

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. 1) \_\_\_\_\_
- A) Advertising
  - B) Sales promotion
  - C) Marketing
  - D) Integrated marketing communications
- 2) Which of the following is the BEST example of a marketing exchange? 2) \_\_\_\_\_
- A) John gave Sahil a menu, and he placed his food order.
  - B) Vlad and Ingrid gave their son a trip for his graduation.
  - C) For mowing her yard, Mrs. Forrest gave Ben a chocolate cake.
  - D) Jessie helped Alison move a heavy piece of furniture.
- 3) Product, price, place and promotion are also known as: 3) \_\_\_\_\_
- A) marketing communications tools.
  - B) marketing jargon.
  - C) methods of selling goods and services.
  - D) the marketing mix.
- 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? 4) \_\_\_\_\_
- A) service level
  - B) price allowance
  - C) package design
  - D) product features
- 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? 5) \_\_\_\_\_
- A) affordable benefit
  - B) emotional benefit
  - C) performance/convenience benefit
  - D) functional benefit
- 6) Product protection, storage, communication, and image are all functional benefits of: 6) \_\_\_\_\_
- A) brand marketing
  - B) product attributes
  - C) brand identity
  - D) packaging

- 7) Which is the best example of the use of packaging as a communication vehicle? 7) \_\_\_\_\_  
 A) At Golfatown one can purchase used golf balls in bags of 20 or 50.  
 B) Uncle Ben's Rice offers usage and recipe suggestions on their boxes and bags.  
 C) Costco offers multi-packs of contact lens solution at affordable prices.  
 D) New cellphone SIM cards are enveloped in large plastic packages.
- 8) Each of the following is true about brand equity EXCEPT: 8) \_\_\_\_\_  
 A) It builds on the favourable image and impressions of differentiation of a brand.  
 B) It is a challenge for marketers to consistently measure brand equity.  
 C) It is a tangible asset which can provide competitive advantage.  
 D) It is a measure of consumer attachment to a brand.
- 9) Which of the following statements about price is true? 9) \_\_\_\_\_  
 A) Price is not a key aspect of the product conveyed in a promotional offer.  
 B) Price communicates the economic cost to consumers for all of the product benefits combined.  
 C) Levels of recommended ad expenditures are not relative to price.  
 D) Price refers to what the marketer must give up to sell a product.
- 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: 10) \_\_\_\_\_  
 A) price decisions. B) distribution decisions.  
 C) product decisions. D) positioning decisions.
- 11) Some locations offering customized service and assistance, some offering different models at different prices, or the availability of online purchasing are examples of: 11) \_\_\_\_\_  
 A) multi-level marketing B) a multi-channel environment  
 C) a differentiated product approach D) a multi-media universe
- 12) The AMA has renewed its definition of marketing to include the important element of: 12) \_\_\_\_\_  
 A) exchange B) value within the exchange  
 C) globalization D) growth
- 13) The relative balance between what a consumer "receives" for what he/she "pays" is known as: 13) \_\_\_\_\_  
 A) benefit B) value C) exchange D) price
- 14) \_\_\_\_\_ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services. 14) \_\_\_\_\_  
 A) Promotion B) Organizational communication  
 C) Publicity D) Advertising

- 15) Which of the following is NOT an element of the promotional mix? 15) \_\_\_\_\_  
A) Packaging B) Personal selling  
C) Sales promotion D) Advertising
- 16) \_\_\_\_\_ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor. 16) \_\_\_\_\_  
A) Publicity B) Sales promotion  
C) Advertising D) The promotional mix
- 17) Advertising may be defined as any: 17) \_\_\_\_\_  
A) personal communication from a company representative to prospective buyers  
B) communication about a product, service, or company  
C) paid form of nonpersonal communication about a product, service, or company  
D) communication that moves a product from one level to another level of the distribution channel
- 18) Which the following is NOT an advantage inherent in the use of advertising? 18) \_\_\_\_\_  
A) Immediate feedback  
B) Ability to create brand images and symbolism  
C) Low cost per contact  
D) Ability to control the message
- 19) Which of the following is NOT a characteristic of advertising as a form of promotion? 19) \_\_\_\_\_  
A) The ability to reach large audiences with the advertising message  
B) Personal nature of the message  
C) The ability to create images for brands  
D) Cost-effective method for communicating with large audiences
- 20) Which of these is NOT a reason why marketers use advertising? 20) \_\_\_\_\_  
A) To create symbolic appeals for a company or brand  
B) To set an appropriate price across various channels  
C) To strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult  
D) To take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
- 21) A brand or corporate name and its identification through its logo, symbols, slogans, or trademarks represent: 21) \_\_\_\_\_  
A) brand identity B) product appeal  
C) product symbolism D) brand equity



