***Integrated Advertising, Promotion & Marketing Communications, Global Edition, 9e* (Clow/Baack)**

**Chapter 1 Integrated Marketing Communications**

1) In the communications model, an animated spokesperson character in a commercial is the:

A) sender.

B) transmission device.

C) decoder.

D) receiver.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

2) When Sean shops for an automobile, which are the senders in the communication process?

A) Honda and Toyota

B) NBC and CSPAN

C) The New York Times and the Chicago Sun Times

D) A website and social media

Answer: A

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

3) In the communication process, a television signal containing a commercial is the:

A) sender.

B) transmission device.

C) decoding system.

D) noise or clutter in the model.

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

4) In the communication process, feedback is:

A) a sales pitch recited by a salesperson.

B) the database manager finding a statistical oddity.

C) a social media network.

D) a purchase decision by a consumer.

Answer: D

Difficulty: Challenging

Skill: Application

AACSB: Integration of real-world business experiences

LO: 1.1 How does communication take place?

5) In the communication process, the items that carry the message from the sender to the receiver are:

A) encoding processes.

B) decoding processes.

C) transmission devices.

D) feedback devices.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

6) A consumer sees a billboard while driving. The driver is the:

A) encoding device.

B) decoding device.

C) transmission device.

D) receiver.

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

7) When a song is being prepared by a performer to be part of an advertising message, what is taking place?

A) encoding

B) transmission

C) decoding

D) feedback

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

8) As a person smells the fragrance of a perfume attached to a magazine advertisement. What is taking place?

A) encoding

B) transmission

C) decoding

D) feedback

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

9) A person who receives 20 Twitter messages sent by celebrities endorsing products is experiencing which part of the communications model?

A) sending

B) encoding

C) decoding

D) noise

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

10) Kodak's marketing team identifies a group of people who are most likely to use the company's new digital photo technology and create advertisements specifically for them. In a communications model, these individuals are:

A) senders.

B) decoders.

C) receivers.

D) subjects.

Answer: C

Difficulty: Challenging

Skill: Analytical

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

11) Anything that distorts or disrupts a message is:

A) encoding.

B) discouragement.

C) disagreement.

D) noise.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

12) Manuel is watching a television commercial for a new car but a stereo is playing in the room next door making it difficult to concentrate. This is an example of:

A) feedback disruption.

B) noise.

C) encoding design.

D) a contact point.

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

13) Recent iterations of the communications model view the process as resembling a:

A) leaky faucet.

B) dance.

C) fist fight.

D) waterfall.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

14) While browsing the internet, a consumer encounters a new pop-up ad every time a page is opened. This is an example of:

A) advertising effectiveness.

B) perceptual distortion.

C) clutter.

D) brand parity.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

15) Which of the following is an example of communication noise?

A) a stand-alone billboard

B) a message printed on the side of a moving bus

C) an advertising flyer placed on a consumer's windshield in a parking lot

D) a set of ads for different companies on the same page of a newspaper

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

16) Which is an example of feedback in a marketing channel?

A) A new product on the market

B) A customer complaint

C) A decision to begin international operations

D) A decision to remove a product from the market

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Analytical thinking

LO: 1.1 How does communication take place?

17) The most recent iterations of the communications model have become:

A) less sophisticated than previous versions.

B) more likely to ignore cultural differences in the process.

C) designed to portray the process as being faster and more interactive.

D) used to explain the presence of outside forces in interpersonal interactions.

Answer: C

Difficulty: Moderate

Skill: Analytical

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

18) Communication is defined as transmitting, receiving, and processing information.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

19) When an individual hears an advertisement on the radio and goes online to read more about the product, the process is known as encoding in a communications model.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

20) The process of creating television commercials, print ads, and retail coupons are examples of overcoming noise or clutter.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

21) Pop-up internet ads are examples of decoding in the communication process.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

22) When a customer contacts a company to complain because they were offended by an advertisement, feedback is taking place.

Answer: TRUE

Difficulty: Challenging

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

23) Noise is anything that distorts or disrupts a message and can only occur in the feedback stage of the communication process.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

24) The large number of marketing messages consumers are exposed to daily is an example of noise and is also called clutter.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

25) Describe a popular musician's drop of a new set of songs on the internet using the elements of the communications model.

Answer: The musician is the sender. Encoding takes place creating the music along with any advertisements and other messages that are sent out to fans. The internet and social media platforms in particular are the transmission devices. Fans decode the messages as receivers. Feedback includes buying the songs and sending messages or approval or disapproval to the musician.

