

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

1) \_\_\_\_\_ is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, good, and services to create exchanges that satisfy individual and organizational objectives.

- A) Integrated marketing communications
- B) Marketing
- C) Sales promotion
- D) Advertising

Answer: B

2) Which of the following is the BEST example of a marketing exchange?

- A) John gave Sahil a menu, and he placed his food order.
- B) For mowing her yard, Mrs. Forrest gave Ben a chocolate cake.
- C) Vlad and Ingrid gave their son a trip for his graduation.
- D) Jessie helped Alison move a heavy piece of furniture.

Answer: B

3) Product, price, place and promotion are also known as:

- A) marketing communications tools.
- B) the marketing mix.
- C) marketing jargon.
- D) methods of selling goods and services.

Answer: B

4) Campo Outdoor Products has developed a new backpack. It will expand to three times its initial size, be water resistant, and lightweight. These are what kind of marketing decisions?

- A) product features
- B) service level
- C) package design
- D) price allowance

Answer: A

5) Navinder Foods offers portable snack items that are low in calories, high in fibre, and taste just like the ones shoppers might consume back home in India. Which of the following is NOT a product benefit delivered by Navinder's snack items?

- A) functional benefit
- B) performance/convenience benefit
- C) emotional benefit
- D) affordable benefit

Answer: D

6) Product protection, storage, communication, and image are all functional benefits of:

- A) brand marketing
- B) product attributes
- C) packaging
- D) brand identity

Answer: C

7) Which is the best example of the use of packaging as a communication vehicle?

- A) Costco offers multi-packs of contact lens solution at affordable prices.
- B) Uncle Ben's Rice offers usage and recipe suggestions on their boxes and bags.
- C) At Golftown one can purchase used golf balls in bags of 20 or 50.
- D) New cellphone SIM cards are enveloped in large plastic packages.

Answer: B

- 8) Each of the following is true about brand equity EXCEPT:
- A) It is a tangible asset which can provide competitive advantage.
  - B) It is a challenge for marketers to consistently measure brand equity.
  - C) It is a measure of consumer attachment to a brand.
  - D) It builds on the favourable image and impressions of differentiation of a brand.

Answer: A

- 9) Which of the following statements about price is true?
- A) Price refers to what the marketer must give up to sell a product.
  - B) Price is not a key aspect of the product conveyed in a promotional offer.
  - C) Price communicates the economic cost to consumers for all of the product benefits combined.
  - D) Levels of recommended ad expenditures are not relative to price.

Answer: C

- 10) A firm can have an excellent product at a great price, but it will be of little value unless it's available where the consumer wants it and when the consumer wants it. The statement above refers to:
- A) product decisions.
  - B) price decisions.
  - C) positioning decisions.
  - D) distribution decisions.

Answer: D

- 11) Some locations offering customized service and assistance, some offering different models at different prices, or the availability of online purchasing are examples of:
- A) a differentiated product approach
  - B) multi-level marketing
  - C) a multi-channel environment
  - D) a multi-media universe

Answer: C

- 12) The AMA has renewed its definition of marketing to include the important element of:
- A) exchange
  - B) growth
  - C) value within the exchange
  - D) globalization

Answer: C

- 13) The relative balance between what a consumer "receives" for what he/she "pays" is known as:
- A) benefit
  - B) price
  - C) exchange
  - D) value

Answer: D

- 14) \_\_\_\_\_ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services.
- A) Organizational communication
  - B) Advertising
  - C) Publicity
  - D) Promotion

Answer: D

- 15) Which of the following is NOT an element of the promotional mix?
- A) Sales promotion
  - B) Personal selling
  - C) Advertising
  - D) Packaging

Answer: D

- 16) \_\_\_\_\_ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor.
- A) Publicity
  - B) Advertising
  - C) The promotional mix
  - D) Sales promotion

Answer: B

- 17) Advertising may be defined as any:
- A) communication that moves a product from one level to another level of the distribution channel
  - B) personal communication from a company representative to prospective buyers
  - C) paid form of nonpersonal communication about a product, service, or company
  - D) communication about a product, service, or company

Answer: C

- 18) Which the following is NOT an advantage inherent in the use of advertising?
- A) Immediate feedback
  - B) Low cost per contact
  - C) Ability to create brand images and symbolism
  - D) Ability to control the message

