

Name \_\_\_\_\_

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

- 1) Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called \_\_\_\_\_. 1) \_\_\_\_\_
  - A) advertising
  - B) public relations
  - C) personal selling
  - D) sales promotion
  - E) direct marketing
  
- 2) All of the following are important decisions during the process of developing an advertising program EXCEPT \_\_\_\_\_. 2) \_\_\_\_\_
  - A) setting the advertising budget
  - B) evaluating advertising campaigns
  - C) selecting a target market
  - D) developing advertising strategy
  - E) setting advertising objectives
  
- 3) Advertising \_\_\_\_\_ define the task that advertising must accomplish with a specific target audience during a specific period of time. 3) \_\_\_\_\_
  - A) budgets
  - B) evaluations
  - C) objectives
  - D) strategies
  - E) campaigns
  
- 4) What is one of the primary goals of reminder advertising? 4) \_\_\_\_\_
  - A) building brand preference
  - B) informing the market of a price change
  - C) maintaining customer relationships
  - D) correcting false impressions
  - E) restoring company image
  
- 5) When the advertising objective is to build primary demand for a new product category, \_\_\_\_\_ advertising will most likely be used. 5) \_\_\_\_\_
  - A) informative
  - B) institutional
  - C) patronage
  - D) persuasive
  - E) comparative

- 6) Persuasive advertising becomes \_\_\_\_\_ advertising when a company directly or indirectly compares its brand with one or more other brands. 6) \_\_\_\_\_
- A) comparative
  - B) informative
  - C) reminder
  - D) POP promotion
  - E) institutional
- 7) What is a potential problem associated with comparative advertising? 7) \_\_\_\_\_
- A) Competitors respond with their own ads, which often results in negative publicity for both brands.
  - B) Consumers alternate between competing products and never develop brand loyalties.
  - C) Consumers are bombarded with competing ads, which causes them to leave the market completely.
  - D) Consumers confuse the positive and negative aspects of the brands involved in the ad war.
  - E) Competitors develop new and improved products in an attempt to win the advertising contest.
- 8) Familiar products such as Coca-Cola are more likely to use \_\_\_\_\_ advertising. 8) \_\_\_\_\_
- A) reminder
  - B) persuasive
  - C) informative
  - D) institutional
  - E) comparative
- 9) After determining its advertising objectives, the company's next step in developing an advertising program is to \_\_\_\_\_. 9) \_\_\_\_\_
- A) develop its message strategy
  - B) use cash refund offers
  - C) set its advertising budget
  - D) determine the media vehicle
  - E) plan its advertising campaign
- 10) \_\_\_\_\_ brands may require heavy advertising in order to be set apart from similar products. 10) \_\_\_\_\_
- A) International
  - B) Specialty
  - C) Undifferentiated
  - D) Flanker
  - E) Mature
- 11) \_\_\_\_\_ is an element of developing an advertising strategy. 11) \_\_\_\_\_
- A) Setting advertising objectives
  - B) Selecting advertising media
  - C) Evaluating advertising campaigns
  - D) Setting the advertising budget
  - E) Using sophisticated statistical models

- 12) Soaring media costs, focused target marketing strategies, and the growing array of new media have increased the importance of \_\_\_\_\_. 12) \_\_\_\_\_
- A) advertising budget objectives
  - B) branded entertainment
  - C) humor in advertisements
  - D) competitive parity
  - E) media planning
- 13) The success of the MINI Let's Motor campaign exemplifies the partnership between which two elements? 13) \_\_\_\_\_
- A) message and media
  - B) advertising and the Internet
  - C) technology and creativity
  - D) brand and objective
  - E) image and strategy
- 14) To be successful, an advertisement must \_\_\_\_\_. 14) \_\_\_\_\_
- A) reach consumers frequently
  - B) gain the attention of consumers
  - C) offer the highest quality service
  - D) guarantee the highest quality product
  - E) promise the lowest market price
- 15) What is the term used to describe the idea that will be communicated to consumers through an advertisement? 15) \_\_\_\_\_
- A) creative concept
  - B) message execution
  - C) consumer-generated message
  - D) message strategy
  - E) advertising appeal
- 16) The Internet, video on demand, and DVRs (digital video recorders) present which of the following problems for marketers? 16) \_\_\_\_\_
- A) Audiences are less interested in media consumption.
  - B) Television advertising is becoming more expensive.
  - C) Consumers are watching less television.
  - D) Consumers cannot focus on specific messages due to advertising clutter.
  - E) Consumers have more choices about what to watch or not watch.
- 17) Developing an effective message strategy begins with identifying \_\_\_\_\_ that can be used as advertising appeals. 17) \_\_\_\_\_
- A) customer benefits
  - B) consumer emotions
  - C) competitors' weaknesses
  - D) consumer trends
  - E) competitors' strengths

- 18) The big idea or the creative concept may emerge as a(n) \_\_\_\_\_, a phrase, or a combination of the two. 18) \_\_\_\_\_
- A) differentiation
  - B) strategy
  - C) visualization
  - D) evaluation
  - E) appeal
- 19) Which message execution style depicts average people using a product in an everyday setting? 19) \_\_\_\_\_
- A) testimonial evidence
  - B) scientific evidence
  - C) personality symbol
  - D) lifestyle
  - E) slice of life
- 20) Advertisements built around dream themes are using which type of execution style? 20) \_\_\_\_\_
- A) lifestyle
  - B) personality symbol
  - C) musical
  - D) mood or image
  - E) fantasy
- 21) What is the first element that a reader usually notices in a print ad? 21) \_\_\_\_\_
- A) copy
  - B) color
  - C) slogan
  - D) illustration
  - E) headline
- 22) An amateur video showing the result of mixing Diet Coke with Mentos candies exemplifies which growing trend in advertising? 22) \_\_\_\_\_
- A) competitive consumer messages
  - B) consumer-generated messages
  - C) YouTube webisodes
  - D) multiple minicampaigns
  - E) consumer-driven promotions
- 23) How can consumer-generated ads benefit companies and their products? 23) \_\_\_\_\_
- A) Viewers find user-generated advertisements more humorous than professional ads.
  - B) Consumers trust the opinions of people similar to themselves.
  - C) Consumer criticism of a competitor's product is believable and valuable.
  - D) Consumers become engaged in the product and consider its value in their lives.
  - E) Viewers enjoy participating in product contests and being in commercials.
- 24) All of the following are major steps in advertising media selection EXCEPT \_\_\_\_\_. 24) \_\_\_\_\_
- A) selecting specific media vehicles
  - B) deciding on format elements
  - C) deciding on reach, frequency, and impact
  - D) choosing among major media types
  - E) deciding on media timing

- 25) \_\_\_\_\_ is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. 25) \_\_\_\_\_
- A) Format
  - B) Reach
  - C) Premium
  - D) Qualitative value
  - E) Frequency
- 26) The number of times an average person in the target market is exposed to an ad is known as the \_\_\_\_\_. 26) \_\_\_\_\_
- A) frequency
  - B) engagement
  - C) impact
  - D) reach
  - E) exposure
- 27) For many years, \_\_\_\_\_ have dominated the media mix used by national advertisers. 27) \_\_\_\_\_
- A) radio and digital media
  - B) radio and television
  - C) television and magazines
  - D) newspapers and direct mail
  - E) direct mail and billboards
- 28) Companies are doing less \_\_\_\_\_ and more \_\_\_\_\_ as a result of an explosion of more focused media that better match today's targeting strategies. 28) \_\_\_\_\_
- A) marketing; personal selling
  - B) public relations; advertising
  - C) advertising; public relations
  - D) narrowcasting; broadcasting
  - E) broadcasting; narrowcasting
- 29) The media planner looks both at the total cost of using a medium and at the \_\_\_\_\_. 29) \_\_\_\_\_
- A) cost of the magazine it is using
  - B) continuity cost
  - C) cost per thousand persons reached
  - D) opportunity cost
  - E) cost of premium offers
- 30) When a media planner determines whether an advertisement for dishwashing soap should be placed in *Sports Illustrated* or *Good Housekeeping*, the planner is evaluating the media vehicle's \_\_\_\_\_. 30) \_\_\_\_\_
- A) audience quality
  - B) audience engagement
  - C) market coverage
  - D) editorial quality
  - E) cost per exposure