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

26) Describe the components of the communications model.

Answer: The sender is the person(s) attempting to deliver a message or idea. Encoding is creating verbal and nonverbal cues that the sender uses to dispatch a message. A transmission device is any item that carries the message from the sender to the receiver. Decoding takes place when the receiver employs any set of his or her senses to capture the message. The receiver is the intended audience for a message.

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

27) The coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost is:

A) the marketing plan.

B) the marketing mix.

C) integrated marketing communications.

D) marketing strategy.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.2 What is an integrated marketing communications program?

28) Integrated marketing communications are designed to reach and affect each of the following *except*:

A) employees.

B) business customers.

C) retail and wholesale customers.

D) elected governmental officials.

Answer: D

Difficulty: Moderate

Skill: Analytical

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

29) In the marketing mix, where does integrated marketing communications belong?

A) Pricing decisions

B) Product design

C) Promotion

D) Distribution

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

30) Which is not part of the marketing mix?

A) the product

B) pricing

C) distribution systems

D) accounting

Answer: D

Difficulty: Easy

Skill: Analytical

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

31) Advertising, personal selling, and deals to members of the market channel are all part of:

A) the production system.

B) research and development.

C) promotions

D) the public relations program.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

32) The final step in IMC planning is a(n):

A) current situational analysis.

B) SWOT analysis.

C) development of marketing strategies.

D) evaluation of performance.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.2 What is an integrated marketing communications program?

33) In the IMC planning process, marketing objectives are paired with an understanding of:

A) a SWOT analysis.

B) key target markets.

C) marketing strategies.

D) the implementation process.

Answer: B

Difficulty: Challenging

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

34) Janis is working on the positioning, differentiation, and branding approaches for a new brand of cookies. This is an example of which step of an IMC plan?

A) SWOT analysis

B) Defining primary marketing objectives

C) Developing marketing strategies

D) Evaluating performance

Answer: C

Difficulty: Challenging

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.2 What is an integrated marketing communications program?

35) An integrated marketing communications program should be viewed as a separate and unique organizational process rather than a marketing plan or marketing function.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

36) In addition to the traditional elements of advertising, sales promotions, and personal selling, promotional activities now include activities such as database marketing, direct response marketing, sponsorship, and public relations programs.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

37) Traditionally, the marketing mix consisted of advertising, sales promotions, research and development, and personal selling activities.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

38) Coca-Cola's consistent use of the same logo, theme, and colors on packages and in advertisements is an example of an integrated marketing communications approach.

Answer: TRUE

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.2 What is an integrated marketing communications program?

39) In an IMC plan, the current situational analysis process involves examination of the firm's present market situation.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

40) In IMC planning, a marketing strategy would include the decision to sell items in a new country.

Answer: TRUE

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

41) What are the components of the marketing mix and the promotional activities?

Answer: The components of the marketing mix are: product, price, promotion, and distribution. Promotional activities include: advertising, personal selling, sales promotions, direct marketing, sponsorship marketing, e-active marketing, alternative marketing, and public relations.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.2 What is an integrated marketing communications program?

42) Define integrated marketing communications. What makes it different from traditional promotion programs?

Answer: IMC is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program. IMC maximizes the impact on consumers and other end-users at minimal cost, it also affects all of the firm's business-to-business, customer-focused, and internally-oriented communications. IMC is different because it is a more sweeping or strategic approach to marketing communications, designed to incorporate the entire company into the program.

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

43) What are the steps involved in creating an integrated marketing communications plan?

Answer: The steps are to start with a current situational analysis, followed by a SWOT analysis, setting marketing objectives, designating a target market, developing marketing strategies and the marketing tactics to obtain them, followed by implementation and evaluation.

Difficulty: Challenging

Skill: Application

AACSB: Written and oral communication

LO: 1.2 What is an integrated marketing communications program?

44) Marketing account executives are facing increasing pressures related to:

A) accountability.

B) reactivity.

C) respectability.

D) applicability.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

45) An advertising agency is told by the client that an advertising campaign should result in a 20% increase in sales. This is an example of:

A) marketing myopia.

B) standardization.

C) adaptation.

D) accountability.

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

46) The rise in importance of accountability and producing measurable results has led marketers to become less reliant on television advertising and to shift funds to:

A) digital and alternative communication venues.

B) pull marketing strategies.

C) integrated marketing communication firms.

D) their own marketing departments instead of advertising agencies.

