Student name:\_\_\_\_\_\_\_\_\_\_

1. IMC helps companies adopt a marketer-centric, rather than consumer-centric, perspective in creating brand messages.

* true
* false

1. Marketing communications refers to the internal communication at a company.

* true
* false

1. According to the interactive model of communication, marketers dominate the exchange of messages.

* true
* false

1. The sponsor of a product usually produces the advertising message.

* true
* false

1. The implied consumers are imagined ideal consumers as opposed to real people.

* true
* false

1. Online reviews affect most consumers’ purchasing decisions.

* true
* false

1. Defensive marketing typically costs more than offensive marketing, because with the right advertising, it’s relatively easy to lure satisfied customers away from competitors.

* true
* false

1. An example of a basic transactional relationship is when you buy purchase internet service and the company follows up to persuade you to upgrade your plan.

* true
* false

1. In a proactive relationship, a salesperson phones customers shortly after the sale to check whether the product meets expectations and asks for product improvement suggestions and any specific disappointments.

* true
* false

1. Low profit margins per customer suggest that the marketer should pursue basic transactional relationships augmented by brand image advertising.

* true
* false

1. While IMC is a process, it isn’t really a concept.

* true
* false

1. Wholeness is the principal benefit of IMC.

* true
* false

1. For a company to truly understand IMC, it must look through the eyes of the customers.

* true
* false

1. Planned messages often have the most impact and can affect customers’ attitudes dramatically.

* true
* false

1. Messages from the product, price, or distribution elements are typically referred to as service messages.

* true
* false

1. Companies have little control over unplanned messages.

* true
* false

1. Of all the business functions, marketing is the only one whose primary role is to bring in revenue.

* true
* false

1. While the marketing process isn’t involved with pricing products, it is involved with developing them, promoting them, and making them available to customers.

* true
* false

1. Companies aim professional advertising at resellers to obtain greater distribution of their products.

* true
* false

1. B2B advertising often uses consumer mass media.

* true
* false

1. From the consumers’ viewpoint, if two brands are equal in price, the one with the higher quality is the better value.

* true
* false

1. Image advertising, which creates a perception of a company or a personality for a brand, tends to be explicit about price.

* true
* false

1. In global advertising, messages are consistent in ads placed around the world.

* true
* false

1. Personal selling would typically be used by companies producing consumer cleaning products such as laundry detergent or hand soap.

* true
* false

1. Media advertising is only one of many promotional tools that companies use to communicate information about themselves and their brands.

* true
* false

1. When a company deliberately coordinates and integrates messages about its products or brands, it is practicing

integrated marketing communications.

sales promotion.

word-of-mouth advertising.

personal selling.

viral marketing.

1. \_\_\_\_\_\_\_\_ is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take action.

Advertising

Word-of-mouth publicity

Sales promotion

Direct marketing

Public relations

1. A chain of bookstores hired an advertising agency to promote its products. The chain is the\_\_\_\_\_\_\_\_ of the advertising

sponsor

persona

player

author

actor

1. A real or imaginary spokesperson who lends some voice or tone to the ad within the text of the ad is known as a(n)

composer.

benefactor.

persona.

author.

source.

1. An advertisement for a law firm included a young man who received payment from his employer after he was injured on the job. This story persuaded others with workplace injuries to contact the law firm. This is an example of a(n)

context message.

feedback message.

drama message.

narrative message.

public message.

1. The\_\_\_\_\_\_\_\_, who are addressed by the ad's spokesperson, are not real.

sponsorial consumers

actual consumers

gatekeepers

implied consumers

personas

1. Ethan leads a team in creating a television commercial for running shoes, but before the commercial can air, he must get the approval of the\_\_\_\_\_\_\_\_, who decide whether the ad will run or not.

authors

actual consumers

implied consumers

personas

sponsorial consumers

1. Martine reminded her advertising team that there were numerous advertisements for house paint they would be competing with when they introduced the new line of durable house paint. These competing ads are examples of

noise.

clout.

jargon.

feedback.

cues.

1. A new home goods store placed an ad in the local newspaper to attract consumers during the Christmas season. But most people missed the ad because a newly-opened discount department store in the area ran multiple colorful ads in the same newspaper. The ads distracted potential consumers from viewing the home goods ad and sales were lower than expected. The ads of the department store served as\_\_\_\_\_\_\_\_ for the home goods store.

feedback

noise

information overload

a source maze

a grapevine

1. Reina and her husband Jackson are trying to save money, and whenever they see a coupon on social media for a certain local restaurant, they use it. To the advertiser, this coupon redemption is a form of

gatekeeping.

noise.

feedback.

cue.

relationship marketing.

1. Sarita recently got engaged, and she sees an advertisement for an upcoming wedding expo featuring numerous vendors. She e-mails the contact for the expo and requests more information. In the context of advertising, her e-mail is a form of

noise.

word-of-mouth communication.

social media marketing.

feedback.

relationship marketing.

