

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. Marketing account executives are facing increasing pressures related to _____.
 - a. applicability
 - b. accountability
 - c. accessibility
 - d. affordability

2. The individuals who develop the actual advertisements for promotional campaigns are called _____.
 - a. receivers
 - b. account executives
 - c. brand managers
 - d. creatives

3. The person or group who wishes to convey a message is which element of the communication process?
 - a. receiver
 - b. encoder
 - c. sender
 - d. decoder

4. The verbal and nonverbal cues that a salesperson uses during a sales presentation are which part of the communication process?
 - a. encoding
 - b. filtering out noise
 - c. transmission
 - d. sending

5. Integrated marketing communications affects all of the following except _____.
 - a. business-to-business market
 - b. competitors' advertising
 - c. internally directed communications
 - d. marketing channel

6. The second element of an IMC marketing plan following a situation analysis is a _____.
a. situational analysis
b. target market
c. SWOT analysis
d. marketing objectives
7. The foundation of an IMC program consists of a careful review of all of the following except _____.
a. company's image
b. the products to be sold
c. the markets in which buyers are located
d. the buyers to be served
8. The foundation of an integrated marketing communications program consists of managing the brand and corporate image, understanding buyer behaviors and a(n) _____.
a. company assessment program
b. analysis of the organization
c. advertising management program
d. promotions opportunity analysis
9. Promotions which are directly oriented to end users and include coupons, contests, premiums, refunds, rebates, free samples and price-off offers are _____.
a. rebate programs
b. trade promotions
c. direct marketing programs
d. consumer promotions
10. Advances in _____ have dramatically changed marketing.
a. technology and communication
b. global competition and micro-marketing
c. integrated marketing methods and venues
d. hand-held communication technologies and the Internet
11. The competitive environment is now more _____.
a. concentrated
b. local
c. global
d. benign

12. Brand parity means quality becomes less of a concern for consumers so purchase decisions are based on _____.
- a. price, availability, promotions or other criteria
 - b. information found on the Internet
 - c. advertising effectiveness
 - d. retail store location
13. Which type of corporate name reveals what a company does?
- a. conceptual
 - b. implied
 - c. iconoclastic
 - d. overt
14. Which type of corporate name is unique, different and memorable without suggesting the company's goods or services?
- a. conceptual
 - b. iconoclastic
 - c. overt
 - d. implied
15. A logo with a consensually held meaning, such as the Prudential Rock, displays _____.
- a. brand parity
 - b. stimulus codability
 - c. brand prominence
 - d. product positioning
16. Selling Reese's Peanut Butter Cup milkshakes at the DQ is an example of _____.
- a. flanker branding
 - b. complementary branding
 - c. cooperative branding
 - d. extension branding
17. Charles sees only minor differences among the various brands of high definition televisions. This is an example of _____.
- a. flanker branding
 - b. brand parity
 - c. the private label problem
 - d. brand equity

18. Traditionally, a package provided each of the following functions except _____.
- a. protect the contents
 - b. provide for easy placement on store shelves
 - c. provide for ease of shipping, moving and handling
 - d. key component of a company's integrated marketing communications plan
19. New trends in packaging include the following except _____.
- a. designed for ease of use
 - b. contemporary and striking design
 - c. prevent tampering
 - d. meet consumer needs for speed, convenience and portability
20. The two components of the consumer decision-making process that are most critical to developing an integrated marketing communications program are _____.
- a. evaluation of alternatives and purchase decision
 - b. problem recognition and information search
 - c. problem recognition and evaluation of alternatives
 - d. information search and evaluation of alternatives
21. During the external information search process for product information, consumers with high levels of involvement tend to spend _____.
- a. less time searching for external information
 - b. more time shopping in retail stores
 - c. rely on external information more than internal information
 - d. more time searching for external information
22. If an advertisement by Pampers is designed to appeal to a person's emotions first, the ad is addressing which component of an attitude?
- a. affective
 - b. cognitive
 - c. value
 - d. conative
23. Decision rules that help employees make quick decisions regarding purchases are called _____.
- a. methodologies
 - b. satisficing
 - c. role playing
 - d. heuristics

24. When an acceptable purchasing alternative has been identified and it is taken, the process is called _____.

- a. standardization
- b. utilization
- c. satisficing
- d. decision maximization

