the marcom decision-making process.

KEYWORDS: Analyze

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