Answer: A

Difficulty: Challenging

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

47) A consumer sees a post about a new form of hair coloring that leads her to find the product and buy it. This is an example of which current trend affecting marketing communications?

A) mobile marketing.

B) emphasis on push marketing strategies.

C) emphasis on accountability and measurable outcomes.

D) increase in global competition.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

48) Which current trend has led marketers to become less reliant on television advertising and shift funds to other media?

A) emphasis on accountability.

B) shift in channel power.

C) increasing international competition.

D) increased emphasis on ethics and social responsibility.

Answer: D

Difficulty: Challenging

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

49) Market channel power has somewhat shifted to:

A) producers.

B) the media.

C) retailers and consumers.

D) the government.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

50) Each of the following is a trend impacting the use of integrated advertising and marketing communications *except*:

A) emphasis on customer engagement.

B) increases in perception of brand parity.

C) increase in channel power by manufacturers.

D) integration of media platforms.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

51) Kraft Foods cut traditional advertising dollars and shifted the money to places such as Facebook. This illustrates the emerging trend of:

A) emphasis on customer engagement.

B) increases in perception of brand parity.

C) explosion of digital media.

D) internationalization.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

52) The reasons why integrated marketing communication works includes each of the following, *except:*

A) it streamlines workflow.

B) it connects with multiple audiences.

C) it creates new products.

D) it unifies the company's marketing strategy.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

53) Digital and mobile marketing seek to:

A) reach consumers when they are not busy.

B) replace television as the primary method of advertising.

C) create experiences with a brand rather than mere purchases with little or no emotion.

D) decrease the level of brand parity through interactive advertising.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

54) Content grazing is:

A) carefully studying a marketing message online.

B) carefully studying a marketing message in a newspaper.

C) looking at two or more screen simultaneously at unrelated content.

D) passing a humorous ad on to a friend.

Answer: C

Difficulty: Moderate

Skill: Synthesis

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

55) John is watching a baseball game and accesses the internet to look up stats for one of the players. In terms of integration of media platforms, this illustrates:

A) content grazing.

B) investigative spider-webbing.

C) social spider-webbing.

D) quantum journey.

Answer: B

Difficulty: Challenging

Skill: Synthesis

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

56) The ability retailers have to control shelf purchase and to access purchase data demonstrates:

A) the influence of mobile marketing.

B) an increase in global competition

C) an increase in channel power.

D) what products manufacturers seek to produce.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

57) Shantell just posted a picture of herself on the beach in Florida to Facebook. She immediately sent a text to her dad and sister to check it out. In terms of integration of media platforms this illustrates:

A) content grazing.

B) investigative spider-webbing.

C) social spider-webbing.

D) quantum journey.

Answer: C

Difficulty: Challenging

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

58) Content grazing includes:

A) buying a product online.

B) telling friends about a positive product experience.

C) providing personal information to a large company in order to receive discounts and other incentives.

D) looking up a retail store online and then using a mobile app to locate the store.

Answer: D

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Integration of real-world business experiences

LO: 1.3 What trends are affecting marketing communications?

59) Retailers control shelf allocations and have access to purchase data. This means retailers determine:

A) what products and brands are placed on stores shelves.

B) what marketing tools manufacturers use.

C) who has the power in the distribution channel.

D) what products manufacturers produce.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

60) Many marketing experts believe that the advancement of the internet and information technology has caused a shift in power to consumers and away from which member of the market channel?

A) governmental regulators

B) manufacturers.

C) advertising agencies.

D) internal marketing departments.

Answer: B

Difficulty: Moderate

Skill: Analytical

AACSB: Analytical thinking

LO: 1.3 What trends are affecting marketing communications?

61) Buying online from Amazon.com rather than a brick-and-mortar store is an example of:

A) a power shift to the consumer.

B) a power shift to the producer.

C) a decline in the effectiveness of mass media.

D) a new form of wholesaling.

Answer: A

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

62) The competitive environment is now more:

A) local

B) global

C) concentrated

D) regionalized

Answer: B

Difficulty: Moderate

Skill: Analytical

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

63) The perception that only minor differences exist between major brands is called:

A) brand parity.

B) brand marketability.

C) due to a shift in channel power.

D) the result of increased international competition.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

64) Michael buys many food products with the lowest price he doesn't perceive a difference between brands. This is an example of:

A) a poor quality IMC program.

B) standardization.

C) marketing integration.

D) brand parity.

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

65) When brand parity exists, consumers base purchases on:

A) advertising effectiveness, social media comments, and brand equity.