- 31) Scheduling ads unevenly, which is called \_\_\_\_\_, builds awareness that is intended to be carried over to the next advertising period. 31) \_\_\_\_\_
- A) shuffling
  - B) pulsing
  - C) segmenting
  - D) sequencing
  - E) continuity
- 32) One way to measure the \_\_\_\_\_ effects of advertising is to \_\_\_\_\_ past sales and past advertising expenditures. 32) \_\_\_\_\_
- A) promotion; analyze
  - B) sales; combine
  - C) sales; compare
  - D) communication; average
  - E) communication; identify
- 33) All of the following are benefits of standardized global advertising EXCEPT \_\_\_\_\_. 33) \_\_\_\_\_
- A) more consistent worldwide image
  - B) greater global advertising coordination
  - C) higher appeal to varying demographics
  - D) greater consistency among international websites
  - E) lower advertising costs
- 34) Most international advertisers develop global \_\_\_\_\_ for the sake of efficiency, but they adapt their advertising \_\_\_\_\_ to make them responsive to local market needs and expectations. 34) \_\_\_\_\_
- A) objectives; programs
  - B) strategies; programs
  - C) campaigns; objectives
  - D) programs; strategies
  - E) strategies; objectives
- 35) Apple modified its "I'm a Mac; I'm a PC" ad campaign in Japan for which of the following reasons? 35) \_\_\_\_\_
- A) The Japanese culture views bragging as rude.
  - B) Most Japanese would not notice the differences in style between the two men in the ad.
  - C) Most Japanese computer users prefer PCs to Apples.
  - D) Japanese culture frowns upon humorous advertisements on television.
  - E) The Japanese government opposes direct-comparison advertisements.
- 36) When nonprofit organizations need financial or volunteer support they often turn to public relations experts to help them in the area of \_\_\_\_\_. 36) \_\_\_\_\_
- A) press relations
  - B) development
  - C) public affairs
  - D) lobbying
  - E) investor relations

- 37) Trade associations have used \_\_\_\_\_ to rebuild interest in declining commodities such as eggs, pork, and milk. 37) \_\_\_\_\_
- A) public relations
  - B) development
  - C) lobbying
  - D) press relations
  - E) mass marketing
- 38) Why is public relations often overlooked as a tool for supporting product marketing objectives? 38) \_\_\_\_\_
- A) Public relations specialists lack the skills necessary to work with marketing experts.
  - B) The public relations department only wants to handle stockholders, employees, and government officials.
  - C) Many public relations professionals see their jobs as simply communicating, not necessarily brand building.
  - D) The time and costs associated with public relations can be prohibitive.
  - E) Public relations departments are typically small divisions within corporations.
- 39) The authors of the book *The Fall of Advertising and the Rise of PR* state that all of the following firms found success with very little advertising EXCEPT \_\_\_\_\_. 39) \_\_\_\_\_
- A) Starbucks Coffee
  - B) Body Shop
  - C) Nike
  - D) Amazon
  - E) Wal-Mart
- 40) \_\_\_\_\_ use several tools, including the news, speeches, corporate identity materials, and special events. 40) \_\_\_\_\_
- A) Computer programmers
  - B) Media planners
  - C) Public relations professionals
  - D) Advertising agencies
  - E) Advertising specialists
- 41) Logos, uniforms, brochures, and company trucks are all examples of \_\_\_\_\_ that can be used to help a company create a visual image for the public. 41) \_\_\_\_\_
- A) direct marketing
  - B) corporate identity materials
  - C) social marketing
  - D) public service activities
  - E) buzz marketing materials
- 42) Quaker Oats has been selling oatmeal for many years and is a trusted leader in the oatmeal market. What will be the most likely objective of advertisements for a new flavor of oatmeal being introduced by Quaker Oats? 42) \_\_\_\_\_
- A) to encourage customers to switch brands
  - B) to build a company image
  - C) to change customer perceptions
  - D) to correct false impressions
  - E) to maintain customer relationships

- 43) Apex detergent is relatively undifferentiated from two other detergent brands: Acme and Brighton detergent; therefore, Apex may require \_\_\_\_\_. 43) \_\_\_\_\_
- A) heavy advertising to set it apart from others
  - B) a different target market
  - C) a new package
  - D) a higher price
  - E) none of the above
- 44) When AFLAC uses a duck to represent its product, which type of execution style is being employed? 44) \_\_\_\_\_
- A) musical
  - B) personality symbol
  - C) fantasy
  - D) technical expertise
  - E) mood or image
- 45) When a pharmaceutical ad includes a world-renowned heart surgeon describing the benefits of the medication, which type of execution style is being used? 45) \_\_\_\_\_
- A) fantasy
  - B) technical expertise
  - C) musical
  - D) mood or image
  - E) personality symbol
- 46) Mike's Bike Shop has a new print advertisement appearing in the local newspaper. What will probably be the first element readers will notice in the advertisement? 46) \_\_\_\_\_
- A) headline
  - B) color
  - C) illustration
  - D) subheadlines
  - E) copy
- 47) You receive a report that 68% of your target market has been exposed to your ad campaign during a given period of time. The information in the report relates to \_\_\_\_\_. 47) \_\_\_\_\_
- A) frequency
  - B) qualitative value
  - C) impact
  - D) reach
  - E) engagement
- 48) Franklin & Marshall College wishes to contact high school seniors at independent schools in Pennsylvania. Which of the following media would be most effective and efficient? 48) \_\_\_\_\_
- A) local newspaper ads throughout the state
  - B) a direct mail piece sent to the schools
  - C) radio ads throughout the state
  - D) billboards throughout the state
  - E) an e-mail reaching out to students through the Internet



- 49) Capture Cameras is launching a new advertising campaign to demonstrate the quality of their digital cameras. Which media option will attract the most demographically skewed audience with relatively low impact? 49) \_\_\_\_\_
- A) billboard
  - B) radio
  - C) TV
  - D) the Internet
  - E) newspaper
- 50) IAMS Pet Food runs a commercial on the Animal Planet cable channel during an episode of *The Dog Whisperer*. The advertising agency for IAMS is taking advantage of \_\_\_\_\_. 50) \_\_\_\_\_
- A) frequency and reach
  - B) prime time
  - C) narrowcasting
  - D) audience engagement
  - E) broadcasting
- 51) ABC Advertising Agency was recently hired to create an advertising campaign for a local water park. Since the park is only open during the spring and summer months, \_\_\_\_\_ plays a major role in the firm's decision about scheduling advertisements. 51) \_\_\_\_\_
- A) continuity
  - B) audience quality
  - C) media vehicles
  - D) audience engagement
  - E) media timing
- 52) The advertising agency hired by Ashraf's Cookie Company has developed a series of commercials about the new cookie flavors created by the company. The head of the marketing department thinks that pulsing would be the most appropriate way to schedule the commercials. What is the potential benefit of pulsing the cookie ads? 52) \_\_\_\_\_
- A) The ads would achieve maximum awareness.
  - B) Ad schedules can be adapted based on sales.
  - C) Audience quality can be evaluated.
  - D) The costs of advertising would be low.
  - E) Ads can be modified for different demographics.
- 53) Sylvia Nashed, a public relations specialist for a regional hotel chain, regularly contacts members of the media with information about community events and charity fundraisers sponsored by her company. This is an example of the \_\_\_\_\_ function of public relations. 53) \_\_\_\_\_
- A) product publicity
  - B) development
  - C) lobbying
  - D) public affairs
  - E) press relations