- 30) \_\_\_\_\_ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer. 30) \_\_\_\_\_
- A) Brand equity  
B) Public relations  
C) Sales promotion  
D) Direct marketing
- 31) Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as: 31) \_\_\_\_\_
- A) strategic promotions  
B) trade sales promotion  
C) consumer sales promotion  
D) direct marketing incentives
- 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: 32) \_\_\_\_\_
- A) service-oriented sales promotion  
B) consumer sales promotion  
C) direct-response advertising campaign  
D) primary demand advertising campaign
- 33) Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as: 33) \_\_\_\_\_
- A) a trade sales promotion  
B) a functional inducement  
C) integrated promotions  
D) a consumer sales promotion
- 34) \_\_\_\_\_ is nonpersonal communication neither directly paid for nor run under identified sponsorship. 34) \_\_\_\_\_
- A) Publicity  
B) Advertising  
C) Sales promotion  
D) Public relations
- 35) How does advertising differ from publicity? 35) \_\_\_\_\_
- A) Advertising is paid for by the sponsoring organization, and publicity is not.  
B) Advertising typically utilizes mass media, and publicity does 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.
- 36) Which of the following statements about publicity is true? 36) \_\_\_\_\_
- A) Publicity and public relations are synonyms for each other.  
B) Publicity has more of a long term, on-going purpose than public relations.  
C) Publicity is an important communication technique used in public relations.  
D) Publicity generally has a broader purpose and objective than public relations.

- 37) Which of the following is NOT a technique used to generate publicity? 37) \_\_\_\_\_  
A) Packaging and product displays                      B) Press conferences  
C) News releases and feature articles                  D) Photographs, films, and videotapes
- 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: 38) \_\_\_\_\_  
A) publicity    B) personal selling  
C) direct marketing    D) advertising
- 39) One of the primary advantages inherent in the use of publicity is its: 39) \_\_\_\_\_  
A) ability to be closely controlled and monitored by the organization that is being publicized  
B) credibility  
C) almost non-existent variable costs  
D) ability to be personalized
- 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: 40) \_\_\_\_\_  
A) negative publicity    B) advertising  
C) positive publicity    D) sales promotion
- 41) A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of: 41) \_\_\_\_\_  
A) publicity    B) promotion  
C) media-selling    D) personal selling
- 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: 42) \_\_\_\_\_  
A) personal selling    B) publicity  
C) public relations    D) trade sales promotion
- 43) Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible? 43) \_\_\_\_\_  
A) Advertising    B) Sales promotion  
C) Publicity    D) Direct marketing
- 44) When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as: 44) \_\_\_\_\_  
A) integrated marketing                                      B) advertising  
C) image management    D) public relations





- 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: 57) \_\_\_\_\_  
A) Public relations firm B) Media organization  
C) Advertiser D) Advertising agency
- 58) Outside firms that specialize in the creation, production, placement of promotional messages, and other support services are: 58) \_\_\_\_\_  
A) Advertisers B) Media buying agencies  
C) Media organizations D) Advertising agencies
- 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. 59) \_\_\_\_\_  
A) Advertisers B) Media organizations  
C) Interactive agencies D) Advertising agencies
- 60) Which of the following is NOT a specialized marketing communication service? 60) \_\_\_\_\_  
A) Interactive agency B) Direct-response agency  
C) Public relations firm D) Marketing research company
- 61) Individuals and companies that perform specialized functions such as marketing research, video production, package design, and event marketing are known as: 61) \_\_\_\_\_  
A) Collateral services B) Tier-two agencies  
C) Marketing specialty firms D) Support agencies
- 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. 62) \_\_\_\_\_  
A) the Internet  
B) integrated marketing communications  
C) relationship marketing  
D) product marketing
- 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. 63) \_\_\_\_\_  
A) audience contact B) modern  
C) aggressive D) traditional