1. Nella thinks it’s important for her company to build long-term connections with customers, suppliers, and distributors. She wants to develop trust among all the stakeholders for the good of the company. Nella wants to foster

transactional marketing.

relationship marketing.

mass customization.

branding.

social marketing.

1. Companies that commit to relationship marketing are generally trying to

win back customers lost from shoddy products or poor service.

make up for the cost of acquiring new customers.

acquire data that creates a detailed and sophisticated view of the customer

lure customers through offensive marketing.

adopt a marketer-centric perspective in creating brand messages.

1. An oil-change shop encourages its employees to complete oil changes as quickly as possible. Why must the company be cautious of pushing so hard for speed that it loses quality?

It is easy to lure satisfied customers away from competitors.

85 percent of a company’s profit comes from trial or sporadic purchasers.

Offensive marketing typically costs less than defensive marketing.

Great advertising will not win back a customer lost as the result of poor service.

Reducing customer defections by 30–80 percent can improve profit potential by about 8 percent.

1. An athletics gear company is preparing to release a new line of products. As it assesses markets, what should its first market be?

new customers.

sponsorial consumers.

target consumers.

implied consumers.

current customers.

1. Angeli works at a spa. She is responsible for reaching out to new clients after their first visit to check whether the spa met their expectations and ask if there’s anything it can improve on. What type of relationship does this spa foster?

accountable

basic transactional

partnership

proactive

reactive

1. When a company sells a product but does not follow up in any way, it is involved in a(n)\_\_\_\_\_\_\_\_ relationship.

primary

basic transactional

reactive

accountable

proactive

1. Rikard owns a computer repair shop. When customers pick up their fixed computers, he always encourages them to call him if they have any problems. What type of relationship does this represent?

accountable relationship

proactive relationship

reactive relationship

basic transactional relationship

partnership

1. In a(n)\_\_\_\_\_\_\_\_, the salesperson phones customers shortly after the sale to check whether the product meets expectations.

secondary relationship

proactive relationship

basic transactional relationship

accountable relationship

reactive relationship

1. Keri works for a cell phone service provider, and she contacts existing customers three times each year to let them know about upgrade options and sales on new phones. This is an example of a(n)

reactive relationship.

accountable relationship.

partnership.

basic transactional relationship.

proactive relationship.

1. In a(n)\_\_\_\_\_\_\_\_, the company works continuously with customers (and other stakeholders) to discover ways to deliver better value.

partnership

proactive relationship

accountable relationship

reactive relationship

basic transactional relationship

1. With regards to stakeholders, companies must be aware that

an employee cannot be a stockholder.

there may be significant overlap in stakeholder roles.

stakeholders uniformly require reactive relationships.

the number of stakeholders is unimportant in marketing.

product messages have negligible influence on a stakeholder's relationship decision.

1. What is the principal benefit of IMC?

high profit

accountability

synergy

customer retention

partnership

1. According to Nowak and Phelps, which tactic does the IMC approach focus on?

decreasing reliance on targeted messages

reaching larger segments

lowering use of consumer data

emphasizing less on advertising relative to other strategies

extensively using electronic and mass media

1. Ensuring the various marketing mix elements such as advertising direct-response, sales promotions, and the like, work together is referred to as

viral marketing.

word-of-mouth public relations.

advertising.

partnership.

coordinated marketing communications.

1. A grocery store uses traditional promotional messages through advertising, publicity, and personal selling. This store is using

planned messages.

product messages.

inferred messages.

service messages.

unplanned messages.

1. \_\_\_\_\_\_\_\_ messages often have the least impact because they are seen as self-serving.

Product

Planned

Inferred

Service

Unplanned

1. According to the integration triangle, which type of message is a “say” message?

service messages

inferred messages

planned messages

product messages

unplanned messages

1. Tara goes online and leaves a review outlining what she did and did not like about her recent customer service experience with a computer company. Within the integration triangle, this is a(n)\_\_\_\_\_\_\_\_ message.

say

inferred

do

confirmed

service

1. According to the integration triangle, what is a “do” message?

planned messages

event sponsorships

publicity releases

unplanned messages

service messages

1. Of all the business functions,\_\_\_\_\_\_\_\_ is the only one whose primary role is to bring in revenue.

marketing

research and development

human relations management

information management

accounting

1. \_\_\_\_\_\_\_\_ is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Advertising

Market research

Profit planning

Distribution

Marketing

1. A firm's advertising is always aimed at a particular segment of the population referred to as the

implied consumers.

target audience.

sponsorial consumers.

niche market.

concentrated market.

1. A firm's marketing activities are always aimed at a particular segment of the population called the

niche market.

objective market.

target market.

implied market.

concentrated market.

1. A television commercial for an amusement park falls under the category of\_\_\_\_\_\_\_\_ advertising.

business

professional

farm

corporate

consumer

1. \_\_\_\_\_\_\_\_ advertising is aimed at people who buy the product for their own or someone else's use.

