

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

- 1) A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called _____. 1) _____
- A) direct marketing
 - B) integrated marketing
 - C) competitive marketing
 - D) the promotion mix**
 - E) target marketing
- 2) The use of short-term incentives to encourage the purchase or sale of a product or service is called _____. 2) _____
- A) personal selling
 - B) direct marketing
 - C) sales promotions**
 - D) public relations
 - E) publicity
- 3) Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____. 3) _____
- A) personal selling
 - B) public relations
 - C) direct marketing
 - D) sales promotion
 - E) advertising**
- 4) Which of the five major promotion tools includes building up a positive corporate image and handling unfavorable stories and events? 4) _____
- A) advertising
 - B) sales promotion
 - C) personal selling
 - D) direct marketing
 - E) public relations**
- 5) Which of the following is NOT a major category in a company's promotion mix? 5) _____
- A) public relations
 - B) strategic positioning**
 - C) direct marketing
 - D) sales promotion
 - E) advertising

- 6) Which major promotion category makes use of catalogs, telephone marketing, kiosks, and the Internet? 6) _____
- A) public relations
 - B) direct marketing**
 - C) advertising
 - D) publicity
 - E) sales promotion
- 7) Which major promotion category makes use of displays, discounts, coupons, and demonstrations? 7) _____
- A) advertising
 - B) public relations
 - C) direct marketing
 - D) publicity
 - E) sales promotion**
- 8) The promotion mix is the company's primary communication activity; the marketing mix must be coordinated for the greatest communication impact. What is NOT included in the entire marketing mix? 8) _____
- A) place
 - B) price
 - C) product
 - D) competitor**
 - E) promotion
- 9) Mass-media advertising routinely involves a company investing millions or even billions of dollars to reach tens of _____ of customers with a single ad. 9) _____
- A) thousands B) tens **C) millions** D) hundreds E) billions
- 10) Today's consumers do not need to rely on marketer-supplied information about products and services because they can use _____ to seek out a wealth of information. 10) _____
- A) informative advertising
 - B) direct marketing
 - C) public relations
 - D) mass market media
 - E) the Internet and other technologies**
- 11) Which of the following is NOT a factor in the changes occurring in today's marketing communications? 11) _____
- A) Today's consumers are better informed about products and services.
 - B) Improvements in communication technologies are changing how companies and customers communicate with each other.
 - C) Mass media no longer capture the majority of promotional budgets.**
 - D) Companies routinely invest millions of dollars in the mass media.
 - E) Mass markets have fragmented, and marketers are shifting away from mass marketing.

- 12) Moving away from _____, marketers have been shifting toward highly focused marketing, spawning a new generation of more specialized and highly targeted communications efforts. 12) _____
- A) push strategies
 - B) direct marketing
 - C) pull strategies
 - D) mass marketing**
 - E) advertising
- 13) Which of the following is NOT an example of a specialized and highly-targeted media that an advertiser might use to reach smaller customer segments? 13) _____
- A) podcasts
 - B) network television**
 - C) cable television channels
 - D) e-mail
 - E) online social networks
- 14) Companies are doing less _____ and more _____ as a result of an explosion of more focused media that better match today's targeting strategies. 14) _____
- A) advertising; word-of-mouth
 - B) broadcasting; narrowcasting**
 - C) marketing; media
 - D) media; sales
 - E) narrowcasting; broadcasting
- 15) In the "chaos scenario" predicted by some advertising industry experts, the old mass-media communications model will be abandoned in favor of _____. 15) _____
- A) public relations
 - B) push and pull strategies
 - C) direct marketing
 - D) the possibilities of new digital technologies**
 - E) buzz marketing
- 16) All of the following are reasons that marketers are losing confidence in television advertising EXCEPT which one? 16) _____
- A) Younger consumers are using different media.
 - B) TV ad spending is rising at a slower rate than online ad spending.
 - C) TV audience size is on the decline.
 - D) Many viewers are using video on demand and Internet catalogs.
 - E) TV and other mass media still capture the largest share of promotional budgets.**
- 17) Companies often fail to integrate their various communications to consumers because _____. 17) _____
- A) communications often come from different parts of the company**
 - B) advertising departments are reluctant to work with public relations professionals
 - C) personal selling and sales promotion are in direct conflict
 - D) historically, consumers have been able to distinguish between message sources
 - E) they have failed to understand the concept of brand contact
- 18) All too often companies today have failed to _____ their various communications channels, resulting in a hodgepodge of communications to consumers. 18) _____
- A) integrate
 - B) rechannel
 - C) verify
 - D) promote
 - E) open

