1) Integrated Marketing Communications involves the coordination of all forms of marketing communications in a(n) \_\_\_\_\_\_\_\_\_\_ program that maximizes the impact on the intended target market.

a. unified

b. exciting

c. long

d. advertising

e. unique

Answer: a

Diff: 1

Type: MC

Page Reference: 4

Skill: Recall

2) Which of the following is not an element of Integrated Marketing Communications?

a. sales promotions

b. packaging

c. media advertising

d. event marketing

e. direct response communications

Answer: b

Diff: 2

Type: MC

Page Reference: 4

Skill: Recall

3) Effective communications integration also considers the role of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and its impact on consumers at point of purchase.

a. radio

b. advertising

c. packaging

d. public relations

e. pricing

Answer: c

Diff: 2

Type: MC

Page Reference: 4

Skill: Recall

4) A television commercial for the TD Bank’s extended hours, exceptional customer service and new web banking offering, is an example of

a. direct response communications.

b. customer relationship management.

c. product advertising.

d. interactive communications.

e. promotional advertising.

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Applied

5) Advertising that provides information about a branded product to help build its image in the minds of customers is

a. promotion advertising.

b. direct advertising.

c. product advertising.

d. attitude advertising.

e. predictive advertising.

Answer: c

Diff: 1

Type: MC

Page Reference: 5

Skill: Recall

6) Advertising that communicates a specific offer to encourage an immediate response from the target audience is called

a. progressive advertising.

b. product advertising.

c. direct marketing.

d. promotional advertising.

e. integrated marketing communications.

Answer: d

Diff: 1

Type: MC

Page Reference: 4-5

Skill: Recall

7) All of the following are examples of direct response communications, except for

a. direct mail.

b. catalogues.

c. coupons.

d. telemarketing.

e. DRTV.

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Recall

8) A new neighbourhood organic grocery has sent out an invitation to the surrounding residential area inviting all to come to the grand opening. This is an example of

a. sales promotion.

b. advertising.

c. public relations.

d. personal selling.

e. direct response.

Answer: e

Diff: 3

Type: MC

Page Reference: 6

Skill: Applied

9) You just received a text message (SMS) on your cellular phone announcing that tickets will be for sale tomorrow for your favourite artist. This is an example of

a. digital communications.

b. direct response communications.

c. personal selling.

d. sales promotion.

e. advertising.

Answer: a

Diff: 1

Type: MC

Page Reference: 7

Skill: Recall

10) Shoppers Drug Mart often runs newspaper advertisements that include a coupon. This type of advertising is classified as

a. product advertising.

b. misleading advertising.

c. direct response advertising.

d. price advertising.

e. promotional advertising.

Answer: e

Diff: 2

Type: MC

Page Reference: 7

Skill: Applied

11) Sales promotion is used to

a. capture information.

b. influence the attitudes and opinions of reference groups.

c. increase advertising dollars.

d. stimulate an immediate reaction from consumers and distributors.

e. increase the product mix.

Answer: d

Diff: 1

Type: MC

Page Reference: 7

Skill: Recall

12) When Kraft Foods engages consumers with a brand experience they are implementing

a. event marketing.

b. retailing strategy.

c. pricing adjustment.

d. direct marketing campaign.

e. personal selling option.

Answer: a

Diff: 3

Type: MC

Page Reference: 9

Skill: Applied

13) A press release issued to newspaper editors by Heinz announcing the launch of a new type of ketchup is an example of

a. direct response communications.

b. promotional advertising.

c. promotion.

d. public relations.

e. newspaper advertising.

Answer: d

Diff: 2

Type: MC

Page Reference: 8

Skill: Applied

14) A form of communications designed to gain public understanding and acceptance is called

a. goodwill marketing.

b. advertising.

c. public relations.

d. sponsorship.

e. promotional advertising.

Answer: c

Diff: 1

Type: MC

Page Reference: 8

Skill: Recall

15) Rogers is involved in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as the title sponsor of the men's and women's Rogers Cup, a major tennis championship held annually in Toronto and Montreal.

a. sponsorship

b. event marketing

c. public relations

d. advertising

e. direct marketing

Answer: b

Diff: 3

Type: MC

Page Reference: 9

Skill: Applied

16) The job of the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is to secure distribution of the product in a timely manner.

a. advertising agent

b. sales representative

c. consumer

d. event sponsor

e. service manager

Answer: b

Diff: 3

Type: MC

Page Reference: 10

Skill: Recall

17) All of the following are key issues and trends that continue to affect marketing and marketing communications practice, EXCEPT

a. the consumers' shift towards digital media.

b. the expanding role of database marketing.

c. the popularity of social media networks.

d. the greater demand for efficiency and accountability.

e. the increasing role of traditional advertising.