25. A straight rebuy involves _____.

- a. buying materials from a new vendor
- b. purchasing a new building for an expansion project
- c. re-ordering raw materials from the same vendor
- d. seeking bids from a new vendor because of dissatisfaction with the current supplier

Writing Assignment for Unit One

- Include your **name, student number, course number, course title and unit number** on *each page* of your writing assignment (this is for your protection in case your materials become separated).
- Begin each writing assignment by identifying the question number you are answering followed by the actual question itself (in bold type).
- Use a standard essay format for responses to all questions (i.e., an introduction, middle paragraphs and conclusion).
- Responses must be submitted as a MS Word Document only, typed double-spaced, using a standard font (i.e. Times New Roman) and 12 point type size.

Word count is NOT one of the criteria that is used in assigning points to writing assignments. However, students who are successful in earning the maximum number of points tend to submit writing assignments that fall in the following ranges:

Undergraduate courses: 350 - 500 words or 1 - 2 pages.

Graduate courses: 500 - 750 words or 2 - 3 pages.

Doctoral courses: 750 - 1000 words or 4 - 5 pages.

Plagiarism

All work must be free of any form of plagiarism. **Put written answers into your own words.** Do not simply cut and paste your answers from the Internet and do not copy your answers from the textbook. Be sure to refer to the course syllabus for more details on plagiarism and proper citation styles.

Please answer **ONE** of the following:

1. What are the steps in preparing a marketing plan?

2. What recent trends make an IMC approach valuable to companies in the marketplace?

3. What are the four types of corporate names?

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. The following are methods of segmenting consumer markets EXCEPT _____.
 - a. industry size
 - b. psychographics
 - c. generations
 - d. demographics

2. Product positioning is the _____.
 - a. perception consumers have of a company or brand relative to competitors
 - b. number and level of products offered by a company
 - c. perception consumers have of a company or brand relative to other brands being offered by the company
 - d. level of brand equity faced by a company or brand

3. Wal-Mart uses the tagline "save money, live better." This is an example of product positioning by _____.
 - a. use or application
 - b. cultural symbol
 - c. price-quality relationship
 - d. product user

4. The product positioning strategy based on a category or class of products is the positioning approach of _____.
 - a. product user
 - b. use or application
 - c. cultural symbol
 - d. product class

5. The early effects of an advertising campaign may be minimal but over time gain momentum. This phenomena is called _____.
 - a. threshold effects
 - b. diminishing returns
 - c. carryover effect
 - d. the sales-response curve

6. When a concave, downward function is present, increasing advertising expenditures result in _____.
- a. greater sales
 - b. average returns
 - c. diminishing returns
 - d. further advertising expenditures
7. Which is a model that shows further advertising and promotion expenditures may result in adverse effects on profits?
- a. promotions opportunity curve
 - b. a marginal analysis
 - c. average return on investment curve
 - d. a sales-response function
8. In terms of media expenditures, the fastest growing media outlet is _____.
- a. television
 - b. network TV
 - c. outdoor advertising
 - d. the Internet
9. A major principle guiding any advertising program should be _____.
- a. consistency
 - b. personality
 - c. conversation
 - d. complexity
10. Advantages of an in-house advertising department include all of the following EXCEPT _____.
- a. lower costs
 - b. the CEO and upper management can work closely with the marketing team
 - c. greater expertise and talent on creating ads
 - d. the message can be aligned with the brand and other company communications
11. The first step in selecting an advertising agency is to _____.
- a. select the process to be used and the criteria for selection
 - b. screen an initial list of applicants
 - c. request client references
 - d. set goals

