

Exam

Name _____

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

- 1) _____ is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, good, and services to create exchanges that satisfy individual and organizational objectives. 1) _____
- A) Advertising
 - B) Sales promotion
 - C) Marketing
 - D) Integrated marketing communications

Answer: C

Topic: 01-02 Marketing

- 2) Which of the following is the BEST example of a marketing exchange? 2) _____
- A) Jessie helped Alison move a heavy piece of furniture.
 - B) For mowing her yard, Mrs. Forrest gave Ben a chocolate cake.
 - C) Vlad and Ingrid gave their son a trip for his graduation.
 - D) John gave Sahil a menu, and he placed his food order.

Answer: B

Topic: 01-02 Marketing

- 3) Product, price, place and promotion are also known as: 3) _____
- A) methods of selling goods and services.
 - B) marketing communications tools.
 - C) the marketing mix.
 - D) marketing jargon.

Answer: C

Topic: 01-02 Marketing

- 4) Campo Outdoor Products has developed a new backpack. It will expand to three times its initial size, be water resistant, and lightweight. These are what kind of marketing decisions? 4) _____
- A) price allowance
 - B) package design
 - C) service level
 - D) product features

Answer: D

Topic: 01-03 Communicating Product

- 5) Navinder Foods offers portable snack items that are low in calories, high in fibre, and taste just like the ones shoppers might consume back home in India. Which of the following is NOT a product benefit delivered by Navinder's snack items? 5) _____
- A) performance/convenience benefit
 - B) functional benefit
 - C) affordable benefit
 - D) emotional benefit

Answer: C

Topic: 01-03 Communicating Product

- 6) Product protection, storage, communication, and image are all functional benefits of: 6) _____
- A) packaging
 - B) brand identity
 - C) product attributes
 - D) brand marketing

Answer: A

Topic: 01-03 Communicating Product

- 7) Which is the best example of the use of packaging as a communication vehicle? 7) _____
- A) New cellphone SIM cards are enveloped in large plastic packages.
 - B) At Golftown one can purchase used golf balls in bags of 20 or 50.
 - C) Uncle Ben's Rice offers usage and recipe suggestions on their boxes and bags.
 - D) Costco offers multi-packs of contact lens solution at affordable prices.

Answer: C

Topic: 01-03 Communicating Product

- 8) Each of the following is true about brand equity EXCEPT: 8) _____
- A) It is a tangible asset which can provide competitive advantage.
 - B) It is a challenge for marketers to consistently measure brand equity.
 - C) It builds on the favourable image and impressions of differentiation of a brand.
 - D) It is a measure of consumer attachment to a brand.

Answer: A

Topic: 01-03 Communicating Product

- 9) Which of the following statements about price is true? 9) _____
- A) Price communicates the economic cost to consumers for all of the product benefits combined.
 - B) Levels of recommended ad expenditures are not relative to price.
 - C) Price refers to what the marketer must give up to sell a product.
 - D) Price is not a key aspect of the product conveyed in a promotional offer.

Answer: A

Topic: 01-04 Communicating Price

- 16) _____ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor. 16) _____
- A) The promotional mix
 - B) Advertising
 - C) Sales promotion
 - D) Publicity

Answer: B

Topic: 01-08 Advertising

- 17) Advertising may be defined as any: 17) _____
- A) personal communication from a company representative to prospective buyers
 - B) communication that moves a product from one level to another level of the distribution channel
 - C) paid form of nonpersonal communication about a product, service, or company
 - D) communication about a product, service, or company

Answer: C

Topic: 01-08 Advertising

- 18) Which the following is NOT an advantage inherent in the use of advertising? 18) _____
- A) Low cost per contact
 - B) Immediate feedback
 - C) Ability to control the message
 - D) Ability to create brand images and symbolism

Answer: B

Topic: 01-08 Advertising

- 19) Which of the following is NOT a characteristic of advertising as a form of promotion? 19) _____
- A) Cost-effective method for communicating with large audiences
 - B) The ability to reach large audiences with the advertising message
 - C) Personal nature of the message
 - D) The ability to create images for brands