Answer: e

Diff: 2

Type: MC

Page Reference: 11

Skill: Recall

18) An analysis of media consumption trends indicates a move away from \_\_\_\_\_\_\_\_\_\_ forms of communication.

a. traditional

b. personalized

c. integrated

d. electronic

e. interactive

Answer: a

Diff: 1

Type: MC

Page Reference: 11

Skill: Recall

19) The shift from traditional to social media has made it challenging for marketers to

a. establish a presence.

b. reach young adults.

c. be creative.

d. have a dialogue started about a new product.

e. where to spend their advertising dollars.

Answer: e

Diff: 2

Type: MC

Page Reference: 12

Skill: Applied

20) The most popular social network is

a. Google.

b. Linkedin.

c. Twitter.

d. YouTube.

e. Facebook.

Answer: e

Diff: 1

Type: MC

Page Reference: 12

Skill: Recall

21) A retail website dedicated to selling products designed for those who are left-handed will likely rely on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to develop a strong customer relationship marketing program.

a. a television campaign

b. personal selling

c. a database management system

d. coupons

e. mobile communications

Answer: c

Diff: 2

Type: MC

Page Reference: 13

Skill: Applied

22) Air Miles and Shoppers Drug Mart Optimum Rewards program are two examples of

a. sponsorship.

b. customer relationship management programs.

c. customized programs.

d. competitive programs.

e. advertising.

Answer: b

Diff: 2

Type: MC

Page Reference: 13

Skill: Applied

23) If a company's primary target market for a new clothing line is the under-35 age group, marketers will have to give \_\_\_\_\_\_\_\_\_\_\_\_\_\_ due consideration.

a. television media.

b. magazine advertising.

c. mobile communications.

d. personal selling.

e. radio media.

Answer: c

Diff: 1

Type: MC

Page Reference: 13

Skill: Recall

24) In today’s competitive business environment, consideration must be focused on

a. traditional advertising.

b. promotional advertising.

c. attracting and retaining new customers.

d. building relationships.

e. sales promotion.

Answer: c

Diff: 3

Type: MC

Page Reference: 13

Skill: Applied

25) Toyota was quick to recognize how integrated media and marketing strategies

a. produce effective campaigns.

b. produce a direct marketing system.

c. retain customers.

d. acquire customers.

e. produce efficient communications.

Answer: e

Diff: 1

Type: MC

Page Reference: 14

Skill: Recall

26) One of the factors encouraging integrated marketing communications is the fact that senior management likes the idea of \_\_\_\_\_\_\_\_\_\_ results.

a. integrated

b. intangible

c. positive

d. tangible

e. progressive

Answer: d

Diff: 2

Type: MC

Page Reference: 14

Skill: Applied

27) Consumer behaviour can be defined as the combined acts carried out by individuals

a. that define mass consumption.

b. that are characteristic of companies.

c. that are more obvious.

d. when choosing and using goods and services.

e. that defy logic.

Answer: d

Diff: 1

Type: MC

Page Reference: 15

Skill: Recall

28) A motive is the condition that prompts the action that is taken to

a. determine market segments.

b. design packaging.

c. create an image.

d. create store displays.

e. satisfy a need.

Answer: e

Diff: 1

Type: MC

Page Reference: 15

Skill: Recall

29) A decision to invest in mutual funds could be motivated by this need in Maslow's hierarchy.

a. self-actualization

b. social

c. safety

d. physiological

e. esteem

Answer: c

Diff: 3

Type: MC

Page Reference: 15

Skill: Applied

30) The highest level of Maslow's hierarchy of needs is

a. social.

b. safety.

c. esteem.

d. physiological.

e. self-actualization.

Answer: e

Diff: 1

Type: MC

Page Reference: 16

Skill: Recall

31) A person's distinguishing psychological characteristics that lead to relative consistent and enduring responses to the environment in which that person lives is also called their

a. self image.

b. personality.

c. demographics.

d. ideal self.

e. self concept.

Answer: b

Diff: 2

Type: MC

Page Reference: 16

Skill: Recall

32) Self-concept theory states that the self has four components. These are

a. physiological, safety, social, and esteem.

b. boomers, generation x, echo boomers, and generation y.

c. users, influencers, buyers, and deciders.

d. when, how, why, and who buys.

e. real self, self-image, looking-glass self, and ideal self.

Answer: e

Diff: 2

Type: MC

Page Reference: 16

Skill: Recall

33) Biotherm for men uses well respected, attractive, sports figures in its campaigns. They are gearing the message based on what concept?

a. attitudes

b. ideal self

c. safety need

d. real self

e. social need

Answer: b

Diff: 3

Type: MC

Page Reference: 17

Skill: Applied

34) Many important consumer decisions are based on

a. the real and the self image.

b. the looking-glass self and the ideal self.

c. screened-out messages.

d. significant exposure.

e. the intellectual self.

Answer: b

Diff: 2

Type: MC

Page Reference: 17

Skill: Recall

35) Based on what they hear, read and see about a product, as well as from the opinions of others they have faith in, people form

a. attitudes.

b. a self image.

c. a personality.

d. opinions.

e. a selective perception.