- 64) Marketers first consider \_\_\_\_\_ in order to determine which IMC tools will be most effective in reaching and influencing consumer behaviour. 64) \_\_\_\_\_
- A) competitive strategies
  - B) their promotional budget
  - C) the recommendations of their advertising agency
  - D) the target audience
- 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? 65) \_\_\_\_\_
- A) IMC messaging must be both unified yet differentiated, to deliver a consistent image to various potential targets.
  - B) Critics argue that IMC ignores the existence of multiple target audiences.
  - C) There are many potential audience contacts; a focused approach ensures that the message is clear and the brand is represented well.
  - D) Consumers receive so many promotional exposures that they see everything as advertising.
- 66) The objective behind the McDonald's "Our Food. Your Questions." campaign was: 66) \_\_\_\_\_
- A) to enhance the presence of McDonald's in the Canadian foodservice market.
  - B) to dispel various "food myths" about the quality of food offered at McDonald's.
  - C) to show the effectiveness of social media in dealing with consumer complaints.
  - D) to eliminate competition between McDonald's and Tim Hortons in the breakfast arena.
- 67) \_\_\_\_\_ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit. 67) \_\_\_\_\_
- A) Marketing planning
  - B) Exchange
  - C) Relationship marketing
  - D) Integrated marketing communications
- 68) The increased usage of relationship marketing is due to the fact that: 68) \_\_\_\_\_
- A) it is very costly to maintain customer databases
  - B) customers want products and services that are mass-produced rather than tailored to their specific needs and wants
  - C) retaining customers is generally more cost effective than acquiring new ones
  - D) customers have become less demanding

- 69) Which of the following statements referring to the effects of consumer adoption of technology and media on IMC planning is NOT true? 69) \_\_\_\_\_
- A) TV advertising reaches smaller and more selective audiences.
  - B) Broadcasters have been slow to offer their TV shows for viewing over the Internet.
  - C) Brands use traditional media to direct consumers to their website or social media.
  - D) TV audiences are fragmented, requiring advertisers to place their messages in other media.
- 70) IMC planning can best be described as: 70) \_\_\_\_\_
- A) measuring the effectiveness of any communication with the target market
  - B) coordinating the activities of people who come in contact with the prospect or consumer
  - C) placing coupons in each Sunday edition of major newspapers
  - D) skillfully coordinating the promotional mix elements to develop an effective communication program
- 71) The \_\_\_\_\_ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities. 71) \_\_\_\_\_
- A) communications process
  - B) market audit
  - C) situation analysis
  - D) IMC plan
- 72) The \_\_\_\_\_ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand. 72) \_\_\_\_\_
- A) situation analysis
  - B) communications plan
  - C) marketing plan
  - D) promotional plan
- 73) A marketing plan usually includes all of the following EXCEPT: 73) \_\_\_\_\_
- A) criteria and procedures for the hiring of all marketing personnel
  - B) the establishment of marketing objectives
  - C) a program for implementing marketing strategy
  - D) a detailed situation analysis
- 74) A marketing plan usually includes: 74) \_\_\_\_\_
- A) sales and market forecasts
  - B) a detailed situation analysis
  - C) a media schedule
  - D) a corporate mission statement
- 75) The first step in the IMC planning process is: 75) \_\_\_\_\_
- A) budget determination
  - B) a review of the marketing plan
  - C) specification of communications objectives
  - D) the situation analysis

- 76) The IMC Planning Model outlines four stages prior to program implementation, in what order? 76) \_\_\_\_\_
- A) Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs; Review the marketing plan.
  - B) Review the marketing plan; Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs.
  - C) Develop IMC programs; Assess the marketing communications situation; Review the marketing plan; Determine IMC plan objectives.
  - D) Review the marketing plan; Determine IMC plan objectives; Assess the marketing communications situation; Develop IMC programs.
- 77) An internal situation analysis looks at all of the following EXCEPT: 77) \_\_\_\_\_
- A) competitive analysis
  - B) results of the firm's previous promotional programs
  - C) corporate and brand image analyses
  - D) promotional objectives
- 78) An external situation analysis could include all of the following EXCEPT: 78) \_\_\_\_\_
- A) a competitive analysis
  - B) the product's benefits
  - C) environmental analysis
  - D) consumer behaviour analysis
- 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: 79) \_\_\_\_\_
- A) her sales and profit objectives.
  - B) which competitors are operating in her neighbourhood.
  - C) how often consumers eat donuts each week.
  - D) the strength of her brand's image.
- 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: 80) \_\_\_\_\_
- A) Factors influencing consumer purchase decisions for electronics products and services.
  - B) Electronics buying and usage patterns of various consumer groups.
  - C) Demographic and psychographic traits of current and high potential customers.
  - D) The growth of the electronics industry based on new technologies, particularly mobile.
- 81) Before determining the appropriate promotional mix for his new annual campaign, the Triscuit crackers brand manager needs to do a competitive analysis, including: 81) \_\_\_\_\_
- A) Whether people prefer eating Triscuit warmed up or straight out of the box.
  - B) A review of how much profit Kraft expects his brand to contribute to the overall marketing plan.
  - C) The brand equity and consumer preference of PC's Woven Wheat Thins.
  - D) The relative media costs of Chatelaine and Canadian Living magazines.