Answer: A

- 19) Which of the following is NOT a characteristic of advertising as a form of promotion?
- A) Personal nature of the message
  - B) The ability to reach large audiences with the advertising message
  - C) Cost-effective method for communicating with large audiences
  - D) The ability to create images for brands

Answer: A

- 20) Which of these is NOT a reason why marketers use advertising?
- A) To create symbolic appeals for a company or brand
  - B) To set an appropriate price across various channels
  - C) To take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
  - D) To strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult

Answer: B

- 21) A brand or corporate name and its identification through its logo, symbols, slogans, or trademarks represent:
- A) product symbolism
  - B) brand equity
  - C) brand identity
  - D) product appeal

Answer: C

- 22) This is the added value or goodwill resulting from a favourable image and/or consumer attachment to a company name, brand name, or trademark:
- A) product symbolism
  - B) brand identity
  - C) product appeal
  - D) brand equity

Answer: D

- 23) Canadian advertisers spend more than \_\_\_\_\_ annually.
- A) \$22 billion
  - B) \$1 billion
  - C) \$8 billion
  - D) \$14 billion

Answer: D

- 24) Prime-time network television reached \_\_\_\_\_ on a daily basis.
- A) less than 50 percent of Canadians
  - B) 85 percent of Canadians
  - C) only older adults
  - D) all Canadians

Answer: B

- 25) \_\_\_\_\_ can be a cost-effective way to build a positive attitude toward the brand in potential consumers prior to, during, or after purchasing a product.
- A) Price discounting
  - B) Sales promotion
  - C) Personal selling
  - D) Advertising

Answer: D

- 26) \_\_\_\_\_ advertising is targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.
- A) Professional
  - B) Direct-response
  - C) Retail
  - D) Business-to-business

Answer: D

- 27) Ads for computers and office furniture in *Purchasing Canada*, a trade magazine written and published especially for corporate and government buyers, are examples of \_\_\_\_\_ advertising.
- A) primary-demand
  - B) business-to-business
  - C) retail
  - D) professional

Answer: B

- 28) Advertisements for a Parkell tooth polisher in *Canadian Dentist*, a publication for dentists, are an example of \_\_\_\_\_ advertising.
- A) progressive
  - B) professional
  - C) primary demand
  - D) trade

Answer: B

- 29) Why does Samsung place advertising messages in media such as television, print, and outdoor to encourage consumers to interact with the brand online?
- A) Studies show that consumers research their purchase online prior to a store visit, so other media should lead the consumer to visit the company's website.
  - B) Online brand interaction is the least expensive way to connect with consumers.
  - C) Online communication is the best way to convey product attributes and consumer value.
  - D) Samsung only sells their products online, so they must try to drive traffic to their company website.

Answer: A

- 30) \_\_\_\_\_ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer.
- A) Direct marketing
  - B) Sales promotion
  - C) Brand equity
  - D) Public relations

Answer: B

- 31) Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as:
- A) trade sales promotion
  - B) direct marketing incentives
  - C) strategic promotions
  - D) consumer sales promotion

Answer: D

- 32) McDonald's restaurants use a Monopoly game to allow customers to win various prizes. Each game piece that you receive as a result of a purchase either awards you a prize or fills in one section on a Monopoly board. Prizes can also be won if you own all the pieces of the railroads or all of one colour of property. This is an example of a:
- A) primary demand advertising campaign
  - B) service-oriented sales promotion
  - C) direct-response advertising campaign
  - D) consumer sales promotion

Answer: D

- 33) Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as:
- A) a consumer sales promotion
  - B) integrated promotions
  - C) a trade sales promotion
  - D) a functional inducement

Answer: C

- 34) \_\_\_\_\_ is nonpersonal communication neither directly paid for nor run under identified sponsorship.
- A) Sales promotion
  - B) Advertising
  - C) Public relations
  - D) Publicity

Answer: D

35) How does advertising differ from publicity?

- A) Advertising typically utilizes mass media, and publicity does not.
- B) Advertising is paid for by the sponsoring organization, and publicity is not.
- C) Advertising is done by manufacturers, and publicity is done by retailers.
- D) Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.