- 19) Consumers today receive commercial messages from a broad range of sources. However, consumers _____ the way marketers do. 19) _____
- A) don't care about buzz marketing
 - B) are able to differentiate among messages sources
 - C) don't distinguish between message sources
 - D) are not able to block out messages
 - E) block them all out
- 20) More companies are adopting the concept of _____, which carefully integrates and coordinates the company's many communication channels to deliver a clear, consistent, and compelling message about the organization and its brands. 20) _____
- A) integrated personal selling
 - B) integrated competitive methods
 - C) nonpersonal communication channels
 - D) integrated marketing communications
 - E) buzz marketing
- 21) Advertising, sales promotion, personal selling, public relations, and direct marketing are all _____. 21) _____
- A) promotional tools used for push strategies but not pull strategies
 - B) promotional tools adapted for use in mass marketing
 - C) communications channels focused more on narrowcasting than broadcasting
 - D) promotional tools used for pull strategies but not push strategies
 - E) communications channels that should be integrated under the concept of integrated marketing communications
- 22) Integrated marketing communications require a company's mass-market advertisements, website, e-mail, and personal selling communications all to have _____. 22) _____
- A) separate marketing objectives
 - B) the same target audience
 - C) independent communications directors
 - D) equal portions of the advertising budget
 - E) the same message, look, and feel
- 23) To produce better communications consistency, a unified company image, and greater sales impact, some companies employ a(n) _____. 23) _____
- A) media planner
 - B) personal sales force
 - C) marketing communications director
 - D) public relations specialist
 - E) advertising agency
- 24) Integrated marketing communications produces better communications _____ and greater _____ impact. 24) _____
- A) marketing; sales
 - B) branding; quality
 - C) variety; production
 - D) consistency; sales
 - E) sales; consistency

- 25) Today, marketers are moving toward viewing communications as managing the _____ over time. 25) _____
 A) advertising agency
 B) nonpersonal communication channels
 C) customer relationship
 D) product life cycle
 E) word-of-mouth influence
- 26) Integrated marketing communications involves identifying the target audience and shaping a well-coordinated _____ to elicit the desired audience response. 26) _____
 A) target market
 B) opinion leader
 C) pull strategy
 D) promotional program
 E) push strategy
- 27) Using integrated marketing communications, the communications process should start with _____ 27) _____
 A) the competitive-parity method
 B) public relations
 C) an audit of all the potential customer touch points
 D) publicity
 E) advertising strategy
- 28) Which of the following is NOT one of the four major communication functions? 28) _____
 A) encoding B) response C) noise D) feedback E) decoding
- 29) The communication channel a company uses to move its advertising messages from sender to receiver is called the _____. 29) _____
 A) feedback loop
 B) message
 C) encoder
 D) communicator
 E) media
- 30) The receiver assigns meaning to the symbols encoded by a company in its advertisements through a process known as _____. 30) _____
 A) response
 B) decoding
 C) feedback
 D) acknowledgement
 E) disencoding
- 31) In the communication process, the reaction of the receiver after being exposed to a message is called the _____. 31) _____
 A) response B) answer C) feedback D) decoding E) noise

- 32) When a customer lets a producer know something about its products or advertising, the customer is providing _____. 32) _____
- A) encoding
 - B) noise
 - C) **feedback**
 - D) reverse marketing
 - E) decoding
- 33) A consumer is reading a magazine with an advertisement, but is distracted from reading the advertisement or its key points. This unplanned static or distortion during the communication process is called _____. 33) _____
- A) feedback
 - B) **noise**
 - C) response
 - D) decoding
 - E) distraction
- 34) In the communication process, the more the sender's field of experience _____ that of the receiver, the more _____ the message is likely to be. 34) _____
- A) connects with; ineffective
 - B) departs from; direct
 - C) **overlaps with; effective**
 - D) varies from; distinguishable
 - E) coincides with; creative
- 35) To communicate effectively, a marketing communicator must _____ the consumer's field of experience. 35) _____
- A) **understand**
 - B) share
 - C) create
 - D) reference
 - E) compete with
- 36) Marketing communicators must be good at _____ messages that take into account how the target audience _____ them. 36) _____
- A) delivering; encodes
 - B) decoding; receives
 - C) sending; encodes
 - D) retrieving; perceives
 - E) **encoding; decodes**
- 37) Marketing communicators must do all of the following EXCEPT _____. 37) _____
- A) **deliver products to the customer**
 - B) identify the target audience
 - C) collect feedback
 - D) determine the communication objectives
 - E) choose the media through which to send a message
- 38) The six _____ stages that consumers normally pass through on their way to making a purchase include awareness, knowledge, liking, preference, conviction, and purchase. 38) _____
- A) **buyer-readiness**
 - B) objective readiness
 - C) supplier readiness
 - D) personal readiness
 - E) purchase direct readiness