Answer: C

Topic: 01-08 Advertising

- 20) Which of these is NOT a reason why marketers use advertising? 20) _____
- A) To take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
 - B) To strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult
 - C) To set an appropriate price across various channels
 - D) To create symbolic appeals for a company or brand

Answer: C

Topic: 01-08 Advertising

27) Ads for computers and office furniture in *Purchasing Canada*, a trade magazine written and published especially for corporate and government buyers, are examples of _____ advertising. 27) _____

- A) retail
- B) professional
- C) business-to-business
- D) primary-demand

Answer: C

Topic: 01-08 Advertising

28) Advertisements for a Parkell tooth polisher in *Canadian Dentist*, a publication for dentists, are an example of _____ advertising. 28) _____

- A) trade
- B) progressive
- C) primary demand
- D) professional

Answer: D

Topic: 01-08 Advertising

29) Why does Samsung place advertising messages in media such as television, print, and outdoor to encourage consumers to interact with the brand online? 29) _____

- A) Online communication is the best way to convey product attributes and consumer value.
- B) Samsung only sells their products online, so they must try to drive traffic to their company website.
- C) Online brand interaction is the least expensive way to connect with consumers.
- D) Studies show that consumers research their purchase online prior to a store visit, so other media should lead the consumer to visit the company's website.

Answer: D

Topic: 01-08 Advertising

30) _____ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer. 30) _____

- A) Public relations
- B) Direct marketing
- C) Brand equity
- D) Sales promotion

Answer: D

Topic: 01-09 Sales Promotion

31) Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as: 31) _____

- A) trade sales promotion
- B) consumer sales promotion
- C) direct marketing incentives
- D) strategic promotions

Answer: B

Topic: 01-09 Sales Promotion

- 32) McDonald's restaurants use a Monopoly game to allow customers to win various prizes. Each game piece that you receive as a result of a purchase either awards you a prize or fills in one section on a Monopoly board. Prizes can also be won if you own all the pieces of the railroads or all of one colour of property. This is an example of a: 32) _____
- A) service-oriented sales promotion
 - B) consumer sales promotion
 - C) primary demand advertising campaign
 - D) direct-response advertising campaign

Answer: B

Topic: 01-09 Sales Promotion

- 33) Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as: 33) _____
- A) a functional inducement
 - B) a trade sales promotion
 - C) integrated promotions
 - D) a consumer sales promotion

Answer: B

Topic: 01-09 Sales Promotion

- 34) _____ is nonpersonal communication neither directly paid for nor run under identified sponsorship. 34) _____
- A) Publicity
 - B) Public relations
 - C) Sales promotion
 - D) Advertising

Answer: A

Topic: 01-10 Public Relations

- 35) How does advertising differ from publicity? 35) _____
- A) Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.
 - B) Advertising typically utilizes mass media, and publicity does not.
 - C) Advertising is done by manufacturers, and publicity is done by retailers.
 - D) Advertising is paid for by the sponsoring organization, and publicity is not.

Answer: D

Topic: 01-10 Public Relations

- 36) Which of the following statements about publicity is true? 36) _____
- A) Publicity and public relations are synonyms for each other.
 - B) Publicity has more of a long term, on-going purpose than public relations.
 - C) Publicity generally has a broader purpose and objective than public relations.
 - D) Publicity is an important communication technique used in public relations.

Answer: D

Topic: 01-10 Public Relations

- 37) Which of the following is NOT a technique used to generate publicity? 37) _____
- A) News releases and feature articles B) Packaging and product displays
C) Photographs, films, and videotapes D) Press conferences

Answer: B

Topic: 01-10 Public Relations

- 38) When Jennifer Lawrence appears on "The Tonight Show with Jay Leno" as a guest to discuss her role in the "Hunger Games" movies, it is an example of: 38) _____
- A) direct marketing B) advertising
C) personal selling D) publicity

Answer: D

Topic: 01-10 Public Relations

- 39) One of the primary advantages inherent in the use of publicity is its: 39) _____
- A) almost non-existent variable costs
B) ability to be personalized
C) ability to be closely controlled and monitored by the organization that is being publicized
D) credibility