- 54) In an attempt to set the company apart from its competitors, United Parcel Service has its employees wear brown uniforms and drive brown trucks. What type of public relations tool is UPS using? 54) \_\_\_\_\_
- A) product publicity
  - B) corporate identity materials
  - C) corporate logos
  - D) buzz marketing
  - E) public service materials
- 55) The public relations department at a company which manufactures technological devices has been asked to develop inexpensive methods of building and maintaining brand awareness and excitement. To begin with, the public relations department has recruited consumers who are early adopters of technological devices to spread the word about the company's new products. This is an example of the public relations tool of \_\_\_\_\_. 55) \_\_\_\_\_
- A) special events
  - B) buzz marketing
  - C) audiovisual materials
  - D) corporate identity marketing
  - E) public service activities
- 56) The \_\_\_\_\_ element of the promotion mix involves making personal connections with customers for the purpose of making sales. 56) \_\_\_\_\_
- A) publicity
  - B) advertising
  - C) e-commerce
  - D) public relations
  - E) personal selling
- 57) A \_\_\_\_\_ is an individual acting on behalf of a company who performs one or more of the following activities: prospecting, communicating, servicing, and information gathering. 57) \_\_\_\_\_
- A) marketing director
  - B) salesperson
  - C) sales assistant
  - D) press agent
  - E) publicist
- 58) \_\_\_\_\_ involves two-way, personal communication between salespeople and individual customers, either in person, by telephone, or through Web conferences. 58) \_\_\_\_\_
- A) Telemarketing
  - B) Public relations
  - C) Integrated marketing communication
  - D) Personal selling
  - E) Advertising
- 59) What is the role of a chief revenue, or chief customer, officer? 59) \_\_\_\_\_
- A) to oversee both marketing and sales
  - B) to represent the company to customers
  - C) to oversee sales
  - D) to represent customers to the company
  - E) to oversee marketing

- 60) A company can unite its marketing and sales functions through all of the following activities EXCEPT \_\_\_\_\_. 60) \_\_\_\_\_
- A) assigning a telemarketer the task of visiting a customer
  - B) appointing a chief customer officer to oversee both departments
  - C) having a salesperson preview ads and sales-promotion campaigns
  - D) arranging joint meetings to clarify all aspects of communication
  - E) sending brand managers on sales calls with a salesperson
- 61) When a company sets out to analyze, plan, implement, and control sales force activities, the company is undertaking \_\_\_\_\_. 61) \_\_\_\_\_
- A) sales force management
  - B) promotional objectives
  - C) co-op selling and advertising
  - D) sales design
  - E) group sales efforts
- 62) Of the three typical types of sales force structures, which one is often supported by many levels of sales management positions in specific geographical areas? 62) \_\_\_\_\_
- A) territorial
  - B) product
  - C) customer
  - D) complex systems
  - E) A and B
- 63) All of the following are considered advantages of a territorial sales force structure EXCEPT \_\_\_\_\_. 63) \_\_\_\_\_
- A) salespeople have the opportunity and incentive to build strong relationships with customers
  - B) each salesperson's job is clearly defined
  - C) salespeople develop in-depth knowledge of a product line
  - D) travel expenses can be minimized
  - E) accountability is clearly defined for each salesperson
- 64) Which of the following is NOT a disadvantage of a product sales force structure? 64) \_\_\_\_\_
- A) extra selling costs involved with multiple sales visits from separate divisions
  - B) overlapping use of resources with big customers
  - C) salespeople spending time to see the same customer's purchasing agents
  - D) increased customer delivery time
  - E) B and C
- 65) Companies that use a customer sales force structure organize their salespeople by \_\_\_\_\_. 65) \_\_\_\_\_
- A) industry
  - B) territory
  - C) demand
  - D) product
  - E) hierarchy
- 66) What do many companies use to determine sales force size? 66) \_\_\_\_\_
- A) the outside sales force method
  - B) profit margin
  - C) product availability
  - D) the workload approach
  - E) demographic characteristics of the sales force
- 67) Which type of sales force travels to customers in the field? 67) \_\_\_\_\_
- A) customer
  - B) outside
  - C) complex
  - D) inside
  - E) product

- 68) A sales assistant working for an outside sales force will most likely have all of the following duties EXCEPT \_\_\_\_\_. 68) \_\_\_\_\_
- A) providing administrative backup
  - B) determining price points
  - C) following up on deliveries
  - D) confirming appointments
  - E) answering customer's questions when a salesperson is unavailable
- 69) The growing trend of using a group of people from sales, marketing, engineering, finance, technical support, and even upper management to service large, complex accounts is known as \_\_\_\_\_. 69) \_\_\_\_\_
- selling.
- A) multiple
  - B) personal
  - C) simultaneous
  - D) team
  - E) department
- 70) Which of the following most likely explains why companies are adopting the team selling approach to service large, complex accounts? 70) \_\_\_\_\_
- A) Fewer skilled salespeople are working in high-tech industry.
  - B) Customers prefer dealing with many salespeople rather than one sales representative.
  - C) Salespeople prefer working in groups because of the opportunity for flexible hours and job sharing.
  - D) Products have become too complicated for one salesperson to support.
  - E) A group of salespeople assigned to one account is cost effective for corporations.
- 71) All of the following are problems associated with the poor selection of salespeople EXCEPT \_\_\_\_\_. 71) \_\_\_\_\_
- A) costly turnover
  - B) disrupted customer relationships
  - C) less productivity
  - D) lower sales
  - E) less office support
- 72) According to research, which of the following is one of the four key talents a successful salesperson must possess? 72) \_\_\_\_\_
- A) fluency in a second language
  - B) disciplined work style
  - C) technological know-how
  - D) managerial skills
  - E) aggressive personality
- 73) During the hiring process, companies that test sales applicants typically measure all of the following abilities EXCEPT \_\_\_\_\_. 73) \_\_\_\_\_
- A) sales aptitude
  - B) personality traits
  - C) analytical skills
  - D) accounting skills
  - E) organizational skills

- 74) The purpose of a training program for salespeople is to teach them about all of the following EXCEPT \_\_\_\_\_. 74) \_\_\_\_\_
- A) the company's main competitors
  - B) the company retirement benefits
  - C) customers' buying motives
  - D) the company's organizational structure
  - E) customers' buying habits
- 75) What is the primary reason that companies use e-learning to conduct sales training programs? 75) \_\_\_\_\_
- A) E-learning allows for more employee feedback.
  - B) E-learning cuts training costs.
  - C) Customer needs and habits are easily conveyed through e-learning.
  - D) E-learning is the best way to simulate sales calls.
  - E) Customers appreciate the flexibility of e-learning.
- 76) Commissions or bonuses that a salesperson receives from a company are categorized as the \_\_\_\_\_. 76) \_\_\_\_\_
- A) variable amount
  - B) fringe benefit
  - C) pension plan
  - D) fixed amount
  - E) base salary
- 77) Firms that have adopted sales force automation systems most likely use all of the following tools EXCEPT \_\_\_\_\_. 77) \_\_\_\_\_
- A) customer-contact and relationship management software
  - B) smart phones
  - C) Webcams for videoconferencing
  - D) laptop computers
  - E) time-and-duty analysis software
- 78) The process of receiving drug marketing information through product websites is known as \_\_\_\_\_. 78) \_\_\_\_\_
- A) web conferencing
  - B) e-detailing
  - C) automated selling
  - D) web interfacing
  - E) e-learning
- 79) Which of the following is a potential drawback of using web-based technologies for making sales presentations and servicing accounts? 79) \_\_\_\_\_
- A) Customers are less likely to buy the product when a web conference is used.
  - B) Salespeople have to invest more time in preparing for this type of interaction with customers.
  - C) The cost of the technology outweighs any savings gained by eliminating the need for travel.
  - D) The systems can intimidate salespeople who are unfamiliar with the technology.
  - E) Customers lack the technology required to participate in a web conference.