Answer: B

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

- A) Publicity has more of a long term, on-going purpose than public relations.
- B) Publicity is an important communication technique used in public relations.
- C) Publicity generally has a broader purpose and objective than public relations.
- D) Publicity and public relations are synonyms for each other.

Answer: B

37) Which of the following is NOT a technique used to generate publicity?

- A) Photographs, films, and videotapes
- B) Press conferences
- C) Packaging and product displays
- D) News releases and feature articles

Answer: C

38) When Jennifer Lawrence appears on "The Tonight Show with Jay Leno" as a guest to discuss her role in the "Hunger Games" movies, it is an example of:

- A) advertising
- B) publicity
- C) direct marketing
- D) personal selling

Answer: B

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

- A) ability to be personalized
- B) ability to be closely controlled and monitored by the organization that is being publicized
- C) credibility
- D) almost non-existent variable costs

Answer: C

40) *Consumer Reports* magazine ran an article comparing various shampoos and rated Pert Plus as the best brand. This article was reported on in various newspapers and television news programs. This is an example of:

- A) sales promotion
- B) positive publicity
- C) advertising
- D) negative publicity

Answer: B

41) A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of:

- A) personal selling
- B) media-selling
- C) promotion
- D) publicity

Answer: D

- 42) When the brand team at Dentyne send out samples of their new fiery gum flavours to radio DJs and television hosts with the hope that they will talk about it on air, it is an example of:
- A) trade sales promotion
  - B) personal selling
  - C) publicity
  - D) public relations

Answer: D

- 43) Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?
- A) Sales promotion
  - B) Direct marketing
  - C) Advertising
  - D) Publicity

Answer: D

- 44) When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as:
- A) advertising
  - B) integrated marketing
  - C) image management
  - D) public relations

Answer: D

- 45) \_\_\_\_\_ is the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.
- A) Sales promotion
  - B) Public relations
  - C) Publicity
  - D) Corporate affairs

Answer: B

- 46) Public relations involves all of the following EXCEPT:
- A) publicity
  - B) product design
  - C) sponsorship of a fun run to benefit breast cancer research
  - D) financial and personnel involvement in local arts and crafts festival

Answer: B

- 47) \_\_\_\_\_ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.
- A) Sales promotion
  - B) Direct marketing
  - C) Advertising
  - D) Public relations

Answer: B

- 48) Which of the following statements about direct marketing is true?
- A) Direct marketing has lost popularity over the past two decades, owing primarily to changing lifestyles and technologies.
  - B) Direct marketing and direct mail are synonymous.
  - C) Business-to-business marketers criticize direct marketing as an ineffective way to identify potential sales leads, communicate with customers, and provide them with information about their products or services.
  - D) Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, and direct response advertising.

Answer: D

- 49) Which of the following statements about direct marketing is true?
- A) One of the major tools of direct marketing is indirect-response advertising.
  - B) Direct marketing is seldom, if ever, used by companies that have a sales force.
  - C) Direct marketing has not traditionally been considered an element of the promotional mix, since it had distinct objectives, strategies and tactics.
  - D) Direct marketing does not exist beyond direct mail and mail-order catalogues.

Answer: C

- 50) The Bradford Exchange is a company that sells collectible plates. If you order one plate from the company, you will receive multiple mailings each month announcing new issues and encouraging you to place your order. Given this information, which promotional element do you think The Bradford Exchange depends upon most heavily?
- A) Direct marketing
  - B) Public relations
  - C) Sale promotion
  - D) Advertising

Answer: A

- 51) One of the major tools of direct marketing is \_\_\_\_\_ advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer.
- A) business-to-business
  - B) product benefit
  - C) direct-response
  - D) third-party

Answer: C

- 52) \_\_\_\_\_ allow for the back-and-forth flow of information where users participate in and modify its form and content instantly.
- A) Price flexibility
  - B) Interactive media
  - C) Sales promotion
  - D) Negotiations

Answer: B

- 53) Company or branded websites that inform or entertain current or potential customers:
- A) are a form of "owned media" much like product catalogues
  - B) have taken over from other forms of mass media
  - C) are falling out of favour as marketers turn to social media vehicles
  - D) are effective only if they include the ability to make online purchases

Answer: A

- 54) Each of the following statements about earned media is correct EXCEPT:
- A) Conversations among consumers over social media is a form of earned media.
  - B) Publicity in the form of news articles or editorial opinions constitutes earned media.
  - C) Earned media is the result of a brand manager paying an influential blogger to write positively about the brand.
  - D) Earned media is a very credible source of influence for current or prospective consumers.