12. A stewardship report describes _____.
- a. the status of an advertising campaign for the client
 - b. the nature of a company's public relations program
 - c. how an advertising agency is selected
 - d. how the client has developed its advertising budget
13. A "left-brain" advertisement is _____.
- a. used with pulsating distribution schedules
 - b. used primarily for consumer advertisements
 - c. oriented towards the emotional or feeling side of the brain
 - d. oriented towards the logical, rational side of the brain
14. Which product is most likely to include a disclaimer warranty?
- a. shirt
 - b. medicine
 - c. scotch tape
 - d. hammer
15. In terms of the hierarchy of effects model, to obtain brand loyalty, _____.
- a. all six steps must be present
 - b. knowledge and preference is essential, the other steps are not
 - c. awareness, knowledge and conviction are essential, the other steps are not
 - d. liking, preference and conviction are essential, the other steps are not
16. The attitude formation sequence which matches the typical steps in the hierarchy of effects model is _____.
- a. cognitive-affective-conative
 - b. discovery-liking-decision
 - c. affective-conative-cognitive
 - d. liking-decision-discovery
17. A leverage point is the feature of the ad that moves the viewer from understanding the product's benefits to linking those benefits with _____.
- a. some type of action or change in attitude
 - b. personal values
 - c. a liking for the product
 - d. the visual element into both a mental picture and words

18. In terms of the visual element of an advertisement, a concrete image has a _____.
a. lower level of recall than an abstract image
b. lesser impact on the cognitive component of attitude than on the affective component
c. higher level of recall than an abstract image
d. lesser impact on the affective component of attitude than an abstract image
19. The appeal that often wins awards and tends to be a favorite among judges is _____.
a. emotions
b. humor
c. fear
d. sex
20. In determining the level of sex appeal to use in an advertisement, it is important to consider _____.
a. society's view and level of acceptance at the time the ad is to run
b. how decorative models are being used
c. the target audiences' view of sexuality
d. the amount of sexually-oriented advertising that is being used by competitors
21. The goal of a generic message strategy is to _____.
a. preempt the competition from using a particular claim or benefit
b. make the brand synonymous with the product category
c. persuade viewers of the brand's superiority
d. increase brand loyalty
22. Using music to build emotions surrounding a product is tied to which type of message strategy?
a. affective
b. cognitive
c. conative
d. brand
23. An affective message strategy that connects a product with a consumer's experiences to build stronger ties with the consumer is which form of message strategy?
a. generic
b. emotional
c. cognitive
d. resonance

24. Which strategy is often used to promote a stronger brand name?

- a. conative
- b. affective
- c. cognitive
- d. generic

25. A credit card ad dramatically showing a consumer about to be attacked in a war-like fashion by high interest charges is most likely using which type of executional framework?

- a. resonance advertising
- b. testimonial
- c. dramatization
- d. slice-of-life

Writing Assignment for Unit Two

- Include your **name, student number, course number, course title and unit number** on **each page** of your writing assignment (this is for your protection in case your materials become separated).
- Begin each writing assignment by identifying the question number you are answering followed by the actual question itself (in bold type).
- Use a standard essay format for responses to all questions (i.e., an introduction, middle paragraphs and conclusion).
- Responses must be submitted as a MS Word Document only, typed double-spaced, using a standard font (i.e. Times New Roman) and 12 point type size.

Word count is NOT one of the criteria that is used in assigning points to writing assignments. However, students who are successful in earning the maximum number of points tend to submit writing assignments that fall in the following ranges:

Undergraduate courses: 350 - 500 words or 1 - 2 pages.

Graduate courses: 500 - 750 words or 2 - 3 pages.

Doctoral courses: 750 - 1000 words or 4 - 5 pages.

Plagiarism

All work must be free of any form of plagiarism. **Put written answers into your own words.** Do not simply cut and paste your answers from the Internet and do not copy your answers from the textbook. Be sure to refer to the course syllabus for more details on plagiarism and proper citation styles.

Please answer **ONE** of the following:

1. What roles can music play in advertisements?
2. Name the ways to present claims in authoritative executions.
3. What is the first step in the IMC Planning Process? Describe the components.

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. The individual that negotiates rates for space on billboards and in magazines is the _____.
 - a. media planner
 - b. creative
 - c. media buyer
 - d. client

2. Reach is the number of people _____.
 - a. households or businesses who are exposed to a media vehicle or message schedule at least once during a given time period
 - b. who use a certain medium in a four week time period
 - c. who purchase a product in a given time period
 - d. who place a particular brand into their evoked sets

3. When advertisements are used at special intervals with none in-between, which media budgeting method is being used?
 - a. pulsating
 - b. continuous
 - c. gross impressions
 - d. flighting, or discontinuous