- 80) A company that treats its salespeople as valuable contributors with unlimited income opportunities has developed a(n) \_\_\_\_\_ that will have fewer turnovers and higher sales force performance. 80) \_\_\_\_\_  
A) sales structure  
B) organizational climate  
C) sales force system  
D) compensation package  
E) workload
- 81) A sales \_\_\_\_\_ establishes the amount each salesperson should sell and how sales should be divided among the company's products . 81) \_\_\_\_\_  
A) goal                      B) task                      C) incentive                      D) contest                      E) quota
- 82) A salesperson's \_\_\_\_\_ is often related to how well he or she meets a sales quota. 82) \_\_\_\_\_  
A) sales report  
B) compensation  
C) profit-sharing plan  
D) expense report  
E) call report
- 83) Which of the following questions would provide management with the LEAST beneficial information regarding the performance of its sales force? 83) \_\_\_\_\_  
A) Is the sales force working well with the marketing team?  
B) Is the sales force meeting its profit objectives?  
C) Does the sales force complete its sales reports and expense reports in a timely manner?  
D) Is the sales force accomplishing its customer relationship objectives?  
E) Are sales force costs in line with sales force outcomes?
- 84) Prospecting is the step in the selling process in which the salesperson \_\_\_\_\_. 84) \_\_\_\_\_  
A) clarifies and overcomes customer objections to buying  
B) meets the customer for the first time  
C) gathers information about a prospective customer before making a sales call  
D) identifies qualified potential customers  
E) tells the product's "value story" to the customer
- 85) During the prospecting stage, a salesperson needs to discriminate between good leads and poor leads, which is known as \_\_\_\_\_. 85) \_\_\_\_\_  
A) approaching  
B) qualifying  
C) closing  
D) referring  
E) presenting
- 86) The salesperson meets the customer for the first time in the \_\_\_\_\_ step of the selling process. 86) \_\_\_\_\_  
A) approach  
B) qualifying  
C) prospecting  
D) presentation  
E) preapproach

- 87) According to a survey of purchasers, \_\_\_\_\_ and \_\_\_\_\_ skills are the most important qualities for a salesperson. 87) \_\_\_\_\_
- A) candor; problem-solving
  - B) concern; interpersonal
  - C) listening; problem-solving
  - D) presentation; problem-solving
  - E) presentation; listening
- 88) A salesperson should seek out, clarify, and overcome any customer objections during the sales presentation in order to \_\_\_\_\_. 88) \_\_\_\_\_
- A) compliment the buyer for mentioning the objections
  - B) minimize the buyer's concerns about the product
  - C) turn the objections into an opportunity for humor
  - D) turn the objections into reasons for buying
  - E) offer the buyer a discount for placing an order
- 89) Salespeople should be trained to recognize \_\_\_\_\_ signals from the buyer, which can include physical actions such as leaning forward and nodding or asking questions about prices and credit terms. 89) \_\_\_\_\_
- A) follow-up
  - B) qualifying
  - C) objection
  - D) approach
  - E) closing
- 90) Which step in the sales process is necessary to ensure customer satisfaction and repeat business? 90) \_\_\_\_\_
- A) qualifying prospects
  - B) proper approach
  - C) handling objections
  - D) professional presentation
  - E) follow-up
- 91) Sales promotions are targeted toward all of the following EXCEPT \_\_\_\_\_. 91) \_\_\_\_\_
- A) business customers
  - B) members of the sales force
  - C) final buyers
  - D) investors
  - E) retailers
- 92) The rapid growth of sales promotions in consumer markets is most likely the result of all of the following factors EXCEPT \_\_\_\_\_. 92) \_\_\_\_\_
- A) advertising efficiency on the decline because of rising costs and media clutter
  - B) consumers and large retailers becoming more deal oriented
  - C) consumers using the Internet to search for deals and save money
  - D) competing brands attempting to differentiate from each other
  - E) product managers facing pressure to increase current sales
- 93) Consumers are increasingly ignoring promotions and not making immediate purchases because of \_\_\_\_\_. 93) \_\_\_\_\_
- A) promotional marketing
  - B) promotion fatigue
  - C) promotion clutter
  - D) advertising clutter
  - E) advertising specialization

- 94) Sellers use trade promotions for all of the following reasons EXCEPT to \_\_\_\_\_. 94) \_\_\_\_\_
- A) gain more shelf space for the product
  - B) persuade retailers to buy products in advance
  - C) convince retailers to advertise the product
  - D) encourage salespeople to sign up new accounts
  - E) encourage retailers to carry more inventory
- 95) Instead of creating only short-term sales or temporary brand switching, \_\_\_\_\_ should reinforce a product's position and build long-term customer relationships. 95) \_\_\_\_\_
- A) advertising
  - B) public relations
  - C) sales promotions
  - D) trade promotions
  - E) promotion clutter
- 96) Which of the following consumer promotion tools is the MOST costly for companies ? 96) \_\_\_\_\_
- A) price packs
  - B) coupons
  - C) samples
  - D) premiums
  - E) cash refunds
- 97) \_\_\_\_\_ are goods offered either free or at low cost as an incentive to buy a product. 97) \_\_\_\_\_
- A) Price packs
  - B) Coupons
  - C) Premiums
  - D) Point-of-purchase promotions
  - E) Cash refund offers
- 98) A \_\_\_\_\_ has the advertiser's name on it and is given as a gift to consumers. 98) \_\_\_\_\_
- A) cents-off deal
  - B) sample
  - C) promotional product
  - D) price pack
  - E) corporate identity material
- 99) Marathons, concerts, and festivals with corporate sponsors are examples of \_\_\_\_\_. 99) \_\_\_\_\_
- A) trade promotions
  - B) personal selling
  - C) business promotions
  - D) event marketing
  - E) point-of-purchase promotions
- 100) Business promotion tools are used for all of the following reasons EXCEPT to \_\_\_\_\_. 100) \_\_\_\_\_
- A) generate business leads
  - B) stimulate purchases
  - C) reward customers
  - D) increase manufacturing
  - E) motivate salespeople