- 39) The six buyer-readiness stages include all of the following EXCEPT _____. 39) _____
A) power
B) awareness
C) knowledge
D) liking
E) hesitation
- 40) In the model of buyer-readiness stages, the first stage is _____. 40) _____
A) knowledge
B) awareness
C) preference
D) insistence
E) liking
- 41) All of the following are strategies a marketer would use to lead consumers into making the final step toward a purchase EXCEPT which one? 41) _____
A) offer special promotional prices
B) offer add-on features
C) offer premiums
D) use extensive "teaser" advertising
E) C or D
- 42) A message showing a product's quality, economy, value, or performance is called a(n) _____ appeal. 42) _____
A) rational B) emotional C) standard D) structural E) moral
- 43) Marketers using humor in their messages claim that they attract more attention and create more loyalty and belief in the brand. This type of message is called a(n) _____ appeal. 43) _____
A) moral B) rational C) standard D) emotional E) structural
- 44) Though a popular appeal, when used poorly _____ can detract from comprehension, quickly wear out its welcome, overshadow the product, or even irritate consumers. 44) _____
A) integrated marketing
B) direct marketing
C) nonpersonal communication
D) noise
E) humor
- 45) Moral appeals are directed to the audience's sense of what is "right" and _____. 45) _____
A) proper B) positive C) traditional D) affordable E) emotional
- 46) The communicator must decide how to handle message structure issues. One issue is whether to _____ or not. 46) _____
A) draw a conclusion
B) use the pull strategy
C) avoid competitors
D) use the push strategy
E) make a moral appeal

- 47) A(n) _____ argument is only likely to be effective when the audience is highly educated or likely to hear opposing claims, or when the communicator has a negative association to overcome. 47) _____
 A) two-sided B) emotional C) one-sided D) moral E) scientific
- 48) In designing the message structure, marketers must decide whether to present the _____ arguments first or last in a message. 48) _____
 A) structural B) scientific C) strongest D) emotional E) moral
- 49) The two broad types of _____ channels are personal and nonpersonal. 49) _____
 A) seller
 B) buyer
 C) competitive
 D) communication
 E) marketing
- 50) Communication through the mail is categorized as a(n) _____ communication channel. 50) _____
 A) inefficient
 B) word-of-mouth
 C) objective
 D) personal
 E) nonpersonal
- 51) Creating word-of-mouth campaigns by cultivating opinion leaders and getting them to spread information about a product or service to others in their communities is known as _____. 51) _____
 A) public relations
 B) buzz marketing
 C) sales promotion
 D) stealth marketing
 E) indirect marketing
- 52) Nonpersonal communication channels include major media, _____, and events. 52) _____
 A) buzz marketing
 B) word of mouth
 C) atmospheres
 D) sales calls
 E) e-mail
- 53) Vast numbers of consumers are aware of your product. It is now your goal to enhance preference for your product. You plan to use nonpersonal communications through print media. This will include all of the following EXCEPT _____. 53) _____
 A) magazines
 B) Internet "chat"
 C) newspapers
 D) catalogs
 E) direct mail

- 54) To _____, a marketer can ask target audience members whether they remember the message, how many times they saw it, and what points they remember. 54) _____
- A) select a message channel
 - B) design a marketing appeal
 - C) collect feedback
 - D) plan a media purchase
 - E) select a message source
- 55) _____ marketing communications may suggest changes in the promotion program or in the product offer itself. 55) _____
- A) Shelter from
 - B) Encoding
 - C) Feedback from
 - D) Decoding
 - E) Noise from
- 56) Companies use all of the following methods to set their advertising budget EXCEPT the _____ method. 56) _____
- A) affordable
 - B) percentage-of-sales
 - C) competitive-parity
 - D) objective-and-task
 - E) integrated
- 57) Using the _____ method for setting an advertising budget, the company starts with total revenues, deducts operating expenses and capital outlays, and then devotes some portion of the remaining funds to advertising. 57) _____
- A) percentage-of-sales
 - B) moving-average
 - C) competitive-parity
 - D) integrated
 - E) affordable
- 58) Though the _____ method of setting an advertising budget is simple to use and helps management think about the relationships among promotion spending, selling price, and profit per unit, it wrongly views sales as the cause of promotion rather than the result. 58) _____
- A) affordable
 - B) percentage-of-sales
 - C) objective-and-task
 - D) regression
 - E) competitive-parity
- 59) Which method of setting an advertising budget is based on analyzing competitors' spending? 59) _____
- A) percentage-of-sales method
 - B) regression method
 - C) competitive-parity method
 - D) affordable method
 - E) objective-and-task method