4. Gross impressions are _____.
 - a. viewer reactions to the ad
 - b. viewer loyalty to the medium
 - c. the total exposures of an audience to an advertisement
 - d. calculated considering the percentage of a total audience who viewed an ad

5. According to _____, one ad exposure is enough to affect an audience when that person or business needs the product or has an interest in the product.
 - a. the intrusion value concept
 - b. three-hypothesis theory
 - c. recency theory
 - d. the media multiplier effect

6. An advertisement on television will have the biggest impact _____.
a. in the middle of a set of ads
b. at the beginning or end of a set of ads
c. when the ad is 15 seconds rather than 30 or 45
d. during an infomercial
7. A Nielsen rating of 15.3 for a CSI television show means _____.
a. 15.3 percent of all televisions in the U.S. were tuned to the CSI show
b. of those watching the CSI show, 15.3 percent matched the advertisers' target market
c. of the televisions that were turned on in the U.S., 15.3 percent were tuned to the CSI show
d. 15 percent of all televisions
8. Of the following, the medium that offers the most effective form of a one-on-one message by the spokesperson in the ad is _____.
a. newspaper
b. outdoor
c. radio
d. magazine
9. Of the following media, the one that is least able to target specific target markets is _____.
a. radio
b. billboards
c. magazines
d. television
10. For many smaller local companies, the most viable advertising options include all of the following EXCEPT _____.
a. radio
b. billboards
c. newspapers
d. magazines
11. In terms of media, local retailers tend to spend the most dollars on _____.
a. radio ads
b. television ads
c. billboards
d. newspaper ads

12. The Internet has changed the world. Web 2.0 _____.
- a. provides businesses with an opportunity to advertise effectively on the Internet
 - b. creates online communities that connect buyers and sellers in new ways
 - c. offers consumers a way to communicate with each other through e-mail
 - d. transforms traditional retailing by selling goods and services over the Internet
13. An e-commerce shopping cart is used for _____.
- a. returning merchandise
 - b. making inquiries
 - c. asking questions
 - d. placing an order
14. The component of an e-commerce site is used to hold products that have been chosen for purchase is a _____.
- a. video stream
 - b. catalog
 - c. payment method
 - d. shopping cart
15. Incentives that can be used to encourage consumers to make online purchases include all of the following EXCEPT _____.
- a. convenience incentives
 - b. value-based incentives
 - c. financial incentives
 - d. follow-up incentives
16. Free shipping, free freight and dollar discounts are examples of which type of incentive that can be used to encourage online shopping?
- a. economic
 - b. convenience
 - c. financial
 - d. consumer
17. Brand spiraling is a(n) _____.
- a. off-line advertising technique to attract individuals to a website
 - b. branding campaign using both online and offline advertising techniques
 - c. manufacturing technique that reduces the cost of an online operation
 - d. on-line advertising technique to attract individuals to a website

18. Successful e-mail marketing campaigns must include the following EXCEPT _____.
- a. must be correlated with the firm's website
 - b. must include search engine optimization to draw individuals to the website
 - c. must be based on Web analytics
 - d. must be integrated with the other marketing channels
19. Buzz marketing can be compared to a virus. The infection stage _____.
- a. involves the product being used by a few innovators or trendsetters
 - b. corresponds to the product being introduced
 - c. involves the product being adopted by the early majority
 - d. involves widespread use of the product
20. Retailers want point-of-purchase displays that will _____.
- a. generate additional prospects
 - b. boost sales for a particular brand
 - c. boost sales for the store or draw customers into the store
 - d. increase profit for the manufacturer
21. An operational database contains _____.
- a. information about current customers and customers of the competition
 - b. information about current customers, former customers and prospects
 - c. the transactions individuals have with a firm and follows accounting principles
 - d. transactions individuals have with a firm and the interactions an individual has with the firm
22. Data mining is _____.
- a. building profiles of customer segments and preparing models that predict their future purchase behavior
 - b. collecting addresses and zip codes of customers
 - c. selecting cities for data analysis
 - d. reviewing past purchases of a product by customers
23. The most common approach to direct mail is to _____.
- a. purchase a mailing list
 - b. use trawling to parse the mailing list
 - c. use the firm's database list
 - d. mass mail to everyone within specific geocodes

24. In handling objections during the sales call, Brandon (the salesperson) normally answers the objection directly. This approach is called the _____.

