

## Chapter 01 Integrated Marketing Communications

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.

- A. Integrated marketing communications
- B. Marketing
- C. Advertising
- D. Sales promotion
- E. Exchange communications

2. Which of the following is the BEST example of a marketing exchange?

- A. Vianna gave Myron a menu, and he placed his food order.
- B. Jayson helped Tiffany replace a light bulb in her porch fixture.
- C. Tyron and Gwen gave their daughter a necklace for her birthday.
- D. For mowing her yard, Mrs. Dudley gave Ike a chocolate cake.
- E. None of these is an example of a marketing exchange.

3. Which of the following is an example of a marketing exchange?

- A. Robyn purchased a cup of coffee from the clerk at Starbucks.
- B. Jon traded Willie a Jose Theodore hockey card for an Ed Belfour card.
- C. Tyler gave a \$100 donation to get backstage passes for a Backstreet Boys concert.
- D. Canadian Tire store bought airtime on CBC.
- E. All of these are examples of a marketing exchange.

4. Which of the following statements about price is true?

- A. The price refers to what the consumer must give up to purchase a product.
- B. Price communicates the economic cost to consumers for all of the product benefits combined.
- C. Price is often a key aspect of the product conveyed in a promotional offer.
- D. High relative ad expenditures should accompany premium prices.
- E. All of these statements about price are true.

5. A firm can have an excellent product at a great price, but it will be of little value unless it's available where the consumer wants it and when the consumer wants it. The statement above refers to:

- A. product decisions
- B. price decisions
- C. positioning decisions
- D. segmentation decisions
- E. distribution decisions

6. \_\_\_\_\_ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services:
- A. Publicity
  - B. Advertising
  - C. Organizational communication
  - D. Promotion
  - E. Marketing
7. Which of the following is NOT an element of the promotional mix?
- A. packaging
  - B. advertising
  - C. personal selling
  - D. sales promotion
  - E. public relations
8. \_\_\_\_\_ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor.
- A. Advertising
  - B. Personal selling
  - C. The promotional mix
  - D. Publicity
  - E. Sales promotion
9. Advertising may be defined as any:
- A. paid forms of nonpersonal communication about a product, service, or company
  - B. communications about a product, service, or company
  - C. communication that moves a product from one level to another level of the distribution channel
  - D. personal communication from a company representative to prospective buyers
  - E. nonpersonal communication about a product or service that is not paid for or run under identified sponsorship
10. Which the following is NOT an advantage inherent in the use of advertising?
- A. ability to control the message
  - B. low cost per contact
  - C. ability to create brand images and symbolism
  - D. immediate feedback
  - E. control of message content and media placement

11. Which of the following is NOT a characteristic of advertising as a form of promotion?

- A. cost-effective method for communicating with large audiences
- B. the ability to create images for brands
- C. the ability to reach large audiences with the advertising message
- D. personal nature of advertising
- E. the use of mass media

12. Marketers use advertising to:

- A. create brand image
- B. strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult
- C. create symbolic appeals for a company or brand
- D. take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
- E. do all of these

13. Advertising done by manufacturers of well-known brands on a nationwide basis or in most regions of the country is known as \_\_\_\_\_ advertising.

- A. primary demand
- B. trade
- C. consumer
- D. national
- E. retail

14. Advertising done by Wal-Mart, The Bay, and Zeller's for the purpose of building store traffic and encouraging consumers to make a purchase is known as \_\_\_\_\_ advertising.

- A. trade
- B. primary
- C. cooperative
- D. retail
- E. direct-response

15. Advertising done by Home Hardware to encourage consumers to shop there for all hardware needs is known as \_\_\_\_\_ advertising.