Answer: D

Topic: 01-10 Public Relations

- 40) *Consumer Reports* magazine ran an article comparing various shampoos and rated Pert Plus as the best brand. This article was reported on in various newspapers and television news programs. This is an example of: 40) _____
- A) advertising B) positive publicity
C) negative publicity D) sales promotion

Answer: B

Topic: 01-10 Public Relations

- 41) A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of: 41) _____
- A) personal selling B) publicity
C) media-selling D) promotion

Answer: B

Topic: 01-10 Public Relations

- 42) When the brand team at Dentyne send out samples of their new fiery gum flavours to radio DJs and television hosts with the hope that they will talk about it on air, it is an example of: 42) _____
- A) publicity B) public relations
C) personal selling D) trade sales promotion

Answer: B

Topic: 01-10 Public Relations

- 43) Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible? 43) _____
- A) Advertising
 - B) Direct marketing
 - C) Sales promotion
 - D) Publicity

Answer: D

Topic: 01-10 Public Relations

- 44) When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as: 44) _____
- A) image management
 - B) public relations
 - C) integrated marketing
 - D) advertising

Answer: B

Topic: 01-10 Public Relations

- 45) _____ is the management function that evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance. 45) _____
- A) Public relations
 - B) Publicity
 - C) Corporate affairs
 - D) Sales promotion

Answer: A

Topic: 01-10 Public Relations

- 46) Public relations involves all of the following EXCEPT: 46) _____
- A) financial and personnel involvement in local arts and crafts festival
 - B) sponsorship of a fun run to benefit breast cancer research
 - C) product design
 - D) publicity

Answer: C

Topic: 01-10 Public Relations

- 47) _____ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction. 47) _____
- A) Direct marketing
 - B) Sales promotion
 - C) Public relations
 - D) Advertising

Answer: A

Topic: 01-11 Direct Marketing

- 48) Which of the following statements about direct marketing is true? 48) _____
- A) Direct marketing has lost popularity over the past two decades, owing primarily to changing lifestyles and technologies.
 - B) Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, and direct response advertising.
 - C) Direct marketing and direct mail are synonymous.
 - D) Business-to-business marketers criticize direct marketing as an ineffective way to identify potential sales leads, communicate with customers, and provide them with information about their products or services.

Answer: B

Topic: 01-11 Direct Marketing

- 49) Which of the following statements about direct marketing is true? 49) _____
- A) Direct marketing is seldom, if ever, used by companies that have a sales force.
 - B) One of the major tools of direct marketing is indirect-response advertising.
 - C) Direct marketing does not exist beyond direct mail and mail-order catalogues.
 - D) Direct marketing has not traditionally been considered an element of the promotional mix, since it had distinct objectives, strategies and tactics.

Answer: D

Topic: 01-11 Direct Marketing

- 50) The Bradford Exchange is a company that sells collectible plates. If you order one plate from the company, you will receive multiple mailings each month announcing new issues and encouraging you to place your order. Given this information, which promotional element do you think The Bradford Exchange depends upon most heavily? 50) _____
- A) Direct marketing
 - B) Advertising
 - C) Sale promotion
 - D) Public relations

Answer: A

Topic: 01-11 Direct Marketing

- 51) One of the major tools of direct marketing is _____ advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. 51) _____
- A) product benefit
 - B) third-party
 - C) business-to-business
 - D) direct-response

Answer: D

Topic: 01-11 Direct Marketing

- 52) _____ allow for the back-and-forth flow of information where users participate in and modify its form and content instantly. 52) _____
- A) Negotiations
 - B) Sales promotion
 - C) Interactive media
 - D) Price flexibility

Answer: C

Topic: 01-12 Internet Marketing

- 53) Company or branded websites that inform or entertain current or potential customers: 53) _____
- A) have taken over from other forms of mass media
 - B) are falling out of favour as marketers turn to social media vehicles
 - C) are effective only if they include the ability to make online purchases
 - D) are a form of "owned media" much like product catalogues

Answer: D

Topic: 01-12 Internet Marketing

- 54) Each of the following statements about earned media is correct EXCEPT: 54) _____
- A) Earned media is a very credible source of influence for current or prospective consumers.
 - B) Earned media is the result of a brand manager paying an influential blogger to write positively about the brand.
 - C) Publicity in the form of news articles or editorial opinions constitutes earned media.
 - D) Conversations among consumers over social media is a form of earned media.