- 101) Which of the following questions would be the best one to help a marketer evaluate the return on a sales promotion investment? 101) \_\_\_\_\_
- A) Did customers enjoy the events associated with the promotion?
  - B) Did the promotion run too long or too short?
  - C) Did customers search the promotion's website for additional product information?
  - D) Did the promotion increase purchases from current customers or attract new customers?
  - E) Did the distribution of the promotional information match consumer expectations and needs?
- 102) Happy Pet is a large company that sells its petfood to retail pet supply stores as well as wholesalers. The sales force at Happy Pet is LEAST likely to do which of the following? 102) \_\_\_\_\_
- A) build relationships with wholesalers
  - B) work directly with final customers
  - C) communicate regularly with business customers
  - D) represent wholesalers and retailers to the company
  - E) help retailers effectively sell the company's products
- 103) At Finley's Fine Goods, members of the sales force and marketing department tend to have disagreements when things go wrong with a customer. The marketers blame the salespeople for poorly executing their strategies, while the salespeople blame the marketers for being out of touch with the customer. Which of the following steps should upper-level management at Finley's Fine Goods take to help bring the sales and marketing functions closer together? 103) \_\_\_\_\_
- A) adopt a sales force automation system
  - B) establish a complex sales force structure
  - C) establish a customer sales force structure
  - D) appoint a chief revenue officer
  - E) appoint a new sales force manager
- 104) Ultra-Tech, Inc. has decided to switch to a customer sales force structure. Which of the following advantages is the company now LEAST likely to enjoy? 104) \_\_\_\_\_
- A) It can better serve different industries.
  - B) It can become more customer-focused.
  - C) It can build closer relationships with important customers.
  - D) It can expect salespeople to develop in-depth knowledge of numerous and complex product lines.
  - E) It can better serve current customers and find new customers.
- 105) Radwan Business Solutions, Inc., maintains one sales force for its copy machines and a separate sales force for its computer systems. Radwan Business Solutions utilizes a \_\_\_\_\_ structure. 105) \_\_\_\_\_
- A) product sales force
  - B) customer sales force
  - C) territorial sales force
  - D) complex sales force
  - E) a combination of B and C
- 106) J&M Manufacturing has 2,000 Type-A accounts, each requiring 35 calls per year, and 1,000 Type-B accounts, each requiring 15 calls per year. What is the sales force's workload? 106) \_\_\_\_\_
- A) 15,000 calls
  - B) 35,000 calls
  - C) 70,000 calls
  - D) 85,000 calls
  - E) 95,000 calls

- 107) Nashed, Inc., has 1,000 Type-A accounts, each requiring 28 calls per year, and 2,200 Type-B accounts, each requiring 15 calls per year. If each salesperson at Nashed, Inc., can make 1,500 sales calls per year, approximately how many salespeople will be needed? 107) \_\_\_\_\_  
A) 35 B) 41 C) 31 D) 48 E) 45
- 108) Sahel Communications has increased its inside sales force. This will help Sahel in all EXCEPT which one of the following ways? 108) \_\_\_\_\_  
A) Sahel salespeople will have more time to find major new prospects.  
B) Sahel customers will have full access to sales automation technology.  
C) Sahel salespeople will have more time to provide after-the-sale customer service.  
D) Sahel customers will have questions answered in a timely manner.  
E) Sahel salespeople will have more time to sell to major accounts.
- 109) You are applying for a position with the inside sales force at Nife Medical Sales. If you earn the job, you will most likely be expected to perform all of the following tasks EXCEPT \_\_\_\_\_. 109) \_\_\_\_\_  
A) use the telephone to find new leads  
B) confirm appointments for outside salespeople  
C) use the Internet to qualify prospects  
D) follow up on product deliveries  
E) travel to visit customers
- 110) The sales force at Messimer Computing recently began telemarketing and selling on the Internet. How will this most likely benefit Messimer Computing? 110) \_\_\_\_\_  
A) The outside sales force of Messimer will be freed up to work more with the marketing department.  
B) Messimer sales reps will need to spend less face-to-face time with large, high-value customers.  
C) Messimer sales reps will be able to service hard-to-reach customers more effectively.  
D) Messimer sales reps will be able to work from home offices more regularly.  
E) The inside sales force of Messimer will receive better compensation than the outside sales force.
- 111) An IBM sales representative is giving a product demonstration to a Best Buy representative. Assisting with the demonstration are an engineer, a financial analyst, and an information systems specialist. If IBM wins the Best Buy account, then all four IBM representatives will service the Best Buy account. This is an example of \_\_\_\_\_. 111) \_\_\_\_\_  
A) inside selling  
B) prospecting  
C) sales promoting  
D) territorial selling  
E) team selling
- 112) The CEO of Comfy Carpet, Ahmed Shamy, was skeptical about web-based training until his sales manager explained that online training is \_\_\_\_\_. 112) \_\_\_\_\_  
A) useful to customers  
B) used by all small companies  
C) cost competitive and efficient  
D) time consuming and difficult to use  
E) dynamic and interactive

- 113) At Deck Decor, a manufacturer of outdoor furniture and accessories, the marketing and sales force objectives are to grow relationships with existing customers and to acquire new business. Which of the following compensation plans should management establish to encourage the sales force to pursue both of these objectives? 113) \_\_\_\_\_
- A) straight commission
  - B) salary plus commission plus bonus for new accounts
  - C) salary plus bonus for new accounts
  - D) straight salary
  - E) commission plus bonus for new accounts
- 114) Reem Saadi is sales manager for National Computer Training. She wants to evaluate the performance of her sales force that is responsible for the GCC territory. Reem will most likely review all of the following in her evaluation EXCEPT \_\_\_\_\_. 114) \_\_\_\_\_
- A) sales reports
  - B) call reports
  - C) call plans
  - D) expense reports
  - E) territorial sales and profit reports
- 115) The sales force of Conway Pools has qualified a number of leads. Which of the following will most likely occur next? 115) \_\_\_\_\_
- A) The inside sales force will attend meetings with qualified prospects.
  - B) The inside sales force will put together a presentation for the prospects.
  - C) The outside sales force will close the deal with one of the prospects.
  - D) The outside sales force will learn as much as possible about the prospects.
  - E) The outside sales force will call on all prospects.
- 116) An insert in a Land's End catalog offers free shipping on your next purchase. This is an example of a \_\_\_\_\_. 116) \_\_\_\_\_
- A) price pack
  - B) premium
  - C) trade promotion
  - D) sales promotion
  - E) POP promotion
- 117) Zein Faysal travels frequently on GulfAir for his job as an account manager. Zein earns points for every mile he flies, and he will soon have enough points to receive a free airline ticket. GulfAir is building a customer relationship with Zein using which of the following? 117) \_\_\_\_\_
- A) frequency marketing program
  - B) premium reward
  - C) POP reward
  - D) publicity
  - E) sweepstakes program
- 118) An example of a(n) \_\_\_\_\_ is a five-foot-high cardboard display of Tony the Tiger next to Frosted Flakes cereal boxes. 118) \_\_\_\_\_
- A) sample
  - B) POP pack
  - C) POP promotion
  - D) premium
  - E) advertising promotion

- 119) Mohamed Haroun renewed his cell phone contract with Itisalat and purchased a new cell phone through their website. If he mails them his phone receipt, proof of purchase, and a completed form, he will receive \$50 in the mail. What type of sales promotion is being used by Itisalat? 119) \_\_\_\_\_
- A) rebate
  - B) advertising specialty
  - C) premium
  - D) point of purchase
  - E) price pack

**Refer to the scenario below to answer the following questions.**

Most of the clientele at Doosra Clothing have learned about the store through word-of-mouth communication. This small retailer of quality second-hand children's clothing thrives on the sale of a vast inventory of children's clothing placed there on consignment. "Because small children grow so quickly," Doosra Clothing's owner commented, "they often outgrow many of their clothes before they've hardly been worn!" Doosra Clothing provides a way for people to sell their children's clothing, earn a few dollars, and buy the next larger size. "We're extremely picky about the condition of the clothing we stock," the owner stated, "but we sell most items at a 60 percent discount."