- A. national
- B. primary demand
- C. selective demand
- D. retail/local
- E. direct-response

16. Primary demand advertising is designed to:
- A. draw particular attention to a particular branded item
  - B. stimulate demand for a general product class or industry
  - C. help launch a specific line extension
  - D. compare two or more competitors in a real world situation
  - E. create a market share gain for the industry leader

17. \_\_\_\_\_ advertising is a type of consumer-oriented advertising that focuses on creating demand for a specific company's brand.
- A. Primary demand
  - B. Selective demand
  - C. Trade
  - D. Cooperative
  - E. Industrial

18. \_\_\_\_\_ advertising is targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.
- A. Professional
  - B. Primary demand
  - C. Retail
  - D. Business-to-business
  - E. Direct-response

19. 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.
- A. retail
  - B. direct-response
  - C. business-to-business
  - D. professional
  - E. primary-demand

20. Advertisements for a Parkell tooth polisher in *Canadian Dentist*, a publication for dentists, is an example of \_\_\_\_\_ advertising.
- A. professional
  - B. trade
  - C. regressive
  - D. progressive
  - E. media mix

21. \_\_\_\_\_ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer.

- A. Direct marketing
- B. Advertising
- C. Public relations
- D. Sales promotion
- E. Brand equity

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

- A. consumer sales promotion
- B. trade sales promotion
- C. direct marketing incentives
- D. public relations
- E. strategic promotions

23. 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:

- A. consumer sales promotion
- B. direct-response advertising campaign
- C. primary demand advertising campaign
- D. trade-oriented sales promotion
- E. service-oriented sales promotion

24. Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as:

- A. a consumer sales promotion
- B. a trade sales promotion
- C. a functional inducement
- D. direct marketing
- E. integrated promotions

25. \_\_\_\_\_ is nonpersonal communication neither directly paid for nor run under identified sponsorship.

- A. Advertising
- B. Sales promotion
- C. Publicity
- D. Public relations
- E. Personal selling

26. How does advertising differ from publicity?

- A. Advertising is done by manufacturers, and publicity is done by retailers.
- B. Advertising is personal, and publicity is nonpersonal in nature.
- C. Advertising is paid for by the sponsoring organization, and publicity is not.
- D. Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.
- E. Advertising typically utilizes mass media, and publicity does not.

27. Which of the following statements about publicity is true?

- A. Publicity generally has a broader purpose and objective than public relations.
- B. Publicity is the only tool used in a firm's public relations efforts.
- C. Publicity is an important communication technique used in public relations.
- D. Publicity has more of a long term, on-going purpose than public relations.
- E. Publicity and public relations are synonyms for each other.

28. Which of the following is NOT a technique used to generate publicity?

- A. new releases
- B. feature articles
- C. photographs, films, and videotapes
- D. packaging
- E. press conferences

29. When Hugh Jackman appears on "The Tonight Show with Jay Leno" as a guest to discuss his role in the "X-Men" movie, it is an example of:

- A. advertising
- B. publicity
- C. sales promotion
- D. personal selling
- E. direct marketing

30. One of the primary advantages inherent in the use of publicity is its:

- A. ability to be personalized
- B. credibility
- C. almost non-existent variable costs
- D. tangibility
- E. ability to be closely controlled and monitored by the organization that is being publicized

31. *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:
- A. sales promotion
  - B. advertising
  - C. personal selling
  - D. print publicity
  - E. positive publicity
32. A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of:
- A. personal selling
  - B. publicity
  - C. promotion
  - D. advertising
  - E. media-selling
33. Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?
- A. advertising
  - B. publicity
  - C. packaging
  - D. sales promotion
  - E. direct marketing
34. When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as:
- A. image management
  - B. advertising
  - C. integrated marketing
  - D. public relations
  - E. sales promotion
35. \_\_\_\_\_ 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.
- A. Direct marketing
  - B. Publicity
  - C. Corporate affairs
  - D. Public relations
  - E. Sales promotion

36. Public relations involves all of the following EXCEPT:

- A. sponsorship of a fun run to benefit breast cancer research
- B. financial and personnel involvement in local arts and crafts festival
- C. product design
- D. participation in the community effort to build a playground
- E. publicity

37. \_\_\_\_\_ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.