- 60) Perhaps the most logical budget-setting method is the _____ method because it is based on spending necessary to accomplishing specific promotion goals. 60) _____
- A) affordable
 - B) percentage-of-sales
 - C) objective-and-task
 - D) competitive-parity
 - E) exponential smoothing
- 61) Advertising has some shortcomings. What is NOT one of them? 61) _____
- A) It does not make audience members feel the need to respond.
 - B) It is impersonal.
 - C) It slowly reaches many people.
 - D) It carries on one-way communication with the audience.
 - E) It can be very costly.
- 62) _____ is a company's most expensive promotion tool. 62) _____
- A) Publicity
 - B) Public relations
 - C) Mass media
 - D) Advertising
 - E) Personal selling
- 63) Which promotional tool is most effective in building up buyers' preferences, convictions, and, most importantly, actions? 63) _____
- A) mass-market advertising
 - B) public relations
 - C) personal selling
 - D) segmented advertising
 - E) sales promotion
- 64) Sales promotion features a wide assortment of tools. Which of the following is NOT one of these tools? 64) _____
- A) contests
 - B) cents-off deals
 - C) coupons
 - D) catalogs
 - E) premiums
- 65) "Buy it now" is the message of _____. 65) _____
- A) sales promotion
 - B) personal selling
 - C) publicity
 - D) advertising
 - E) a nonpersonal communication channel

- 66) _____ consists of strong short-term incentives that invite and reward quick responses from customers. 66) _____
 A) A segmented promotion
 B) Sales promotion
 C) Advertising
 D) A patronage reward
 E) Publicity
- 67) _____ is very believable because news stories, features, sponsorships, and events seem more real and believable to readers than ads do. 67) _____
 A) The competitive-parity method
 B) Personal communication
 C) Nonpersonal communication
 D) Public relations
 E) Personal selling
- 68) Which promotional tool is described as nonpublic, immediate, customized, and interactive? 68) _____
 A) brand contacts
 B) direct marketing
 C) segmented advertising
 D) public relations
 E) sales promotion
- 69) Which promotional mix strategy directs marketing efforts toward final consumers? 69) _____
 A) pulse B) buzz C) pull D) push E) blitz
- 70) Which promotional mix strategy directs marketing efforts toward market channel members? 70) _____
 A) pull B) buzz C) pulse D) blitz E) push
- 71) Business-to-consumer companies are more likely to emphasize a _____ promotion strategy, while business-to-business companies are more likely to emphasize a _____ promotion strategy. 71) _____
 A) pull; push
 B) push; pull
 C) continuity; pulse
 D) pulse; continuity
 E) pulse; pull
- 72) _____ is LEAST important for integrating a firm's marketing communications. 72) _____
 A) Creating performance measures for all communications elements
 B) Analyzing internal and external trends
 C) Auditing the pockets of communications spending throughout the organization
 D) Studying the competitor's communications and promotions
 E) Identifying all customer touch points for the company and its brands
- 73) Bait-and-switch advertising _____. 73) _____
 A) is illegal
 B) attracts buyers under false pretenses
 C) is deceptive
 D) is unethical
 E) all of the above

- 74) Which of the following would be classified as bait-and-switch advertising? 74) _____
- A) favoring certain customers over others through trade promotions
 - B) advertising service packages that cannot actually be provided
 - C) advertising a cheaper brand but only making a more expensive one available to customers
 - D) raising a product's prices
 - E) attempting to charge less for a brand than for manufacturers' brands
- 75) A company's salespeople should always follow the rules of _____. 75) _____
- A) fair competition
 - B) societal marketing
 - C) competition
 - D) high-pressure selling
 - E) cooling-off
- 76) A.Y. McDonald, a manufacturer of pumps and plumbing valves, employs regional salespeople to sell its products to wholesalers and cities. This is an example of _____. 76) _____
- A) personal selling
 - B) sales promotion
 - C) public relations
 - D) advertising
 - E) direct marketing
- 77) Hoda Said owns Style Gallery, a small chain of fashionable furniture stores offering a variety of elegant furniture. In order to implement integrated marketing communications, Hoda has hired a marketing communications director, whose job it will be to ensure that each _____ will deliver a consistent and positive message about the company. 77) _____
- A) logo
 - B) brand contact
 - C) media vehicle
 - D) advertisement
 - E) public relations message
- 78) Harpo Enterprises maintains the Oprah Winfrey show, a website, and O magazine. Because Harpo Enterprises practices integrated marketing communications, these different brand contacts all maintain _____ in design and tone. 78) _____
- A) variety
 - B) consistency
 - C) convenience
 - D) contact
 - E) creativity
- 79) Delia's is a clothing retailer that targets teenage girls. It runs coordinated promotions for its catalogs, website, and retail outlets. It uses the same models in its catalog and in its print ads as well as on its website. Delia's works to make sure its public relations activities as well as its sales promotions harmonize with its advertising in all venues. From this information, you can infer that Delia's is using _____. 79) _____
- A) experiential marketing
 - B) word of mouth marketing
 - C) buzz marketing
 - D) integrated marketing communication
 - E) database marketing