- 82) A market analysis includes a number of factors like market size, growth, and \_\_\_\_\_. 82) \_\_\_\_\_  
 A) global ownership B) profitability  
 C) census D) age
- 83) Suggestions that McCain launch new frozen products based on changing trends and consumer demographics are as a result of: 83) \_\_\_\_\_  
 A) McCain's revised marketing objectives  
 B) global warming  
 C) an external environmental analysis  
 D) an internal financial analysis
- 84) \_\_\_\_\_ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability. 84) \_\_\_\_\_  
 A) External analysis factors B) Marketing objectives  
 C) Communication objectives D) Segmentation approaches
- 85) Which of the following is NOT a good example of a communications objective? 85) \_\_\_\_\_  
 A) To increase sales volume  
 B) To create awareness of the attributes of a brand or product  
 C) To develop consumers' intentions to purchase a product  
 D) To create a favourable attitude about a product
- 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): 86) \_\_\_\_\_  
 A) database research finding B) behavioural objective  
 C) internal analysis D) environmental assessment
- 87) \_\_\_\_\_ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area. 87) \_\_\_\_\_  
 A) Communication and behavioural objectives  
 B) Marketing and behavioural objectives  
 C) Sales and marketing objectives  
 D) Promotional and marketing objectives
- 88) All of the following explain the importance of IMC EXCEPT: 88) \_\_\_\_\_  
 A) consumer adoption of technology and media  
 B) the many audiences to communicate with  
 C) the vast number of messages consumers receive  
 D) advertising and promotion regulation

- 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. 89) \_\_\_\_\_
- A) Online advertising
  - B) Transaction marketing
  - C) IMC
  - D) Public relations
- 90) Which of the following is NOT a general characteristic of IMC? 90) \_\_\_\_\_
- A) Relationships fostering communication with existing customers
  - B) Competitive-oriented communication
  - C) Unified communication for consistent message and image
  - D) Differentiated communication to multiple customer groups
- 91) Which of the following best describes a criticism of IMC? 91) \_\_\_\_\_
- A) Uses database-centred communication for tangible results
  - B) Focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike
  - C) Unifies communication for consistent message and image
  - D) Differentiates communication to multiple customer groups
- 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: 92) \_\_\_\_\_
- A) persuasive communication perspective
  - B) audience contact perspective
  - C) database-centred perspective
  - D) relationship marketing perspective
- 93) Which of the following statements about marketing and IMC plans is NOT necessarily true? 93) \_\_\_\_\_
- A) The marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan
  - B) The IMC plan is developed similarly to the marketing plan and often uses its detailed information
  - C) The first step in the IMC planning process is to review the marketing plan
  - D) The marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program
- 94) Each promotional mix element has its own set of objectives, message and media strategy, tactics, and \_\_\_\_\_. 94) \_\_\_\_\_
- A) slogan
  - B) budget
  - C) brand identity
  - D) target audience

- 95) The development of the basic message to be conveyed to the target audience is called: 95) \_\_\_\_\_  
A) creative imaging B) messaging  
C) IMC planning D) creative strategy
- 96) Media strategy includes each of the following decisions EXCEPT: 96) \_\_\_\_\_  
A) overall slogan B) communication channels to be used  
C) specific titles or shows D) type of media to be used
- 97) The \_\_\_\_\_ approves and pays for the creative work and media plan. 97) \_\_\_\_\_  
A) promotional agency B) media planning group  
C) agency-of-record D) advertiser

Answer Key

Testname: UNTITLED1

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

Answer Key

Testname: UNTITLED1

- 51) B
- 52) C
- 53) B
- 54) A
- 55) B
- 56) D
- 57) C
- 58) D
- 59) B
- 60) D
- 61) A
- 62) B
- 63) A
- 64) D
- 65) B
- 66) B
- 67) C
- 68) C
- 69) B
- 70) D
- 71) D
- 72) C
- 73) A
- 74) A
- 75) B
- 76) B
- 77) A
- 78) B
- 79) D
- 80) D
- 81) C
- 82) B
- 83) C
- 84) B
- 85) A
- 86) B
- 87) A
- 88) D
- 89) C
- 90) B
- 91) B
- 92) B
- 93) A
- 94) B
- 95) D
- 96) A
- 97) D