- A. Advertising
- B. Sales promotion
- C. Direct marketing
- D. Publicity
- E. Public relations

38. Which of the following statements about direct marketing is true?

- A. Direct marketing and direct mail are not synonymous.
- B. Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, and direct response advertising.
- C. Direct marketing has become very popular over the past two decades, owing primarily to changing lifestyles.
- D. Business-to-business marketers often use direct marketing to identify potential sales leads, communicate with customers, and provide them with information about their products or services.
- E. All of these statements about direct marketing are true.

39. Which of the following statements about direct marketing is true?

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

40. 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?

- A. advertising
- B. sale promotion
- C. direct marketing
- D. public relations
- E. pricing



41. 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.
- A. direct-response
  - B. primary-demand
  - C. business-to-business
  - D. trade
  - E. selective demand
42. The Internet is:
- A. a promotional medium
  - B. a marketing communications tool
  - C. a medium that can be used to execute all the elements of the promotional mix
  - D. an interactive medium
  - E. accurately described by all of these
43. \_\_\_\_\_ 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.
- A. Advertising
  - B. Direct mail
  - C. Public relations
  - D. Sales promotion
  - E. Personal selling
44. In the 1990s, companies saw \_\_\_\_\_ t as a way to coordinate and manage their marketing communication programs to ensure customers received a consistent message about the company and/or its brands
- A. marketing
  - B. Internet
  - C. coordinated
  - D. relationship
  - E. IMC
45. Consumers can come into contact with a company or brand in the following ways:
- A. word-of-mouth
  - B. events and sponsorships
  - C. sales promotion
  - D. personal selling
  - E. all of these

46. Many companies are taking a(n) \_\_\_\_\_ perspective in developing their IMC programs whereby they consider all of the potential ways of reaching their target audience and presenting the company or brand in a favourable manner.

- A. modern
- B. traditional
- C. audience contact
- D. aggressive
- E. none of these

47. \_\_\_\_\_ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit?

- A. Integrated marketing
- B. Integrated marketing communications
- C. Marketing planning
- D. Exchange
- E. Relationship marketing

48. The increased usage of relationship marketing is due to the fact that:

- A. customers have become less demanding
- B. customers want products and services that are mass-produced rather than tailored to their specific needs and wants
- C. retaining customers is generally more cost effective than acquiring new ones
- D. it is very costly to prevent customer defections
- E. most international customers already use relationship marketing

49. Promotional management can best be described as:

- A. placing coupons in each Sunday edition of major newspapers
- B. measuring the effectiveness of any communication with the target market
- C. effectively coordinating the promotional mix elements to develop an effective communication program
- D. coordinating the activities of people who come in contact with the prospect or consumer
- E. determining when to introduce new advertising campaigns

50. The \_\_\_\_\_ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities.

- A. integrated plan
- B. promotional plan
- C. market audit
- D. situation analysis
- E. communications process

51. The \_\_\_\_\_ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.

- A. promotional plan
- B. marketing plan
- C. communications plan
- D. marketing audit
- E. situation analysis

52. A marketing plan usually includes all of the following EXCEPT:

- A. a program for implementing marketing strategy
- B. criteria and procedures for the hiring of all marketing personnel
- C. a way to monitor and evaluate performance
- D. the establishment of marketing objectives
- E. a detailed situation analysis

53. A marketing plan usually includes:

- A. a corporate mission statement
- B. job descriptions and job specifications
- C. a media schedule
- D. a detailed situation analysis
- E. sales and market forecasts

54. The first step in the IMC planning process is:

- A. the situation analysis
- B. budget determination
- C. a review of the marketing plan
- D. specification of communications objectives
- E. development of the promotional mix strategies

55. An internal situation analysis looks at all of the following EXCEPT:

- A. competitive analysis
- B. corporate and brand image analyses
- C. promotional objectives
- D. results of the firm's previous promotional programs
- E. ability of the firm to implement new promotional programs

56. An external situation analysis could include all of the following **EXCEPT**:

- A. a competitive analysis
- B. The product's benefits
- C. consumer behaviour analysis
- D. environmental analysis

57. \_\_\_\_\_ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability.