Answer: C



- 55) Which of the following statements about Internet advertising is NOT true?
- A) In order for interactive Internet marketing to be effective, the overall brand message must be changed.
  - B) The portability and immediacy of mobile marketing makes this a new forefront for IMC planning.
  - C) Internet marketing can incorporate many elements of the promotional mix, such as advertising, sales promotion, public relations, and direct marketing.
  - D) The Internet is a medium which generates paid, owned, and earned media.

Answer: A

- 56) \_\_\_\_\_ is a promotional mix element that allows for direct contact between a buyer and seller and allows a message to be modified according to the needs or reactions of the customer.
- A) Personal selling
  - B) Public relations
  - C) Sales promotion
  - D) Direct mail

Answer: A

- 57) This participant in the promotional process has the products to be marketed and assumes major responsibility for developing the marketing program and making final decisions regarding the marketing communication program:
- A) Advertiser
  - B) Public relations firm
  - C) Media organization
  - D) Advertising agency

Answer: A

- 58) Outside firms that specialize in the creation, production, placement of promotional messages, and other support services are:
- A) Advertisers
  - B) Advertising agencies
  - C) Media buying agencies
  - D) Media organizations

Answer: B

- 59) The primary objective of these members of the promotional process is to sell their time or space so companies can effectively reach their target audiences with their messages.
- A) Interactive agencies
  - B) Advertising agencies
  - C) Media organizations
  - D) Advertisers

Answer: C

- 60) Which of the following is NOT a specialized marketing communication service?
- A) Public relations firm
  - B) Interactive agency
  - C) Direct-response agency
  - D) Marketing research company

Answer: D

- 61) Individuals and companies that perform specialized functions such as marketing research, video production, package design, and event marketing are known as:
- A) Marketing specialty firms
  - B) Tier-two agencies
  - C) Support agencies
  - D) Collateral services

Answer: D

62) In the 1990s, companies saw \_\_\_\_\_ as a way to coordinate and manage their marketing communication programs to ensure customers received a consistent message about the company and/or its brands.

- A) relationship marketing
- B) product marketing
- C) integrated marketing communications
- D) the Internet

Answer: C

63) Many companies are taking a(n) \_\_\_\_\_ perspective in developing their IMC programs whereby they consider all of the potential ways of reaching their target audience and presenting the company or brand in a favourable manner.

- A) traditional
- B) modern
- C) audience contact
- D) aggressive

Answer: C

64) Marketers first consider \_\_\_\_\_ in order to determine which IMC tools will be most effective in reaching and influencing consumer behaviour.

- A) their promotional budget
- B) competitive strategies
- C) the recommendations of their advertising agency
- D) the target audience

Answer: D

65) The concept of IMC suggests that all elements of the promotional campaign must be carefully linked. Which of the following statements is NOT true in this regard?

- A) Consumers receive so many promotional exposures that they see everything as advertising.
- B) Critics argue that IMC ignores the existence of multiple target audiences.
- C) IMC messaging must be both unified yet differentiated, to deliver a consistent image to various potential targets.
- D) There are many potential audience contacts; a focused approach ensures that the message is clear and the brand is represented well.

Answer: B

66) The objective behind the McDonald's "Our Food. Your Questions." campaign was:

- A) to enhance the presence of McDonald's in the Canadian foodservice market.
- B) to eliminate competition between McDonald's and Tim Hortons in the breakfast arena.
- C) to dispel various "food myths" about the quality of food offered at McDonald's.
- D) to show the effectiveness of social media in dealing with consumer complaints.

Answer: C

67) \_\_\_\_\_ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit.

- A) Exchange
- B) Marketing planning
- C) Relationship marketing
- D) Integrated marketing communications

Answer: C

- 68) The increased usage of relationship marketing is due to the fact that:
- A) retaining customers is generally more cost effective than acquiring new ones
  - B) customers want products and services that are mass-produced rather than tailored to their specific needs and wants
  - C) customers have become less demanding
  - D) it is very costly to maintain customer databases

Answer: A

- 69) Which of the following statements referring to the effects of consumer adoption of technology and media on IMC planning is NOT true?
- A) TV advertising reaches smaller and more selective audiences.
  - B) TV audiences are fragmented, requiring advertisers to place their messages in other media.
  - C) Brands use traditional media to direct consumers to their website or social media.
  - D) Broadcasters have been slow to offer their TV shows for viewing over the Internet.