- 80) HP's advertising agency assembles words and illustrations into an advertisement that will convey the company's intended brand message. In the communication process, HP is _____. 80) _____
- A) encoding
 - B) responding
 - C) decoding
 - D) sending
 - E) messaging
- 81) The decision to use a cleaning genie to communicate the strength and power of Mr. Clean cleaning liquid is representative of the _____ process of the communication model. 81) _____
- A) decoding
 - B) sourcing
 - C) encoding
 - D) signifying
 - E) messaging
- 82) In the communication process, an actual HP printer/fax machine advertisement is called _____. 82) _____
- A) decoding
 - B) the medium
 - C) the message
 - D) encoding
 - E) noise

Chapter 11 Scenario

A TV ad for Pantene shampoo featured actress Mona Zaki and told viewers how great their hair will look.

- 83) In terms of the communication model, the sender of this message is/are _____. 83) _____
- A) Pantene
 - B) Mona Zaki
 - C) the viewers who buy the shampoo
 - D) the TV Channel
 - E) the target market to whom Pantene appeals to
- 84) In terms of the communication model, the medium of this message is/are _____. 84) _____
- A) the viewers who buy the shampoo
 - B) the TV Channel
 - C) Mona Zaki
 - D) the target market to whom Pantene appeals to
 - E) Pantene
- 85) In terms of the communication model, which of the following would be the best way for the source to measure feedback? 85) _____
- A) the number of people to whom Mona Zaki is an appealing spokesperson
 - B) the number of viewers who watch the TV Channel
 - C) the number of people who buy the shampoo
 - D) the number of people who were exposed to the ad
 - E) the number of people make up the target market
- 86) American University in Cairo's initial ads for the school's new EMBA program are most likely intended to create _____. 86) _____
- A) insistence
 - B) preference
 - C) conviction
 - D) liking
 - E) awareness

- 87) When a car-maker wants to introduce a new model, it is most likely to begin with an extensive _____ advertising campaign to create name familiarity and interest. 87) _____
- A) two-sided
 - B) moral appeal
 - C) sales promotion
 - D) teaser**
 - E) competitive
- 88) An example of a(n) _____ appeal is the Resala appeal, "our mission is teaching the people of our country". 88) _____
- A) emotional
 - B) awareness
 - C) rational
 - D) standard
 - E) **moral**
- 89) Which of the following represent(s) a two-sided message? 89) _____
- A) Listerine tastes bad twice a day.
 - B) Heinz Ketchup is slow good.
 - C) Etonic athletic shoes are built so you can last.
 - D) A and B**
 - E) none of the above
- 90) A manufacturer of a variety of technological devices asked its marketing department to develop inexpensive methods of building and maintaining brand awareness and excitement. The marketing department then recruited consumers who were early adopters of technological devices to spread the word about the company's new products. This is an example of _____. 90) _____
- A) nonpersonal marketing
 - B) buzz marketing**
 - C) direct marketing
 - D) sales promotion
 - E) public service activities
- 91) Toward the end of the fiscal year, the owner of a small company came back from lunch concerned because he had learned that a business targeted to the same customers as his was planning on spending \$150,000 on promotion. As soon as he arrived at the office, he called his financial manager and said, "I want to budget \$150,000 for next year's promotion." Which method of promotional budgeting did the owner want to use? 91) _____
- A) the competitive-parity method**
 - B) the bottom-up method
 - C) the objective-task method
 - D) the percentage-of-sales method
 - E) the pull-push method
- 92) An e-mail from Amazon.com offers free shipping on your next purchase of more than \$35. This is an example of _____. 92) _____
- A) an advertising objective
 - B) sales promotion**
 - C) a push strategy
 - D) public relations
 - E) personal selling

- 93) Mariah Goldberg, a marketing manager for a manufacturer of children's toys, is looking for ways to reach potential customers who typically avoid salespeople and advertisements. Which of the following would be the most economical promotional tool for Mariah to use? 93) _____
- A) sales promotion
 - B) public relations**
 - C) personal selling
 - D) brand contacts
 - E) direct marketing
- 94) A newspaper article announced that a telecom company was changing its name and that to begin the makeover process it had replaced its usual spokesperson with someone more famous. Which element of the promotion mix is this an example of? 94) _____
- A) product
 - B) advertising
 - C) personal selling
 - D) public relations**
 - E) sales promotion
- 95) A large producer of all-natural hair care and beauty products is most likely to use _____ promotion mix strategies to gain increased shelf space in stores and to gain increased customer sales. 95) _____
- A) pulse
 - B) continuity
 - C) push
 - D) pull
 - E) push and pull**
- 96) An ad in a professional journal for dentists asked them to recommend Crest toothpaste to their patients. It offered samples that they could buy at cost to give to their patients, to encourage them to take better care of their teeth. The manufacturer of Crest toothpaste was using _____. 96) _____
- A) public relations
 - B) personal selling
 - C) a pull strategy
 - D) a push strategy**
 - E) direct marketing
- 97) Glasis is a type of paint made specifically for use on cars. An ad in *Motor Trend* magazine advising consumers to request their body shops use Glasis paint is an example of how a company uses _____. 97) _____
- A) a pull strategy**
 - B) a push strategy
 - C) word of mouth influence
 - D) public relations
 - E) buzz marketing