Business

Trade

Consumer

Professional

Farm

1. A medical clinic receives a flyer in the mail advertising medical equipment. This flyer is a form of

public service advertising.

business advertising.

consumer advertising.

retail advertising.

covert advertising.

1. Companies aim\_\_\_\_\_\_\_\_ at resellers to obtain greater distribution of their products.

in-store advertising

professional advertising

public service advertising

trade advertising

consumer advertising

1. Advertising targeted at shoe stores to increase the distribution of a company’s boots is an example of

trade advertising.

professional advertising.

consumer advertising.

noncommercial advertising.

farm advertising.

1. The type of advertising published in education journals aimed at teachers is referred to as

trade advertising.

professional advertising.

consumer advertising.

noncommercial advertising.

retail advertising.

1. The local pharmacy advertises its line of allergy medicines as equal in strength to more expensive brands. The store is using

image advertising.

price advertising.

sale advertising.

trade advertising.

professional advertising.

1. A surfing supply company based in Florida also has branches in California and Hawaii. It uses\_\_\_\_\_\_\_\_, in which ads are placed in the local media or regional editions of the national media.

international advertising

district advertising

regional advertising

national advertising

global advertising

1. A company releases a new cell phone and decides to use the same advertising message wherever it advertises around the world. In other words, the company decides to use

national advertising.

international advertising.

global advertising.

regional advertising.

local advertising.

1. Prescott decides to advertise his locally-grown produce shop through direct mail. Prescott is using\_\_\_\_\_\_\_\_ advertising.

national

peripheral

local

regional

global

1. Zabel offers catering for events. She invites prospective customers to come in for tastings and to discuss any questions they might have. What type of promotion is Zabel utilizing to sell her business?

personal selling

social media marketing

cold calling

professional advertising

public service advertising

1. The drawback to personal selling is its

low frequency and reach.

high cost.

inability to convey information.

impersonal feel.

inability to give demonstrations.

1. An ad promoting a company's mission or philosophy is called

awareness advertising.

product advertising.

nonproduct advertising.

noncommercial advertising.

action advertising.

1. \_\_\_\_\_\_\_\_ is used around the world by governments and nonprofit organizations to seek donations, volunteer support, or changes in consumer behavior.

Trade advertising

Product advertising

Nonproduct advertising

Noncommercial advertising

Professional advertising

1. What communication tool should a company consider using when it is willing to offer special incentives to motivate customers to take action?

covert advertising

personal selling

image advertising

noncommercial advertising

sales promotion

1. A chain of smoothie shops receives criticism for the high amount of nonrecyclable waste it produces. The chain hosts a large Earth Day event to raise awareness for environmental responsibility and invites the press. At the event, it presents a check to an environmental nonprofit organization. This is an example of

direct selling.

public relations.

noncommercial advertising.

direct-response advertising.

personal selling.

1. What type of advertising is considered good at creating awareness and credibility for a business firm at relatively low cost?

covert advertising

public relations advertising

direct-response advertising

nonproduct advertising

professional advertising

1. When Osamu attends a professional baseball game, he receives a flyer with information about games for the rest of the season. This flyer is an example of

sales gimmicks.

premiums.

noise.

bonus goods.

collateral materials.

1. When Chadwick stopped by a city’s visitor center, he noticed a rack of brochures promoting restaurants and activities in the area. What form of promotion do these brochures represent?

personal selling

public relations

trade fair

collateral materials

noise

1. When Raven purchases a new box of contact lenses, she receives a rebate on the purchase price if she purchases enough for a whole year. This is an example of the use of

collateral material.

public relations.

personal selling.

sales promotion.

awareness advertising.

1. Define integrated marketing communications.

1. Why do companies practice IMC?

1. How did Albert Lasker define advertising at the beginning of the 20th century?

1. What does the phrase “advertisements are designed to persuade” mean?

1. How does advertising reach people?

1. What is “noise”?

1. What are the three literary forms used in advertising messages?

1. Who are implied consumers?

1. What is relationship marketing?

1. What are the three objectives that companies committed to relationship marketing try to accomplish?

1. Explain the costs of defensive marketing.

1. According to Nowak and Phelps, what are the four related tactics the IMC approach focuses on?

1. Name and briefly describe the four sources of company/brand-related messages according to Duncan and Moriarty.

1. Describe the three types of messages represented in the integration triangle.

1. What are the three priorities for an organization's integration process suggested by Duncan?

1. What occurs in the marketing process?

1. Describe how IMC impacts a purchase decision using an actual purchase scenario.

1. Describe the different components of the advertising definition: Advertising is a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

1. Describe the traditional human communication process.

1. How does the human communication process relate to the advertising process?

1. When considering receiver dimensions, list and briefly describe the three types of consumers.

1. According to Kotler and Keller, what are the five levels of relationships that can be formed between a company and its various stakeholders?

1. What is the ultimate goal of the marketing process?

1. Identify and briefly describe the three types of specialized business advertising.

1. What is the difference between global advertising and international advertising?

1. What is the difference between product and nonproduct advertising?

**Answer Key**Test name: Weigold17eCh01

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