Answer: D

- 70) IMC planning can best be described as:
- A) placing coupons in each Sunday edition of major newspapers
  - B) skillfully coordinating the promotional mix elements to develop an effective communication program
  - C) coordinating the activities of people who come in contact with the prospect or consumer
  - D) measuring the effectiveness of any communication with the target market

Answer: B

- 71) The \_\_\_\_\_ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities.
- A) situation analysis
  - B) market audit
  - C) communications process
  - D) IMC plan

Answer: D

- 72) The \_\_\_\_\_ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.
- A) marketing plan
  - B) promotional plan
  - C) communications plan
  - D) situation analysis

Answer: A

- 73) A marketing plan usually includes all of the following EXCEPT:
- A) criteria and procedures for the hiring of all marketing personnel
  - B) a program for implementing marketing strategy
  - C) a detailed situation analysis
  - D) the establishment of marketing objectives

Answer: A

74) A marketing plan usually includes:

- A) sales and market forecasts
- B) a detailed situation analysis
- C) a corporate mission statement
- D) a media schedule

Answer: A

75) The first step in the IMC planning process is:

- A) budget determination
- B) specification of communications objectives
- C) the situation analysis
- D) a review of the marketing plan

Answer: D

76) The IMC Planning Model outlines four stages prior to program implementation, in what order?

- A) Develop IMC programs; Assess the marketing communications situation; Review the marketing plan; Determine IMC plan objectives.
- B) Review the marketing plan; Determine IMC plan objectives; Assess the marketing communications situation; Develop IMC programs.
- C) Review the marketing plan; Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs.
- D) Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs; Review the marketing plan.

Answer: C

77) An internal situation analysis looks at all of the following EXCEPT:

- A) results of the firm's previous promotional programs
- B) corporate and brand image analyses
- C) competitive analysis
- D) promotional objectives

Answer: C

78) An external situation analysis could include all of the following EXCEPT:

- A) the product's benefits
- B) environmental analysis
- C) consumer behaviour analysis
- D) a competitive analysis

Answer: A

79) Debbie's Donuts wants to prepare a promotion plan for the upcoming fall season. As part of her internal situation analysis, she should review:

- A) which competitors are operating in her neighbourhood.
- B) the strength of her brand's image.
- C) how often consumers eat donuts each week.
- D) her sales and profit objectives.

Answer: B

- 80) In order to identify attractive market segments, Brian's Electronics Sales & Service conducts a consumer analysis which includes a review of all of the following EXCEPT:
- A) Electronics buying and usage patterns of various consumer groups.
  - B) The growth of the electronics industry based on new technologies, particularly mobile.
  - C) Demographic and psychographic traits of current and high potential customers.
  - D) Factors influencing consumer purchase decisions for electronics products and services.

Answer: B

- 81) Before determining the appropriate promotional mix for his new annual campaign, the Triscuit crackers brand manager needs to do a competitive analysis, including:
- A) A review of how much profit Kraft expects his brand to contribute to the overall marketing plan.
  - B) The relative media costs of Chatelaine and Canadian Living magazines.
  - C) Whether people prefer eating Triscuit warmed up or straight out of the box.
  - D) The brand equity and consumer preference of PC's Woven Wheat Thins.

Answer: D

- 82) A market analysis includes a number of factors like market size, growth, and \_\_\_\_\_.
- A) global ownership
  - B) census
  - C) age
  - D) profitability

Answer: D

- 83) Suggestions that McCain launch new frozen products based on changing trends and consumer demographics are as a result of:
- A) McCain's revised marketing objectives
  - B) global warming
  - C) an internal financial analysis
  - D) an external environmental analysis

Answer: D

- 84) \_\_\_\_\_ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability.
- A) Communication objectives
  - B) Segmentation approaches
  - C) Marketing objectives
  - D) External analysis factors