- 98) A maker of vitamin drinks wants to compete with the leading brands in the category and has decided to use a heavy push strategy, putting most of the brand's marketing budget into trade and consumer sales promotion. Which of the following is a potential disadvantage of this approach? 98) _____
- A) It may be difficult to identify meaningful product differences in advertising.
 - B) Mass media campaigns are increasingly more expensive.
 - C) A new marketing communications model is quickly replacing mass marketing.
 - D) Retail giants may be reluctant to respond to the strategy.
 - E) The strategy may spark a spiral of price-slashing that will undercut the brand's future for short-term gains.

Refer to the scenario below to answer the following questions.

Jawad Ali opened Sparkle Janitorial in 1999. Jawad began by acquiring two contracts for office cleaning services from two local manufacturing facilities. For two years, Jawad and his wife, Fahimah, performed the cleaning services alone. After acquiring three additional cleaning contracts in 2001, Jawad hired two employees.

"Up to that point, we had room to grow but we really had no advertising plan," Jawad stated. "We were relying mostly on word-of-mouth."

By 2003, Fahimah hired another two full-time employees to begin Sparkle's new endeavor: carpet cleaning in homes and offices.

"Competition was getting tough for both of our services at that point," Fahimah added. "We ran a local radio spot three times each week. Then we had an advertiser print coupons on placemats. That gave us a little more exposure."

Jawad and Fahimah admit that they never realized the value of a sound promotional plan before now. "We wish we would have put together something catchy with a jingle way before now," they said.

- 99) Which of the following would be the LEAST effective way for Jawad and Fahimah to reach new potential customers? 99) _____
- A) public relations
 - B) word-of-mouth influence
 - C) direct marketing
 - D) buzz marketing
 - E) network television advertising

- 100) In a recent radio spot, Jawad and Fahimah gave a quick explanation of Sparkle's cleaning process and a description of the value consumers receive for their money. This is an example of a(n) _____ appeal. 100) _____
- A) social B) standard C) rational D) emotional E) moral

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

- 101) A company's marketing communications mix is also called its promotion mix. 101) _____
- 102) Sales promotion makes use of press releases and special events. 102) _____
- 103) Though mass marketing was effective in past decades, large companies no longer routinely invest large chunks of their advertising budgets in mass-media outlets such as television and magazines. 103) _____
- 104) Mass markets have fragmented; thus, marketers are shifting away from mass marketing. 104) _____
- 105) Vast improvements in information technology are speeding the movement toward segmented marketing. 105) _____

- 106) New communications technologies such as cell phones and the Internet give companies new media for interacting with targeted consumers, but these new technologies also give consumers more control of the advertising messages they receive. 106) _____
- 107) Mass marketers can expect consumers to distinguish between commercial message sources to maintain a clear image of a company and its brands. 107) _____
- 108) The integrated marketing concept ties together all of the company's messages and images. 108) _____
- 109) Integrated marketing communications allows brand messages to be developed by different departments within an organization. 109) _____
- 110) A marketing communications director has overall responsibility for the company's communications efforts. 110) _____
- 111) The communications process should start with mass media advertising to reach many consumers. 111) _____
- 112) The four major communication functions are encoding, decoding, response, and noise. 112) _____
- 113) Encoding is the process by which the receiver assigns meaning to symbols. 113) _____
- 114) Decoding is the process of putting thought into symbolic form. 114) _____
- 115) Awareness, knowledge, and preparation are buyer-readiness stages. 115) _____
- 116) "Teaser" advertising is most closely associated with the buyer-readiness stage of liking a product. 116) _____
- 117) There are three types of appeal from which marketers may choose as they design their message content. These types are rational, emotional, and moral appeals. 117) _____
- 118) The "Walk for Education" ad in Dubai is an example of a moral appeal. 118) _____
- 119) Advertisements for prescription drugs often feature potential benefits and negative side effects that consumers may experience with use of the medication. These ads present two-sided arguments. 119) _____
- 120) Buzz marketing involves cultivating opinion leaders and getting them to spread information about a product or service to others in their communities. 120) _____
- 121) The percentage-of-sales method wrongly views sales as the cause of promotion rather than the result. 121) _____
- 122) The affordable method sets promotion budgets to match competitors' outlays. 122) _____
- 123) Large-scale advertising conveys a positive message about the seller's size, popularity, and success. 123) _____
- 124) If the pull strategy is effective, consumers will then demand the product from channel members, who will in turn demand it from producers. 124) _____

125) A recent trend in the mixes of consumer-goods companies, toward more push than pull, may achieve short-run sales at the expense of brand equity. 125) _____

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

126) A company's marketing communications mix—also called its promotion mix—blends five different parts. Name and define these parts.