- a. indirect method
- b. compensation method
- c. head-on method
- d. "feel, felt, found" method

25. The type of closing used in sales calls depends on the following EXCEPT _____.

- a. personality of the salesperson
- b. type of product being sold
- c. personality of the buyer
- d. situation surrounding the sales call

Writing Assignment for Unit Three

- Include your **name, student number, course number, course title and unit number** on *each page* of your writing assignment (this is for your protection in case your materials become separated).
- Begin each writing assignment by identifying the question number you are answering followed by the actual question itself (in bold type).
- Use a standard essay format for responses to all questions (i.e., an introduction, middle paragraphs and conclusion).
- Responses must be submitted as a MS Word Document only, typed double-spaced, using a standard font (i.e. Times New Roman) and 12 point type size.

Word count is NOT one of the criteria that is used in assigning points to writing assignments. However, students who are successful in earning the maximum number of points tend to submit writing assignments that fall in the following ranges:

Undergraduate courses: 350 - 500 words or 1 - 2 pages.

Graduate courses: 500 - 750 words or 2 - 3 pages.

Doctoral courses: 750 - 1000 words or 4 - 5 pages.

Plagiarism

All work must be free of any form of plagiarism. **Put written answers into your own words.** Do not simply cut and paste your answers from the Internet and do not copy your answers from the textbook. Be sure to refer to the course syllabus for more details on plagiarism and proper citation styles.

Please answer **ONE** of the following:

1. What are the primary benefits of outdoor advertising? The primary problems?

2. What are the primary benefits of radio advertising? The primary problems?

3. Discuss the impact of blogs and online social networks on companies and how companies should respond.

Multiple Choice Questions (Enter your answers on the enclosed answer sheet)

1. One of the primary goals of a consumer promotion is to _____.
 - a. entice the customer to try the product
 - b. build brand equity
 - c. entice the customer to take the final step and make a purchase
 - d. enhance brand parity

2. The majority of all coupons are offered by _____.
 - a. Internet companies
 - b. retailers
 - c. wholesalers
 - d. manufacturers

3. A toy placed inside a box of cereal is an example of a(n) _____.
 - a. store premium
 - b. in-package premium
 - c. bonus pack
 - d. self-liquidating premium

4. A Star Wars action figure given when a customer buys a Whopper meal at Burger King would be a(n) _____ premium.
 - a. self-liquidating
 - b. store or manufacturer
 - c. bounce-back
 - d. in- or on-package

5. Each of the following are important keys to building a successful premium program EXCEPT _____.
 - a. select premiums that reinforce the firm's product and image
 - b. select premiums that are highly popular and current fads
 - c. match the premium to the target market
 - d. integrate the premium with other IMC tools

6. The enjoyment of playing or participating in a contest is called _____ value.
- a. extrinsic
 - b. redemption
 - c. intrinsic
 - d. historic
7. The primary role of trade promotions is to _____.
- a. pull products through the channel
 - b. encourage trial purchases
 - c. push products through the channel
 - d. build brand equity
8. Financial discounts on cases or pallets of merchandise ordered are called _____.
- a. cooperative advertising
 - b. consumer promotions
 - c. off-invoice allowances
 - d. spiff money
9. Each of the following are problems associated with trade allowances EXCEPT _____.
- a. failing to pass along allowances to retail customers
 - b. forward buying
 - c. increased advertising costs
 - d. diversion
10. A formal agreement between a retailer and a manufacturer to undertake a two-way marketing effort is called a(n) _____.
- a. sales promotion
 - b. cooperative merchandising agreement
 - c. venture agreement
 - d. alliance of capital
11. Cause-related marketing is _____.
- a. a program that ties marketing to a charity
 - b. the same thing as green marketing
 - c. a type of Internet intervention
 - d. causing buyers to want to buy a product due to an effective cross-promotion