- 120) Which of the following media options would MOST benefit Doosra Clothing's promotional efforts given the store's limited budget? 120) \_\_\_\_\_
- A) daily advertisements on a local radio station
  - B) periodic advertising in a local newspaper
  - C) a link on the city's Chamber of Commerce website
  - D) a billboard placed on the interstate
  - E) weekly commercials during the local evening news
- 121) Doosra Clothing wants to create a postcard to be sent to local families with young children. The postcard will include information about the store's typical inventory, store hours, and directions. Which of the following format elements can make the biggest difference in the success or failure of the direct mailing? 121) \_\_\_\_\_
- A) copy
  - B) illustration
  - C) color
  - D) headline
  - E) font
- 122) The owner of Doosra Clothing wants to establish a community clothing drive to collect clothes for a local children's shelter. The owner will set up collection barrels outside Doosra Clothing. Which of the following public relations tools is the owner using? 122) \_\_\_\_\_
- A) press relations
  - B) product publicity
  - C) public affairs
  - D) development
  - E) lobbying

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

- 123) Today, most salespeople are well-educated, well-trained professionals who work to build and maintain long-term customer relationships by listening to their customers, assessing their needs, and organizing the company's efforts to solve customer problems. 123) \_\_\_\_\_

- 124) Advertising is used mostly by not-for-profit organizations, professionals, and social agencies to promote their various causes to target publics. 124) \_\_\_\_\_
- 125) A specific communication task to be accomplished with a specific target audience during a specific period of time is called an advertising objective. 125) \_\_\_\_\_
- 126) In advertising strategy, the creative department first creates good advertisements, and then the media department selects the best media, a system that almost always works very well. 126) \_\_\_\_\_
- 127) A simple message idea can become a great ad campaign when a copywriter and an art director team up to develop creative concepts. 127) \_\_\_\_\_
- 128) Technical expertise, scientific evidence, and testimonial evidence are all examples of the execution styles that creative teams use in advertising products. 128) \_\_\_\_\_
- 129) The execution style used when Subway advertises six subs for under six fat grams is scientific evidence. 129) \_\_\_\_\_
- 130) Reach is a measure of how many times the average person in the target market is exposed to the message. 130) \_\_\_\_\_
- 131) Although television advertising is expensive for corporations, the cost per exposure is relatively low. 131) \_\_\_\_\_
- 132) The communication effects of advertisements and ad campaigns are more difficult to measure than the sales and profit effects. 132) \_\_\_\_\_
- 133) In small and large companies, advertising is typically handled by an individual or team in the sales department. 133) \_\_\_\_\_
- 134) A company typically spends comparable budgets on public relations and advertising. 134) \_\_\_\_\_
- 135) A company's website can be an important public relations vehicle. 135) \_\_\_\_\_
- 136) Personal selling is the interpersonal component of the promotion mix. 136) \_\_\_\_\_
- 137) Some corporations have no sales force, while others utilize sales agents, brokers, or manufacturer's reps. 137) \_\_\_\_\_
- 138) Of all the ways to structure a sales force, product sales force structure is most effective in helping the company to become more customer focused and build closer relationships with important customers. 138) \_\_\_\_\_
- 139) Complex sales force structures include specialization by customer and territory, by product and territory, by product and customer, and by territory, product, and customer. 139) \_\_\_\_\_
- 140) The workload approach to set sales force size is outdated. 140) \_\_\_\_\_

- 141) Team selling is ideal when customer problems become more complex and customers become larger and more demanding. Sales teams have the advantage of uncovering problems that an individual would not, and sales teams can develop new opportunities as well. 141) \_\_\_\_\_
- 142) If Bahaa el Reedy's company is like most consumer goods companies today, he can boost sales force morale and performance through his organizational climate, sales quotas, and positive incentives. 142) \_\_\_\_\_
- 143) Formal sales force evaluations require management to develop and communicate clear standards for judging performance, and they provide salespeople with constructive feedback and motivation to perform well. 143) \_\_\_\_\_
- 144) During the presentation step of the selling process, the salesperson tells the customer the "value story" of the product. 144) \_\_\_\_\_
- 145) Because customers almost always have objections during the presentation or closing step of the selling process, all salespeople need special training in how to deal with customer objections. 145) \_\_\_\_\_
- 146) Sales promotion consists of long-term incentives to encourage purchases or sales of a product or service. 146) \_\_\_\_\_
- 147) A product demonstration that occurs in a grocery store or a department store is an example of a point-of-purchase promotion. 147) \_\_\_\_\_
- 148) Manufacturers direct more sales promotion dollars toward final consumers than toward retailers. 148) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 149) What are the three primary purposes of advertising objectives? 149) \_\_\_\_\_
- 150) When does a marketer use informative ads? 150) \_\_\_\_\_
- 151) When does a marketer use a comparative ad? 151) \_\_\_\_\_
- 152) When does a marketer use reminder ads? 152) \_\_\_\_\_
- 153) Explain how a marketer could create a message strategy when marketing a product toward children. 153) \_\_\_\_\_
- 154) How does a personality symbol impact a brand? 154) \_\_\_\_\_
- 155) Give a hypothetical example of testimonial evidence. 155) \_\_\_\_\_
- 156) Explain how different types of messages may require different media. 156) \_\_\_\_\_
- 157) Explain how seasonality impacts media timing. 157) \_\_\_\_\_
- 158) Explain why an ad would need to be modified from one country to the next. 158) \_\_\_\_\_

- 159) Why can public relations efforts have a strong impact on public awareness at a substantially lower cost than advertising? 159) \_\_\_\_\_
- 160) What type of company would be likely to use a product sales force structure? 160) \_\_\_\_\_
- 161) Explain how the workload approach helps companies set sales force size. 161) \_\_\_\_\_
- 162) Why do many companies invest in ongoing training for their salespeople? 162) \_\_\_\_\_
- 163) Why does a firm's number of prospects always equal or exceed its number of qualified customers? 163) \_\_\_\_\_
- 164) Why does a salesperson set call objectives? 164) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 165) Marketing management must make four important decisions when developing an advertising program. Name and describe these four decisions.
- 166) What are the three characteristics of advertising appeals?
- 167) The creative team must find the best way to execute an advertising message. Name and describe three of these styles of execution.
- 168) How are companies taking advantage of interactive technologies to tap consumers for message ideas and actual ads? What are the benefits and disadvantages of consumer-generated advertising?
- 169) Name and describe the four major steps in media selection.
- 170) Identify four of the major media types and identify some of the strengths and weaknesses of each type.
- 171) For the sake of accountability, advertisers must evaluate two types of advertising results: the communication effects and the sales and profit effects. How are these two results measured?
- 172) Describe public relations and three of its main functions.
- 173) Explain why a public relations campaign can be a more cost-effective option for corporations than an advertising campaign. Provide examples of companies that have achieved success by focusing on public relations rather than advertising.
- 174) Public relations specialists have several tools that they use. Identify three of these tools and describe how they can be used to help a company communicate with the public.
- 175) Describe the nature of personal selling and the role of the sales force.
- 176) Discuss the differences between the three major sales force structures. What are the potential benefits of each structure?