Answer: C

- 85) Which of the following is NOT a good example of a communications objective?
- A) To create a favourable attitude about a product
  - B) To increase sales volume
  - C) To develop consumers' intentions to purchase a product
  - D) To create awareness of the attributes of a brand or product

Answer: B

- 86) Tourism BC wished to generate trial or repeat purchase of visitors from other provinces to British Columbia. This is an example of a(n):
- A) environmental assessment
  - B) database research finding
  - C) internal analysis
  - D) behavioural objective

Answer: D

- 87) \_\_\_\_\_ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area.
- A) Sales and marketing objectives
  - B) Communication and behavioural objectives
  - C) Promotional and marketing objectives
  - D) Marketing and behavioural objectives

Answer: B

- 88) All of the following explain the importance of IMC EXCEPT:
- A) the vast number of messages consumers receive
  - B) the many audiences to communicate with
  - C) advertising and promotion regulation
  - D) consumer adoption of technology and media

Answer: C

- 89) \_\_\_\_\_ is described as one of the "new-generation" marketing approaches that helps companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders.
- A) IMC
  - B) Transaction marketing
  - C) Online advertising
  - D) Public relations

Answer: A

- 90) Which of the following is NOT a general characteristic of IMC?
- A) Differentiated communication to multiple customer groups
  - B) Unified communication for consistent message and image
  - C) Relationships fostering communication with existing customers
  - D) Competitive-oriented communication

Answer: D

- 91) Which of the following best describes a criticism of IMC?
- A) Unifies communication for consistent message and image
  - B) Uses database-centred communication for tangible results
  - C) Focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike
  - D) Differentiates communication to multiple customer groups

Answer: C

92) Kim Rossister, brand manager at GM, plans for a new communication campaign and intends to consider all the potential ways of reaching her target audience and presenting her brand in a favourable manner. Kim believes this approach can help develop an efficient and effective communication campaign. This approach is best described as:

- A) audience contact perspective
- B) persuasive communication perspective
- C) database-centred perspective
- D) relationship marketing perspective

Answer: A

93) Which of the following statements about marketing and IMC plans is NOT necessarily true?

- A) The IMC plan is developed similarly to the marketing plan and often uses its detailed information
- B) The marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program
- C) The first step in the IMC planning process is to review the marketing plan
- D) The marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan

Answer: D

94) Each promotional mix element has its own set of objectives, message and media strategy, tactics, and \_\_\_\_\_.

- A) target audience
- B) slogan
- C) brand identity
- D) budget

Answer: D

95) The development of the basic message to be conveyed to the target audience is called:

- A) IMC planning
- B) messaging
- C) creative imaging
- D) creative strategy

Answer: D

96) Media strategy includes each of the following decisions EXCEPT:

- A) specific titles or shows
- B) overall slogan
- C) communication channels to be used
- D) type of media to be used

Answer: B

97) The \_\_\_\_\_ approves and pays for the creative work and media plan.

- A) promotional agency
- B) media planning group
- C) advertiser
- D) agency-of-record

Answer: C

## Answer Key

Testname: UNTITLED1

- 1) B
- 2) B
- 3) B
- 4) A
- 5) D
- 6) C
- 7) B
- 8) A
- 9) C
- 10) D
- 11) C
- 12) C
- 13) D
- 14) D
- 15) D
- 16) B
- 17) C
- 18) A
- 19) A
- 20) B
- 21) C
- 22) D
- 23) D
- 24) B
- 25) D
- 26) D
- 27) B
- 28) B
- 29) A
- 30) B
- 31) D
- 32) D
- 33) C
- 34) D
- 35) B
- 36) B
- 37) C
- 38) B
- 39) C
- 40) B
- 41) D
- 42) D
- 43) D
- 44) D
- 45) B
- 46) B
- 47) B
- 48) D
- 49) C
- 50) A



Answer Key

Testname: UNTITLED1

- 51) C
- 52) B
- 53) A
- 54) C
- 55) A
- 56) A
- 57) A
- 58) B
- 59) C
- 60) D
- 61) D
- 62) C
- 63) C
- 64) D
- 65) B
- 66) C
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- 68) A
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- 81) D
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- 88) C
- 89) A
- 90) D
- 91) C
- 92) A
- 93) D
- 94) D
- 95) D
- 96) B
- 97) C