12. An apology strategy is _____.
- a. another form of proactive damage control
 - b. an impression management technique
 - c. a form of defense of innocence used to counter bad publicity
 - d. another form of reactive of crisis management and damage control
13. The conscious or unconscious attempt to control images in social situations is _____.
- a. crisis management
 - b. social responsibility
 - c. impression management
 - d. enhancement
14. Each of the following is an impression management technique EXCEPT _____.
- a. justification
 - b. entitlings
 - c. expression of innocence
 - d. excuses
15. When a company advertises, develops consumer promotions (such as a contest) and develops other marketing communications as a tie-in with an event marketing program, it is called a(n) _____ promotion.
- a. advertising
 - b. local
 - c. corporate
 - d. cross
16. The agency that would be concerned with the salt content in foods would be the _____.
- a. Federal Trade Commission
 - b. United States Postal Service
 - c. Food and Drug Administration
 - d. Federal Communications Commission
17. An administrative complaint is _____.
- a. a formal proceeding before an administrative law judge used by the FTC
 - b. a formal hearing before the full FTC commission
 - c. a formal hearing before the Court of Appeals
 - d. used by the NARB when the NAD cannot solve a complaint

18. Which industry agency monitors online privacy practices of websites that involve children younger than 13 years of age?
- a. Federal Communications Commission (FCC)
 - b. National Advertising Division (NAD)
 - c. Children's Advertising Review Unit (CARU)
 - d. National Advertising Review Board (NARB)
19. Which statement below about the advertising of underwear, sexually-related products, feminine hygiene products and male enhancement products is FALSE?
- a. It is important for marketing professionals to create advertisements that are not offensive.
 - b. The use of nudity and sexuality featuring teens and children has been highly criticized.
 - c. In recent years, there has been a decline in sensitivity towards child molestation, child pornography and related sexual issues.
 - d. In Islamic countries, the advertising of personal hygiene and sexually-related products would be highly offensive.
20. In terms of ethical frameworks for reasoning, the rights approach is _____.
- a. the degree to which society values personal goals, personal autonomy, privacy over group loyalty, commitments to group norms, involvements in collective activities, social cohesiveness and intense socialization
 - b. a means of making decisions based on the belief that each person has fundamental rights that should be respected and protected
 - c. is a means of making decisions based on what is the greatest good for the greatest number of people
 - d. a method of decision making based on treating all people fairly and consistently
21. A form of law based on local customs, traditions and precedents is _____ law.
- a. theocratic law
 - b. common law
 - c. moral law
 - d. civil law
22. Of the following methods of evaluating advertising and ad campaigns, the one that has the most promise for the future, is _____.
- a. copytesting
 - b. cognitive neuroscience
 - c. advertising tracking research
 - d. online cookie analysis

23. Which uses a computer joystick to test emotional reactions to an ad?
- a. copytesting
 - b. cognitive neuroscience
 - c. a warmth monitor
 - d. ad tracking research
24. In terms of online metrics, which evaluation method allows companies to gauge consumer reactions to a new advertising campaign, whether it is online or traditional?
- a. monitoring web chatter
 - b. copytesting
 - c. click-through rate
 - d. emotional reaction tests
25. All of the following are behavioral evaluation measures EXCEPT _____.
- a. coupon redemptions
 - b. Internet hits
 - c. emotional arousal
 - d. actual sales

Writing Assignment for Unit Four

- Include your **name, student number, course number, course title and unit number** on *each page* of your writing assignment (this is for your protection in case your materials become separated).
- Begin each writing assignment by identifying the question number you are answering followed by the actual question itself (in bold type).
- Use a standard essay format for responses to all questions (i.e., an introduction, middle paragraphs and conclusion).
- Responses must be submitted as a MS Word Document only, typed double-spaced, using a standard font (i.e. Times New Roman) and 12 point type size.

Word count is NOT one of the criteria that is used in assigning points to writing assignments. However, students who are successful in earning the maximum number of points tend to submit writing assignments that fall in the following ranges:

Undergraduate courses: 350 - 500 words or 1 - 2 pages.

Graduate courses: 500 - 750 words or 2 - 3 pages.

Doctoral courses: 750 - 1000 words or 4 - 5 pages.

Plagiarism

All work must be free of any form of plagiarism. **Put written answers into your own words.** Do not simply cut and paste your answers from the Internet and do not copy your answers from the textbook. Be sure to refer to the course syllabus for more details on plagiarism and proper citation styles.

Please answer **ONE** of the following:

1. What are the major types of coupons?
2. What makes measuring the effectiveness of advertisements more problematic?
3. What is the primary difference between a contest and a sweepstakes?