- 177) Why are more companies using team selling? What are its pros and cons?
- 178) How do successful companies recruit and train their salespeople? What are the objectives of most sales force training programs?
- 179) Describe some of the methods used to supervise salespeople and help them work more efficiently.
- 180) Explain methods of evaluating the performance of a sales force. Why is it important for a sales force to be evaluated?
- 181) Provide the seven steps in the selling process. What would be the two most difficult steps for most salespeople and why?
- 182) What is the follow-up step of the selling process? Why is it important?
- 183) What is the relationship between the personal selling process and the management of customer relationships?
- 184) Explain how sales promotion campaigns are developed and implemented.



## Answer Key

Testname: UNTITLED8

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

## Answer Key

Testname: UNTITLED8

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

## Answer Key

Testname: UNTITLED8

- 101) D
- 102) B
- 103) D
- 104) D
- 105) A
- 106) D
- 107) B
- 108) B
- 109) E
- 110) C
- 111) E
- 112) C
- 113) B
- 114) C
- 115) D
- 116) D
- 117) A
- 118) C
- 119) A
- 120) B
- 121) B
- 122) C
- 123) TRUE
- 124) FALSE
- 125) TRUE
- 126) FALSE
- 127) TRUE
- 128) TRUE
- 129) TRUE
- 130) FALSE
- 131) TRUE
- 132) FALSE
- 133) FALSE
- 134) FALSE
- 135) TRUE
- 136) TRUE
- 137) TRUE
- 138) FALSE
- 139) TRUE
- 140) FALSE
- 141) TRUE
- 142) TRUE
- 143) TRUE
- 144) TRUE
- 145) TRUE
- 146) FALSE
- 147) TRUE
- 148) FALSE
- 149) Advertising objectives can be classified by primary purpose — whether the aim is to inform, persuade, or remind.
- 150) Informative ads are used heavily when introducing new products or new product categories.

## Answer Key

Testname: UNTITLED8

- 151) Comparative ads are a type of persuasive ad in which a company directly or indirectly compares its brand with one or more other brands.
- 152) Reminder ads are important for mature products; they keep consumers thinking about the product.
- 153) When directing marketing efforts toward children, the marketer will want to create a message that is most appealing to children. The market will likely relate to specific situations in which children usually find themselves, or the marketer may use a personality symbol with which the children can relate.
- 154) A personality symbol is a character that represents the product and with which the consumer can relate; it helps a consumer connect with the product.
- 155) Possible examples are endless. Testimonial evidence features a highly believable or likable source endorsing the product.
- 156) For example, a message announcing a major sale tomorrow will require radio or newspapers; a message with a lot of technical data might require magazines, direct mailings, or an online ad.
- 157) Seasonality will impact how often an advertisement is aired or printed. Usually during the Christmas season, ads from numerous marketers of various products are seen more frequently. During other seasons, the pattern of ads (frequency) will change greatly.
- 158) Differences in perceptions of time, color, and imagery will impact how effective or acceptable an advertisement will be in other countries. In addition, changes in the use of language may be required to avoid being offensive to the foreign culture. Also, countries have varying laws regulating advertising.
- 159) With public relations, the company is paying for a staff to develop and circulate information and plan events instead of paying for space or time in the media.
- 160) A product sales force structure will most likely be used by companies that carry extensive product lines, with the need to separate customers according to the products they buy.
- 161) Using this approach, the company first groups accounts into different classes according to size, account status, or other factors related to the amount of effort required to maintain them. The company can then determine the number of salespeople needed to call on each class of accounts the desired number of times.
- 162) Though training is expensive, it can be very effective in helping salespeople learn about the needs and motives of their customers, techniques for effectively selling, the company's objectives, and the strategies of major competitors. With this training, salespeople are able to do their jobs better, resulting in more revenue for the company.
- 163) Prospecting identifies the total number of potential customers in an area; qualifying breaks that number of prospects down into the actual group that it is worthwhile for the salesperson to target.
- 164) Call objectives might include qualifying the prospect, gathering more or better information, and/or making an immediate sale. With a call objective, a salesperson can be more focused on how to prepare for the sale.
- 165) (a) Set advertising objectives, which can be classified by primary purpose – whether the aim is to inform, persuade, or remind.
  - (b) Set the advertising budget, which often depends on its stage in the product life cycle.
  - (c) Develop advertising strategy, which consists of creating a message and selecting the media.
  - (d) Evaluate advertising campaigns monitor how well the advertising worked.
- 166) Advertising appeals should be meaningful, believable, and distinctive. Meaningful appeals point out benefits that make the product more desirable or interesting to consumers. Believable appeals lead consumers to believe that the product or service will deliver the promised benefits. Finally, distinctive appeals should tell how the product is better than the competing brands.
- 167) (a) Slice of life: shows one or more typical people using the product in a normal setting.
  - (b) Lifestyle: shows how a product fits in with a particular lifestyle.
  - (c) Fantasy: creates a fantasy around the product or its use.
  - (d) Mood or image: builds a mood or image around the product or service.
  - (e) Musical: shows people or cartoon characters singing about the product.
  - (f) Personality symbol: creates a character to represent the product.
  - (g) Technical expertise: depicts the company's expertise in making the product or delivering the service.
  - (h) Scientific evidence: presents survey or scientific evidence that the brand is better than other brands.
  - (i) Testimonial evidence/endorsement: features a highly believable or likable source endorsing the product.

## Answer Key

Testname: UNTITLED8

- 168) Companies can now search existing video sites such as YouTube, set up their own websites, create accounts on social networks such as MySpace, and sponsor ad-creation contests. Several companies, such as Coca-Cola, MasterCard, and Frito-Lay, have used consumer-generated ads in national promotions. Consumer-generated advertising offers companies a way to gather new perspectives on their products and develop insights into how their products are used and seen by actual consumers. Also, consumer-generated advertising is very inexpensive. On the other hand, companies do not control consumer-generated material, which can lead to conflicting, or even negative, messages about a brand.
- 169) (a) Decide on reach, frequency, and impact. Reach is a measure of the percentage of people that are exposed to the advertisement; frequency is the measure of how many times the average person is exposed to the message; impact is how people feel about the advertisement.  
(b) Choose among major media types: television, newspapers, magazines, direct mail, radio, outdoor, and Internet.  
(c) Select specific media vehicles, such as choosing TV shows that the target would watch so he or she will see the commercial.  
(d) Decide on media timing. Determine how to schedule the advertising over the course of a year.
- 170) (a) Television: Advantages are good mass-marketing coverage, low cost per exposure, and appeals to the senses; weaknesses are high total costs and high clutter.  
(b) Newspapers: Strengths are timeliness, good local market coverage, and high believability; weaknesses are short life and poor reproduction quality.  
(c) Direct mail: Strengths are flexibility and capacity for personalization; weaknesses are relatively high cost per exposure and "junk mail" image.  
(d) Magazines: Strengths are high audience selectivity, credibility, and good pass-along readership; weaknesses are high costs and long lead times.  
(e) Radio: Strengths are good local acceptance and low cost; weaknesses are low attention and fleeting exposure to messages.  
(f) Outdoor: Strengths are flexibility, low cost, and low message competition; weaknesses are low audience selectivity and creative limitations.  
(g) Internet: Strengths include high selectivity, low cost, and interactive capabilities; weaknesses are audience control of exposure and relatively low impact.
- 171) Measuring the *communication effects* of an ad or ad campaign shows whether the message is being communicated well. Individual ads can be tested before or after they are run. Before one is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude changes resulting from it; after it is run, the advertiser can measure how it affected consumer recall or product awareness, knowledge, and preference. Pre- and post-evaluations of communication effects can be made for entire advertising campaigns as well.