Answer: a

Diff: 3

Type: MC

Page Reference: 18

Skill: Recall

36) When the iPhone was first introduced to the market trendsetters quickly embraced the product. This helped shape consumer

a. attitudes.

b. perceptions.

c. needs.

d. motives.

e. impressions.

Answer: a

Diff: 1

Type: MC

Page Reference: 18

Skill: Applied

37) This level of selectivity causes us to screen out messages that conflict with previously learned attitudes.

a. selective exposure

b. selective decision-making

c. selective listening

d. selective perception

e. selective retention

Answer: d

Diff: 1

Type: MC

Page Reference: 19

Skill: Recall

38) This level of selectivity causes our minds to notice only information that interests us.

a. selective perception

b. selective decision-making

c. selective listening

d. selective retention

e. selective exposure

Answer: e

Diff: 2

Type: MC

Page Reference: 19

Skill: Recall

39) A student will tune out automobile advertising until he graduates and can then afford car payments. This demonstrates the theory of

a. perception.

b. Maslow's hierarchy.

c. self-concept.

d. positioning.

e. repositioning.

Answer: a

Diff: 3

Type: MC

Page Reference: 18

Skill: Applied

40) Many teenagers purchase products that they think will be perceived favourably by their friends. This is an example of the influence of a(n)

a. reference group.

b. attitude.

c. perception group.

d. safety need.

e. ideal self-concept.

Answer: a

Diff: 3

Type: MC

Page Reference: 19

Skill: Applied

41) A manufacturer of disposable diapers places an advertisement of a man carrying a sleeping baby in a men's health magazine. This advertisement represents

a. market segmentation.

b. Maslow's hierarchy.

c. micro-marketing.

d. the changing roles in family influence.

e. selective retention.

Answer: d

Diff: 3

Type: MC

Page Reference: 19-20

Skill: Applied

42) A home improvement store created a television commercial showing a man and woman laying a hardwood floor together. This illustrates the use of

a. database marketing.

b. demographic segmentation.

c. double targeting.

d. reference groups.

e. lifestyle marketing.

Answer: c

Diff: 3

Type: MC

Page Reference: 20

Skill: Applied

43) In order to connect with the \_\_\_\_\_\_\_\_\_\_\_ market a new brand needs to take its authentic message "underground."

a. female

b. baby boomer

c. youth

d. family

e. male

Answer: c

Diff: 1

Type: MC

Page Reference: 19

Skill: Applied

44) If a company were to start a new line of products for the business market instead of the consumer market, they would find the following differences EXCEPT

a. business buyers are more concentrated.

b. business markets have more buyers.

c. the buying criteria for business buyers are more practical.

d. businesses exhibit more ration behaviour.

e. business buyers usually have a formalized buying process.

Answer: b

Diff: 2

Type: MC

Page Reference: 23

Skill: Applied

45) In a business buying situation, the \_\_\_\_\_\_\_\_\_\_ are those who control the flow of information to the members of the buying centre.

a. gatekeepers

b. deciders

c. influencers

d. users

e. controllers

Answer: a

Diff: 2

Type: MC

Page Reference: 24

Skill: Recall

46) When Kraft wants to add a new product to the shelves of the grocery marketplace, it is clear that given the nature of business buying, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a vital component when trying to influence the decisions of the grocery chains.

a. social media

b. telemarketing

c. personal selling

d. advertising

e. DRTV

Answer: c

Diff: 1

Type: MC

Page Reference: 24

Skill: Applied

47) Business buyers buying requirements are typically

a. quality, price, delivery, and continuity of supply.

b. quantity discounts, service, continuity of supply, and price.

c. quality, service, continuity of supply, and price.

d. quality, service, packaging, and price.

e. price, quality, delivery, and storage.

Answer: c

Diff: 2

Type: MC

Page Reference: 23

Skill: Recall

48) The Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada offers a list of \_\_\_\_\_\_\_\_\_\_\_\_ for business to follow.

a. laws

b. buying centres

c. collection methods

d. available software

e. guiding principles

Answer: e

Diff: 1

Type: MC

Page Reference: 25

Skill: Recall

49) Which of the following is NOT an ethical issue in the marketing communications industry?

a. targeting adults

b. sex in advertising

c. exaggerated green claims

d. cultural diversity

e. extreme advertising

Answer: a

Diff: 2

Type: MC

Page Reference: 24-27

Skill: Recall

50) A company was found to be misrepresenting the actual prices of its products in order to generate more sales. This would be in direct violation of the

1. Advertising Standards of Canada
2. The Competition Bureau
3. The Canadian Code of Advertising Standards
4. The Marketing Standards Board
5. CRTC

Answer: b

Diff: 2

Type: MC

Page Reference: 29

Skill: Recall