127) Why are profound changes in marketing communications creating both exciting and scary times for marketing communicators?

128) Explain the concept of integrated marketing communications (IMC).

129) Name and define the four major communication functions.

130) The background for a Panadol Extramedication ad appearing in the magazines and Facebook in Egypt shows a good looking doctor holding a chart. The headline states "People around me depend on me, I depend on Panadol Extra" At the bottom of the ad, its price was stated. The ad also shows a package so consumers can easily recognize it at the store. Identify the different components of the communication model for this advertisement.

131) Outline the steps in developing effective marketing communications.

132) Describe the six buyer-readiness stages along with marketing strategies that may be used at each stage.

133) Describe four common methods used to set the total budget for advertising.

134) Marketers can choose from two basic promotion mix strategies: push promotion or pull promotion. Compare these two strategies.

135) Explain how advertising may change as a product moves from the introductory stage to the growth stage of the product life cycle.

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

136) How are advertising and direct marketing different? 136) _____

137) Advertisers are now adding a broad selection of more-specialized and highly targeted media to reach smaller customer segments with more-personalized, interactive messages. Give 5 examples of highly targeted media. 137) _____

138) Why do some marketers predict a marketing "chaos scenario"? 138) _____

139) Why should a company be concerned about integrating communications from different sources within the company? 139) _____

140) How do integrated marketing communications (IMC) build brand identity? 140) _____

- 141) Why is the consumer's field of experience of interest to a marketer? 141) _____
- 142) In the communication process, what is noise and why is it important? 142) _____
- 143) Describe the three types of appeals marketers use. 143) _____
- 144) What role does message format play in print advertisements? 144) _____
- 145) Why do marketers value opinion leaders? 145) _____
- 146) Explain how the message source affects consumers' perceptions of the message. 146) _____
- 147) When is it most advisable to predominantly use advertising in a promotion mix? 147) _____
- 148) When is it advisable to predominantly use personal selling in a promotion mix? 148) _____
- 149) When is it advisable to use sales promotions predominantly in a promotion mix? 149) _____
- 150) What should salespeople do in order to avoid bait-and-switch practices? 150) _____

Answer Key

Testname: UNTITLED7

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

Answer Key

Testname: UNTITLED7

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

Answer Key

Testname: UNTITLED7

- 101) TRUE
- 102) FALSE
- 103) FALSE
- 104) TRUE
- 105) TRUE
- 106) FALSE
- 107) FALSE
- 108) TRUE
- 109) FALSE
- 110) TRUE
- 111) FALSE
- 112) FALSE
- 113) FALSE
- 114) FALSE
- 115) FALSE
- 116) FALSE
- 117) TRUE
- 118) TRUE
- 119) TRUE
- 120) TRUE
- 121) TRUE
- 122) FALSE
- 123) TRUE
- 124) TRUE
- 125) TRUE
- 126) Advertising is any paid-for nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Sales promotion includes short-term incentives to encourage the purchase or sale of a product or service. Public relations includes building 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, or events. Personal selling includes a personal presentation by the firm's sales force for the purpose of making sales and building customer relationships. Direct marketing includes direct connections with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships—the uses of telephone, mail, the Internet, and other tools to communicate directly with specific customers.
- 127) In the past, marketers relied heavily on mass marketing. Today, however, mass markets have fragmented, consumers are better informed and sweeping changes in technology have changed how companies and consumers communicate with each other. These three factors have led to a new marketing communications model that is specialized to reach smaller customer segments with messages that are more personalized. Mass marketing can no longer be solely relied upon to deliver a marketer's message. Although these changes may frighten marketing communicators, these changes afford tremendous opportunities to reach new customers and strengthen relationships with existing customers.
- 128) IMC calls for recognizing all contact points where the customer may encounter the company and its brands.. A company wants to deliver a consistent and positive message with each contact. IMC ties together all of the company's messages and images, avoiding the confusion that can arise from customers receiving varied messages from a variety of media.
- 129) Encoding is the process of putting thought into symbolic form. Decoding is the process by which the receiver assigns meaning to the symbols encoded by the sender. In addition, response refers to the reactions of the receiver after being exposed to the message. Feedback is the part of the receiver's response communicated back to the sender.