- A. Communication objectives
- B. Marketing objectives
- C. Advertising platforms
- D. Segmentation approaches
- E. External analysis factors

58. Which of the following is NOT a good example of a communications objective?

- A. to create awareness of the attributes of a brand or product
- B. to create a favourable attitude about a product
- C. to develop consumers' intentions to purchase a product
- D. to create awareness about a new brand
- E. to increase sales volume

59. \_\_\_\_\_ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area.

- A. Communication and behavioural objectives
- B. Sales and marketing objectives
- C. Marketing and behavioural objectives
- D. Promotional and marketing objectives
- E. All of these

60. All of the following explain the importance of IMC EXCEPT:

- A. the many audiences to communicate with
- B. the vast number of messages consumers receive
- C. the emergence of strong marketing relationships
- D. advertising and promotion regulation
- E. consumer adoption of technology and media

61. is described as one of the "new-generation" marketing approaches that helps companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders.

- A. Transaction marketing
- B. Public relations
- C. Online advertising
- D. IMC
- E. Internet marketing

62. Which of the following is NOT a general characteristic of IMC:

- A. competitive-oriented communication
- B. unified communication for consistent message and image
- C. differentiated communication to multiple customer groups
- D. database-centred communication for tangible results
- E. relationships fostering communication with existing customers

63. Which of the following best describes a criticism of IMC:

- A. focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike
- B. unifies communication for consistent message and image
- C. differentiates communication to multiple customer groups
- D. uses database-centred communication for tangible results
- E. fosters communication with existing customers

64. Kim Rossister, brand manager at GM, plans for a new communication campaign and intends to consider all the potential ways of reaching her target audiences and presenting her brand in a favorable manner. Kim believes this approach can help develop an efficient and effective communication campaign. This approach is best describes as:

- A. audience contact perspective
- B. relationship marketing perspective
- C. media-focused perspective
- D. database-centred perspective
- E. persuasive communication perspective

65. Which of the following statements about marketing and IMC plans is NOT necessarily true?

- A. the first step in the IMC planning process is to review the marketing plan
- B. the marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan
- C. the development of an IMC plan requires more detailed information than a marketing plan can provide
- D. the marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program
- E. the IMC plan is developed similarly to the marketing plan and often uses its detailed information

# Chapter 01 Integrated Marketing Communications **Key**

1. (p. 4) \_\_\_\_\_ 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.

A. Integrated marketing communications

**B. Marketing**

C. Advertising

D. Sales promotion

E. Exchange communications

*Belch - Chapter 01 #1*

*Difficulty: Easy*

*Learning Objective: 1*

2. (p. 4) Which of the following is the BEST example of a marketing exchange?

A. Vianna gave Myron a menu, and he placed his food order.

B. Jayson helped Tiffany replace a light bulb in her porch fixture.

C. Tyron and Gwen gave their daughter a necklace for her birthday.

**D. For mowing her yard, Mrs. Dudley gave Ike a chocolate cake.**

E. None of these is an example of a marketing exchange.

*Belch - Chapter 01 #2*

*Difficulty: Moderate*

*Learning Objective: 1*

3. (p. 4) Which of the following is an example of a marketing exchange?

A. Robyn purchased a cup of coffee from the clerk at Starbucks.

B. Jon traded Willie a Jose Theodore hockey card for an Ed Belfour card.

C. Tyler gave a \$100 donation to get backstage passes for a Backstreet Boys concert.

D. Canadian Tire store bought airtime on CBC.

**E. All of these are examples of a marketing exchange.**

*Belch - Chapter 01 #3*

*Difficulty: Moderate*

*Learning Objective: 1*

4. (p. 7) Which of the following statements about price is true?

- A. The price refers to what the consumer must give up to purchase a product.
- B. Price communicates the economic cost to consumers for all of the product benefits combined.
- C. Price is often a key aspect of the product conveyed in a promotional offer.
- D. High relative ad expenditures should accompany premium prices.
- E.** All of these statements about price are true.