B) retail store location, price, and coupon or discount offer.

C) price, availability, promotions or other criteria.

D) information found on the internet or on social media.

Answer: C

Difficulty: Moderate

Skill: Analytical

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

66) To combat brand parity, the marketing team at a company such as Johnson & Johnson might claim it:

A) is developing additional products.

B) has found new customers to buy products.

C) has new locations.

D) sells superior products.

Answer: D

Difficulty: Moderate

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

67) Any place where consumers interact with a company is the:

A) market location.

B) presence of a brand's identity.

C) place where the product is manufactured and packaged.

D) contact point.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

68) Each of the following is an example of a customer contact point *except*:

A) a brand's website.

B) a friend who recommends a brand.

C) a brand's Instagram page.

D) a sales clerk at a retail store.

Answer: B

Difficulty: Challenging

Skill: Synthesis

AACSB: Analytical thinking

LO: 1.3 What trends are affecting marketing communications?

69) Which is not a contact point?

A) company website

B) repair department

C) production department

D) sales floor in a retail store

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

70) The push for accountability is being driven by chief executive officers, brand managers, creatives, and account managers.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

71) Television is becoming a less effective mass media outlet for advertising because so many more people own TV sets and have access to cable as well as satellite.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

72) Forces that impact the field of marketing communication are the emergence of mobile marketing and increases in global competition.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

73) Increases in perceptions of brand parity have led some companies to rely more on price discounts.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

74) Consumers spend more time, on the average, watching television than they do in front of other types of screens, such as tablets and computers.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

75) Investigative spider-webbing involves looking at two or more screens simultaneously to access content that is not related.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

76) Social spider-webbing occurs when consumers share content or information across multiple devices.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

77) Retailers have some channel power due to control over shelf space, prices, and access to purchase data.

Answer: TRUE

Difficulty: Easy

Skill: Application

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

78) The advancement of the internet and information technology has caused some market channel power shift to consumers.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

79) Susan researched the internet for information about the best brands of stereos. She has also visited the Best Buy retail store. This is an example of retailers holding more channel power.

Answer: FALSE

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

80) One marketing challenge is that consumers can now purchase goods and services from anywhere in the world, which is an example of increased global competition.

Answer: TRUE

Difficulty: Moderate

Skill: Application

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

81) Brand parity is the perception that various brands offer substantially different set of attributes and benefits.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

82) In the past, Bruce bought Kleenex brand tissues, but he has now decided that all tissue brands are pretty much the same. This is an example of brand parity.

Answer: TRUE

Difficulty: Challenging

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

83) Talking with a salesperson about a Medicare supplement plans over the phone is an example of a contact point.

Answer: TRUE

Difficulty: Moderate

Skill: Analytical

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

84) What recent trends make an IMC approach valuable to companies in the marketplace?

Answer: Emphasis on accountability and measurable results

• Growth of mobile marketing

• Integration of media platforms

• Shift in channel power

• Increased global competition

• Increase in brand parity

• Emphasis on customer engagement

• Focus on convenience

• Emphasis on cause-related marketing and advertising

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.3 What trends are affecting marketing communications?

85) Describe cause-related marketing.

Answer: Many organizations have noted a rise in interest in buying products attached to socially responsible efforts and causes.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

86) Describe contact points.

Answer: A contact point is any place in which the customer may interact with or acquire information about a firm. This would include advertising, service departments, personal selling situations, and phone calls or internet inquiries to the company.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.3 What trends are affecting marketing communications?

87) What trends currently affect marketing communications?

Answer: They include: an emphasis on accountability and measureable results, growth of mobile media, integration of media platforms, shifts in channel power, an increase in global competition, an increase in brand parity, an emphasis on customer engagement, a focus on convenience, and an emphasis on cause-related marketing.

Difficulty: Challenging

Skill: Application

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

88) The foundation of an IMC program consists of a careful review of each of the following *except*:

A) economic conditions.

B) a company's image.

C) the markets in which buyers are located.

D) the buyers to be served.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

89) In an IMC program, branding is:

A) of lesser importance than advertising and personal selling.

B) carried out by the research and development department.

C) designed to answer the question, "Who are we, and what message are we trying to send?

D) a public relations program seeking to interest consumers in social causes.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

90) The two types of buyer behaviors that the marketing team must understand are business-to-business behaviors and:

A) local community activities.

B) governmental purchases.

C) consumer buyer behaviors.

D) competitive actions.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

91) Television, radio, outdoor, and newspapers are which component of an IMC program?