Advertisers have got pretty good at measuring these communication effects; however, *sales and profit* effects of advertising are often much harder to measure. Sales and profits are affected by many factors other than advertising — such as product features, price, and availability. One way to measure the sales and profit effects is to compare past sales and profits with past advertising expenditures. Another way is through experiments. For example, to test the effects of different spending levels, Coca-Cola could vary the amount it spends on advertising in different market areas and measure the differences in the resulting sales and profit levels. More complex experiments could be designed to include other variables, such as differences in the ads or media used.

## Answer Key

Testname: UNTITLED8

- 172) Public relations departments build good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories, and events. Functions include:
- (a) Product publicity: publicizing specific products.
  - (b) Public affairs: building and maintaining national or local community relations.
  - (c) Lobbying: building and maintaining relations with legislators and government officials to influence legislation and regulation.
  - (d) Press relations: creating and placing newsworthy information in the new media to attract attention to a person, product, or service associated with the company.
  - (e) Investor relations: maintaining relationships with shareholders.
  - (f) Development: public relations with donors or members of nonprofit organizations to gain financial or volunteer support.
- 173) Public relations can have a strong impact on public awareness at a much lower cost than advertising can. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and circulate information and to manage events. If the company develops an interesting story or event, it could be picked up by several different media, having the same effect as advertising that would cost millions of dollars. And it would have more credibility than advertising.

Starbucks, Amazon, Body Shop, and Nintendo's Wii have all achieved success through public relations campaigns rather than huge advertising campaigns.

- 174) a. PR professionals find or create favorable *news* about the company and its products or people. Sometimes news stories occur naturally, and sometimes the PR person can suggest events or activities that would create news.
- b. *Speeches* can also create product and company publicity. Increasingly, company executives must field questions from the media or give talks at trade associations or sales meetings, and these events can either build or hurt the company's image.
- c. Another common PR tool is *special events*, ranging from news conferences, press tours, grand openings, and fireworks displays to laser shows, hot air balloon releases, multimedia presentations, or educational programs designed to reach and interest target publics.
- d. Public relations people also prepare *written materials* to reach and influence their target markets. These materials include annual reports, brochures, articles, and company newsletters and magazines.
- e. *Audiovisual materials*, such as slide-and-sound programs, DVDs, and online videos are being used increasingly as communication tools.
- f. *Corporate identity materials* can also help create a corporate identity that the public immediately recognizes. Logos, stationery, brochures, signs, business forms, business cards, buildings, uniforms, and company cars and trucks — all become marketing tools when they are attractive, distinctive, and memorable.
- g. Companies can improve public goodwill by contributing money and time to *public service activities*.
- h. Many marketers are now also designing *buzz marketing* campaigns to generate excitement and favorable word of mouth for their brands. Buzz marketing takes advantage of *social networking* processes by getting consumers themselves to spread information about a product or service to others in their communities.

## Answer Key

Testname: UNTITLED8

- 175) Today, most salespeople are well-educated and well-trained professionals who work to build and maintain long-term customer relationships by listening to their customers, assessing customer needs, and organizing the company's efforts to solve customer problems. Salespeople act as order takers, order getters, and creative sellers. Personal selling is the interpersonal arm of the promotion mix. The sales force acts as a critical link between a company and its customers. Salespeople represent the company to the customer and the customer to the company to produce customer satisfaction and company profit.
- 176) In the territorial sales force structure, each salesperson is assigned to an exclusive geographic area and sells the company's full line of products or services to all customers in that territory. This organization clearly defines each person's job, fixes accountability, and increases the person's desire to build local business relationships that improve selling effectiveness. The product sales force structure allows the sales force to sell along product lines; the seller becomes very knowledgeable about products. This method can cause duplication of efforts and several salespersons calling on the same accounts. The customer sales force structure organizes along customer or industry lines; this can help a company to become more customer focused and build closer relationships with important customers.
- 177) Team selling is useful to service large, complex accounts. Sales teams can uncover problems, solutions, and sales opportunities that no individual salesperson could. The move to team selling is in part a reaction to similar changes within customers' buying organizations; selling teams now call on buying teams. Some pitfalls exist in the team approach. Selling teams can confuse or overwhelm customers who are used to working with only one salesperson. Some salespersons have trouble working with others. Finally, difficulties in evaluating individual contributions to the team selling effort can create some sticky compensation issues.
- 178) During the recruitment step, a company should assess the sales job itself and the characteristics of its most successful salespeople to determine the traits needed by a successful salesperson in that industry. Some companies give sales applicants formal tests, while others only interview applicants. Following selection, orientation and training must be conducted based upon the knowledge and skill levels of the recruits. Most companies train their new salespeople through seminars, sales meetings, and e-learning sessions. Training programs should teach salespeople about customers, about selling effectively, and about the company's products.
- 179) Through supervision, or helping salespeople "work smart", management can help salespeople do the right things in the right way. This includes helping salespeople identify target customers and manage their time. A weekly, monthly, or annual call plan is used in many companies to show salespeople which customers and potential customers to call on within a given time period. As companies are always looking for ways to make their employees more efficient, they often use a time-and-duty-analysis to identify how salespeople spend their time and how they can spend more time actively selling. To increase efficiency, many companies use sales force automation systems — including laptops, smart phones, videoconferencing, and relationship management software — so that their sales force can work anywhere, anytime.
- 180) To evaluate its sales force, management needs to get regular information about the performance of its salespeople. Sales reports, including weekly or monthly work plans and longer-term marketing plans, are the most important source. Management also uses each person's expense reports and call reports to gauge sales call volume and success rates. In addition, management can use sales and profit performance data in each territory, along with personal observation and customer surveys, to identify strengths and weaknesses in the sales force. Taking information gathered from these sources into consideration, management should provide salespeople with constructive feedback aimed at helping each one to succeed. Evaluating a sales force is important because that is how a company can measure its return on sales investment.
- 181) Prospecting and qualifying begin the process, followed by the preapproach. Next, the salesperson makes an approach to make a presentation or demonstration. Handling objections follows, leading into closing the sale. Each sale requires a follow-up to make it complete. For most salespeople, especially new ones, the prospecting and closing steps are the most difficult and require much skill. For a salesperson unfamiliar with how to distinguish good leads from bad ones, prospecting can be difficult. Closing can be difficult because salespeople may lack the confidence to ask for an order, or they may not recognize the appropriate moment to close a sale.

## Answer Key

Testname: UNTITLED8

- 182) The follow-up step is important if the salesperson wants to ensure customer satisfaction and repeat business. Right after closing, the salesperson should complete any details on delivery time, purchase terms, and other matters. The salesperson then should schedule a follow-up call when the initial order is received, to make sure there is proper installation, instruction, and servicing. This visit would reveal any problems, assure the buyer of the salesperson's interest, and reduce any buyer concerns that might have arisen since the sale.
- 183) The selling process should be understood in the context of building and maintaining profitable customer relationships, as companies are interested in more than simply securing a one-time sale. Instead, they are interested in winning and keeping major customers, creating ongoing, mutually beneficial relationships. Because they have significant contact with customers, salespeople play an important role in building and managing profitable customer relationships. Salespeople need to think of the first sale as the beginning of a relationship that will involve listening to customers, understanding their needs, and helping to coordinate the company's efforts to create customer value.
- 184) Sales promotion campaigns first call for setting sales promotions objectives and selecting consumer, trade, business, and/or sales force promotion tools to achieve those objectives. Other necessary decisions include the size of the incentive, the conditions for participation, how to promote and distribute the promotion package, and the length of the promotion. After the campaign has been implemented, the company evaluates the results.