Answer: B

Topic: 01-12 Internet Marketing

- 55) Which of the following statements about Internet advertising is NOT true? 55) _____
- A) In order for interactive Internet marketing to be effective, the overall brand message must be changed.
 - B) The Internet is a medium which generates paid, owned, and earned media.
 - C) Internet marketing can incorporate many elements of the promotional mix, such as advertising, sales promotion, public relations, and direct marketing.
 - D) The portability and immediacy of mobile marketing makes this a new forefront for IMC planning.

Answer: A

Topic: 01-12 Internet Marketing

- 56) _____ is a promotional mix element that allows for direct contact between a buyer and seller and allows a message to be modified according to the needs or reactions of the customer. 56) _____
- A) Public relations
 - B) Sales promotion
 - C) Direct mail
 - D) Personal selling

Answer: D

Topic: 01-13 Personal Selling

- 57) This participant in the promotional process has the products to be marketed and assumes major responsibility for developing the marketing program and making final decisions regarding the marketing communication program: 57) _____
- A) Advertiser
 - B) Media organization
 - C) Public relations firm
 - D) Advertising agency

Answer: A

Topic: 01-14 Participants in the Promotional Process

- 64) Marketers first consider _____ in order to determine which IMC tools will be most effective in reaching and influencing consumer behaviour. 64) _____
- A) competitive strategies
 - B) the target audience
 - C) their promotional budget
 - D) the recommendations of their advertising agency

Answer: B

Topic: 01-18 Importance of IMC

- 65) The concept of IMC suggests that all elements of the promotional campaign must be carefully linked. Which of the following statements is NOT true in this regard? 65) _____
- A) IMC messaging must be both unified yet differentiated, to deliver a consistent image to various potential targets.
 - B) There are many potential audience contacts; a focused approach ensures that the message is clear and the brand is represented well.
 - C) Consumers receive so many promotional exposures that they see everything as advertising.
 - D) Critics argue that IMC ignores the existence of multiple target audiences.

Answer: D

Topic: 01-17 A Renewed Perspective of IMC, 01-18 Importance of IMC

- 66) The objective behind the McDonald's "Our Food. Your Questions." campaign was: 66) _____
- A) to dispel various "food myths" about the quality of food offered at McDonald's.
 - B) to enhance the presence of McDonald's in the Canadian foodservice market.
 - C) to eliminate competition between McDonald's and Tim Hortons in the breakfast arena.
 - D) to show the effectiveness of social media in dealing with consumer complaints.

Answer: A

Topic: 01-18 Importance of IMC

- 67) _____ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit. 67) _____
- A) Exchange
 - B) Marketing planning
 - C) Integrated marketing communications
 - D) Relationship marketing

Answer: D

Topic: 01-18 Importance of IMC

68) The increased usage of relationship marketing is due to the fact that: 68) _____
A) it is very costly to maintain customer databases
B) retaining customers is generally more cost effective than acquiring new ones
C) customers have become less demanding
D) customers want products and services that are mass-produced rather than tailored to their specific needs and wants

Answer: B

Topic: 01-18 Importance of IMC

69) Which of the following statements referring to the effects of consumer adoption of technology and media on IMC planning is NOT true? 69) _____
A) Brands use traditional media to direct consumers to their website or social media.
B) TV advertising reaches smaller and more selective audiences.
C) Broadcasters have been slow to offer their TV shows for viewing over the Internet.
D) TV audiences are fragmented, requiring advertisers to place their messages in other media.