Answer Key

Testname: UNTITLED7

- 130) The marketers of Panadol Extra are the sender. These marketers encoded their ideas into the actual message, which includes the images and text of the advertisement. The medium for this communication is the magazines and on facebook. The receiver is anyone reading the magazine or on facebook who sees this page of advertising; the receiver may or may not decode the message in the way the marketers intended. Noise could pop up at any stage of the communication process.
- 131) In preparing marketing communications, the marketer's first task is to identify the target audience and its characteristics. Next, the market has to determine the communication objectives and define the response sought, whether it is awareness, knowledge, liking, preference, conviction, or purchase. Then a message should be constructed with an effective content and structure. Media must be selected, both for personal and nonpersonal communication. The marketer should find highly credible sources to deliver messages. Finally, the communicator must collect feedback by watching how much of the market becomes aware, tries the product, and is satisfied in the process.
- 132) The six buyer-readiness stages are awareness, knowledge, liking, preference, conviction, and purchase. A marketer might use "teaser" ads to create interest and curiosity at the awareness stage. Next, marketers want to inform potential buyers of the product's high quality and its many features. Beyond knowledge, marketers want to move consumers to have stronger feelings about the product, going from liking to preference to conviction, or believing that a product is the best for them. A combination of promotion tools can be used to create positive feelings and a customer connection with the brand. The final stage is purchase, which marketers may influence through the use of premiums, add-ons, or rebates.
- 133) Using the affordable method, a company sets a promotion budget at the level it thinks it can afford. Using the percentage-of-sales method, a company sets a promotion budget at a certain percentage of current or forecasted sales. Using the competitive-parity method, a company sets a promotion budget based on competitors' outlays. Using an objective-and-task method, a company sets a promotion budget based on what it wants to accomplish with promotion.
- 134) Using the pull strategy, the producer directs its marketing activities toward final consumers to induce them to buy the product; if the pull strategy is effective, consumers will then demand the product from channel members who will in turn demand it from producers. Using a push strategy, the producer focuses instead on the channel members, persuading them to carry the product and promote it to final consumers.
- 135) Because there may be little awareness or little information generated about products in the introductory stage of the life cycle, marketers may spend large amounts of promotional dollars toward creating awareness. As the product moves into the growth stage, many competitors may enter the market in an attempt to move the product out of the way; in such cases, marketers may continue spending large amounts of promotional dollars for advertising. However, at this point, the marketer may decide to attempt to persuade consumers to buy based on specific product or company attributes, or to compare their product with competing products in an attempt to convince consumers that their product is superior. At the decline stage, advertising is kept at a reminder level.
- 136) Advertising is the nonpersonal promotion of ideas, goods, or services, while direct marketing is the promotion of ideas, goods, or services to carefully targeted individuals.
- 137) The new media range from specialty magazines, cable television channels, and video on demand (VOD) to Internet catalogs, email, podcasts, cellphones, and online social networks.
- 138) Some experts believe that the traditional mass-media communications will cease to exist and will be entirely replaced by new digital technologies that permit more targeted and personalized marketing.
- 139) Customers won't separate conflicting or varying messages from different sources within a company, so failing to integrate communications could lead to blurred consumer brand perceptions.
- 140) IMC builds brand identity and strong customer relationships by tying together all of the company's messages and images.
- 141) The marketing communicator must understand the consumer's field of experience in order to create promotional messages that will be decoded as the sender intends them to be understood.
- 142) Noise is the unplanned static or distortion during the communication process, which results in the receiver getting a different message from the one the sender sent. The consumer is distracted and misses the key point.
- 143) Rational appeals relate to the consumer's self-interest; emotional appeals attempt to stir up either positive or negative emotions; moral appeals are directed to the consumer's sense of what is "right" and "proper".

Answer Key

Testname: UNTITLED7

- 144) In a print ad, for example, the headline, copy, illustrations, and color are critical. To attract attention, the advertiser may use novelty, contrasts, or eye-catching headlines.
- 145) Opinion leaders are people whose opinions are sought by others. Marketers rely on them to influence positively the spread of acceptance for the product or service through a market.
- 146) The message source will affect how the consumer perceives the message. For example, highly credible sources — such as certain newspapers — will be more persuasive. In some cases, the use of celebrity testimonials works well to persuade consumers to make the purchase.
- 147) Advertising works well when the marketer's goal is to reach geographically dispersed groups of consumers. In addition, advertising works well when the marketer wants to control the intended message geared toward a specific group of consumers. Advertising also allows the marketer to repeat a message many times.
- 148) Personal selling works well when the marketer's goal is to build up buyers' preferences, convictions, and actions. Personal selling allows marketers to build personal relationships with the prospective buyers and allows marketers to provide demonstrations directly to an intended audience. Many industrial companies prefer personal selling to other promotional tools.
- 149) Sales promotions are used to invite and reward quick response. They are short-lived, so they are used when the marketer intends to make a quick, dramatic impact on an intended audience with the use of coupons, samples, contest, etc.
- 150) To avoid bait-and-switch practices, salespeople should make tier statements match advertising claims.