A) the integration device

B) the foundation

C) the outmoded element

D) traditional media channels

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

92) The term "alternative marketing" includes each of the following *except*:

A) buzz marketing.

B) social networks and blogs.

C) guerrilla marketing.

D) product placement.

Answer: B

Difficulty: Challenging

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

93) Promotions offered by manufacturers that serve as enticements to push the product through the channel are:

A) consumer promotions.

B) rebate programs.

C) direct marketing programs.

D) trade promotions.

Answer: D

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

94) Consumer promotions do *not* include:

A) offers to retail stores to gain shelf space.

B) refunds and rebate programs.

C) o contests and sweepstakes

D) free samples.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

95) Packaging and labeling products are NOT part of the brand's digital marketing program.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

96) Advertising campaign management identifies all stakeholders including governmental agencies and outside interest groups

Answer: FALSE

Difficulty: Moderate

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.4 What are the components of an integrated marketing communications program?

97) Consumer promotions include incentives, vendor support programs, and other fees and discounts that help the manufacturer push the product through the channel.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

98) What are the IMC components?

Answer: The components are: IMC foundation, advertising, digital, mobile and alternative, selling, and integration.

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.4 What are the components of an integrated marketing communications program?

99) What elements are involved in the advertising component of integrated marketing communications?

Answer: Advertising management, advertising design, and the use of traditional media.

Difficulty: Challenging

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

100) What elements are involved in the digital, mobile, and alternative integrated marketing communications?

Answer: Advertising management, advertising design, and the use of traditional media.

Difficulty: Challenging

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

101) What elements are involved in the selling component of integrated marketing communications?

Answer: They are: database, direct response, and personal selling, sales promotions, public relations, and sponsorships.

Difficulty: Challenging

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

102) GIMC stands for:

A) globally integrated marketing communications.

B) global and institutional marketing concepts.

C) generic and institutionalized marketing creations.

D) generating ideas for marketing control.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What is meant by GIMC?

103) In international marketing communications, adaptation is:

A) presenting messages specifically tailored to various countries.

B) a form of standardization.

C) new product development.

D) a new form of the promotions mix.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What is meant by GIMC?

104) Coca-Cola runs the same advertisement in all French-speaking countries. This is an example of:

A) diversified IMC theme.

B) standardization.

C) customization.

D) integration.

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.5 What is meant by GIMC?

105) Which of the following is an example of standardization?

A) Pepsi using the same theme in all of its global markets.

B) Featuring women with their faces covered in ads for Islamic countries.

C) Developing a website in several languages.

D) Featuring local salespeople in a global market.

Answer: A

Difficulty: Challenging

Skill: Synthesis

AACSB: Diverse and multicultural work environments

LO: 1.5 What is meant by GIMC?

106) In a globally integrated marketing communications program, adaptation is:

A) not used in international environments.

B) a form of e-commerce.

C) advertising in unusual media.

D) adjusting a message to local conditions.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What is meant by GIMC?

107) An example of adaptation in global marketing communications is:

A) Ford using the same advertising campaign theme in all global markets.

B) creating advertisements in French for portions of Canada where that is the primary language.

C) printing ads only in English for European countries.

D) using direct mail.

Answer: B

Difficulty: Challenging

Skill: Critical Thinking

AACSB: Diverse and multicultural work environments

LO: 1.5 What is meant by GIMC?

108) Adaptation in a global advertising campaign means rewriting an advertisement to fit the nuances of a given language and culture.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Diverse and multicultural work environments

LO: 1.5 What is meant by GIMC?

109) Standardization would be an effective GIMC tactic in the Middle East because of the variety of religions and cultures.

Answer: FALSE

Difficulty: Challenging

Skill: Critical Thinking

AACSB: Diverse and multicultural work environments

LO: 1.5 What is meant by GIMC?

110) The GIMC approach is easier to apply when a company relies on the standardization strategy for its global expansion.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Integration of real-world business experiences

LO: 1.5 What is meant by GIMC?

111) Define GIMC. Why is GIMC important?

Answer: GIMC is globally integrated marketing communications. It is important because most companies compete in an international arena.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Integration of real-world business experiences

LO: 1.5 What is meant by GIMC?

112) Describe the difference between standardization and adaptation in GIMC.

Answer: Standardization keeps a consistent message across countries; adaptation adjusts the message to meet local conditions.

Difficulty: Challenging

Skill: Application

AACSB: Diverse and multicultural work environments

LO: 1.5 What is meant by GIMC?