Answer: C

Topic: 01-18 Importance of IMC

70) IMC planning can best be described as: 70) _____
A) placing coupons in each Sunday edition of major newspapers
B) coordinating the activities of people who come in contact with the prospect or consumer
C) measuring the effectiveness of any communication with the target market
D) skillfully coordinating the promotional mix elements to develop an effective communication program

Answer: D

Topic: 01-19 Integrated Marketing Communications Planning

71) The _____ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities. 71) _____
A) market audit
B) IMC plan
C) situation analysis
D) communications process

Answer: B

Topic: 01-19 Integrated Marketing Communications Planning

72) The _____ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand. 72) _____
A) communications plan
B) situation analysis
C) marketing plan
D) promotional plan

Answer: C

Topic: 01-20 Review the Marketing Plan

- 73) A marketing plan usually includes all of the following EXCEPT: 73) _____
- A) criteria and procedures for the hiring of all marketing personnel
 - B) a program for implementing marketing strategy
 - C) a detailed situation analysis
 - D) the establishment of marketing objectives

Answer: A

Topic: 01-20 Review the Marketing Plan

- 74) A marketing plan usually includes: 74) _____
- A) sales and market forecasts
 - B) a media schedule
 - C) a corporate mission statement
 - D) a detailed situation analysis

Answer: A

Topic: 01-20 Review the Marketing Plan

- 75) The first step in the IMC planning process is: 75) _____
- A) a review of the marketing plan
 - B) budget determination
 - C) specification of communications objectives
 - D) the situation analysis

Answer: A

Topic: 01-20 Review the Marketing Plan

- 76) The IMC Planning Model outlines four stages prior to program implementation, in what order? 76) _____
- A) Develop IMC programs; Assess the marketing communications situation; Review the marketing plan; Determine IMC plan objectives.
 - B) Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs; Review the marketing plan.
 - C) Review the marketing plan; Determine IMC plan objectives; Assess the marketing communications situation; Develop IMC programs.
 - D) Review the marketing plan; Assess the marketing communications situation; Determine IMC plan objectives; Develop IMC programs.

Answer: D

Topic: 01-19 Integrated Marketing Communications Planning

- 77) An internal situation analysis looks at all of the following EXCEPT: 77) _____
- A) competitive analysis
 - B) corporate and brand image analyses
 - C) results of the firm's previous promotional programs
 - D) promotional objectives

Answer: A

Topic: 01-19 Integrated Marketing Communications Planning

- 78) An external situation analysis could include all of the following EXCEPT: 78) _____
A) environmental analysis B) a competitive analysis
C) consumer behaviour analysis D) the product's benefits

Answer: D

Topic: 01-19 Integrated Marketing Communications Planning

- 79) Debbie's Donuts wants to prepare a promotion plan for the upcoming fall season. As part of her internal situation analysis, she should review: 79) _____
A) which competitors are operating in her neighbourhood.
B) her sales and profit objectives.
C) the strength of her brand's image.
D) how often consumers eat donuts each week.

Answer: C

Topic: 01-19 Integrated Marketing Communications Planning

- 80) In order to identify attractive market segments, Brian's Electronics Sales & Service conducts a consumer analysis which includes a review of all of the following EXCEPT: 80) _____
A) Factors influencing consumer purchase decisions for electronics products and services.
B) The growth of the electronics industry based on new technologies, particularly mobile.
C) Demographic and psychographic traits of current and high potential customers.
D) Electronics buying and usage patterns of various consumer groups.

Answer: B

Topic: 01-21 Assess the Marketing Communications Situation

- 81) Before determining the appropriate promotional mix for his new annual campaign, the Triscuit crackers brand manager needs to do a competitive analysis, including: 81) _____
A) A review of how much profit Kraft expects his brand to contribute to the overall marketing plan.
B) The brand equity and consumer preference of PC's Woven Wheat Thins.
C) Whether people prefer eating Triscuit warmed up or straight out of the box.
D) The relative media costs of Chatelaine and Canadian Living magazines.

Answer: B

Topic: 01-21 Assess the Marketing Communications Situation

- 82) A market analysis includes a number of factors like market size, growth, and _____. 82) _____
A) global ownership B) profitability
C) census D) age

Answer: B

Topic: 01-21 Assess the Marketing Communications Situation

- 83) Suggestions that McCain launch new frozen products based on changing trends and consumer demographics are as a result of: 83) _____
- A) McCain's revised marketing objectives
 - B) an internal financial analysis
 - C) global warming
 - D) an external environmental analysis

Answer: D

Topic: 01-21 Assess the Marketing Communications Situation

- 84) _____ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability. 84) _____
- A) Marketing objectives
 - B) External analysis factors
 - C) Segmentation approaches
 - D) Communication objectives

Answer: A

Topic: 01-22 Determine IMC Plan Objectives

- 85) Which of the following is NOT a good example of a communications objective? 85) _____
- A) To increase sales volume
 - B) To create a favourable attitude about a product
 - C) To develop consumers' intentions to purchase a product
 - D) To create awareness of the attributes of a brand or product

Answer: A

Topic: 01-22 Determine IMC Plan Objectives

- 86) Tourism BC wished to generate trial or repeat purchase of visitors from other provinces to British Columbia. This is an example of a(n): 86) _____
- A) database research finding
 - B) internal analysis
 - C) environmental assessment
 - D) behavioural objective

Answer: D

Topic: 01-22 Determine IMC Plan Objectives

- 87) _____ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area. 87) _____
- A) Communication and behavioural objectives
 - B) Sales and marketing objectives
 - C) Promotional and marketing objectives
 - D) Marketing and behavioural objectives

Answer: A

Topic: 01-22 Determine IMC Plan Objectives

- 88) All of the following explain the importance of IMC EXCEPT: 88) _____
- A) the many audiences to communicate with
 - B) consumer adoption of technology and media
 - C) the vast number of messages consumers receive
 - D) advertising and promotion regulation

Answer: D

Topic: 01-18 Importance of IMC

- 89) _____ is described as one of the "new-generation" marketing approaches that helps 89) _____
companies to better focus their efforts in acquiring, retaining, and developing
relationships with customers and other stakeholders.
- A) IMC
 - B) Public relations
 - C) Online advertising
 - D) Transaction marketing

Answer: A

Topic: 01-16 The Evolution of IMC

- 90) Which of the following is NOT a general characteristic of IMC? 90) _____
- A) Differentiated communication to multiple customer groups
 - B) Relationships fostering communication with existing customers
 - C) Competitive-oriented communication
 - D) Unified communication for consistent message and image

Answer: C

Topic: 01-17 A Renewed Perspective of IMC

- 91) Which of the following best describes a criticism of IMC? 91) _____
- A) Uses database-centred communication for tangible results
 - B) Unifies communication for consistent message and image
 - C) Focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike
 - D) Differentiates communication to multiple customer groups

Answer: C

Topic: 01-16 The Evolution of IMC

- 92) Kim Rossister, brand manager at GM, plans for a new communication campaign and 92) _____
intends to consider all the potential ways of reaching her target audience and presenting
her brand in a favourable manner. Kim believes this approach can help develop an
efficient and effective communication campaign. This approach is best described as:
- A) persuasive communication perspective
 - B) relationship marketing perspective
 - C) audience contact perspective
 - D) database-centred perspective

Answer: C

Topic: 01-18 Importance of IMC

- 93) Which of the following statements about marketing and IMC plans is NOT necessarily true? 93) _____
- A) The first step in the IMC planning process is to review the marketing plan
 - B) The IMC plan is developed similarly to the marketing plan and often uses its detailed information
 - C) The marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan
 - D) The marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program

Answer: C

Topic: 01-22 Determine IMC Plan Objectives

- 94) Each promotional mix element has its own set of objectives, message and media strategy, tactics, and _____. 94) _____
- A) slogan
 - B) budget
 - C) target audience
 - D) brand identity

Answer: B

Topic: 01-23 Develop IMC Programs

- 95) The development of the basic message to be conveyed to the target audience is called: 95) _____
- A) creative strategy
 - B) messaging
 - C) IMC planning
 - D) creative imaging

Answer: A

Topic: 01-23 Develop IMC Programs

- 96) Media strategy includes each of the following decisions EXCEPT: 96) _____
- A) type of media to be used
 - B) overall slogan
 - C) communication channels to be used
 - D) specific titles or shows

Answer: B

Topic: 01-23 Develop IMC Programs

- 97) The _____ approves and pays for the creative work and media plan. 97) _____
- A) media planning group
 - B) agency-of-record
 - C) advertiser
 - D) promotional agency

Answer: C

Topic: 01-24 Implement and Control the IMC Plan