*Belch - Chapter 01 #4*  
*Difficulty: Easy*  
*Learning Objective: 1*

5. (p. 9) A firm can have an excellent product at a great price, but it will be of little value unless it's available where the consumer wants it and when the consumer wants it. The statement above refers to:

- A. product decisions
- B. price decisions
- C. positioning decisions
- D. segmentation decisions
- E.** distribution decisions

*Belch - Chapter 01 #5*  
*Difficulty: Easy*  
*Learning Objective: 1*

6. (p. 9) \_\_\_\_\_ is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services:

- A. Publicity
- B. Advertising
- C. Organizational communication
- D.** Promotion
- E. Marketing

*Belch - Chapter 01 #6*  
*Difficulty: Easy*  
*Learning Objective: 2*

7. (p. 9) Which of the following is NOT an element of the promotional mix?

- A.** packaging
- B. advertising
- C. personal selling
- D. sales promotion
- E. public relations

*Belch - Chapter 01 #7*  
*Difficulty: Easy*  
*Learning Objective: 2*

8. (p. 9) \_\_\_\_\_ is defined as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor.

- A.** Advertising
- B. Personal selling
- C. The promotional mix
- D. Publicity
- E. Sales promotion

*Belch - Chapter 01 #8*

*Difficulty: Easy*

*Learning Objective: 2*

9. (p. 9) Advertising may be defined as any:

- A.** paid forms of nonpersonal communication about a product, service, or company
- B. communications about a product, service, or company
- C. communication that moves a product from one level to another level of the distribution channel
- D. personal communication from a company representative to prospective buyers
- E. nonpersonal communication about a product or service that is not paid for or run under identified sponsorship

*Belch - Chapter 01 #9*

*Difficulty: Easy*

*Learning Objective: 2*

10. (p. 10) Which the following is NOT an advantage inherent in the use of advertising?

- A. ability to control the message
- B. low cost per contact
- C. ability to create brand images and symbolism
- D.** immediate feedback
- E. control of message content and media placement

*Belch - Chapter 01 #10*

*Difficulty: Easy*

*Learning Objective: 2*

11. (p. 10) Which of the following is NOT a characteristic of advertising as a form of promotion?

- A. cost-effective method for communicating with large audiences
- B. the ability to create images for brands
- C. the ability to reach large audiences with the advertising message
- D.** personal nature of advertising
- E. the use of mass media

*Belch - Chapter 01 #11*

*Difficulty: Easy*

*Learning Objective: 2*



12. (p. 10) Marketers use advertising to:

- A. create brand image
- B. strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult
- C. create symbolic appeals for a company or brand
- D. take advantage of the fact that advertising is a very cost-effective method of reaching a large audience
- E. do all of these**

*Belch - Chapter 01 #12*

*Difficulty: Moderate*

*Learning Objective: 2*

13. (p. 11) Advertising done by manufacturers of well-known brands on a nationwide basis or in most regions of the country is known as \_\_\_\_\_ advertising.

- A. primary demand
- B. trade
- C. consumer
- D. national**
- E. retail

*Belch - Chapter 01 #13*

*Difficulty: Easy*

*Learning Objective: 2*

14. (p. 11) Advertising done by Wal-Mart, The Bay, and Zeller's for the purpose of building store traffic and encouraging consumers to make a purchase is known as \_\_\_\_\_ advertising.

- A. trade
- B. primary
- C. cooperative
- D. retail**
- E. direct-response

*Belch - Chapter 01 #14*

*Difficulty: Easy*

*Learning Objective: 2*

15. (p. 11) Advertising done by Home Hardware to encourage consumers to shop there for all hardware needs is known as \_\_\_\_\_ advertising.

- A. national
- B. primary demand
- C. selective demand
- D. retail/local**
- E. direct-response

*Belch - Chapter 01 #15*

*Difficulty: Easy*

*Learning Objective: 2*

16. (p. 11) Primary demand advertising is designed to:

- A. draw particular attention to a particular branded item
- B. stimulate demand for a general product class or industry**
- C. help launch a specific line extension
- D. compare two or more competitors in a real world situation
- E. create a market share gain for the industry leader

*Belch - Chapter 01 #16*

*Difficulty: Easy*

*Learning Objective: 2*

17. (p. 11) \_\_\_\_\_ advertising is a type of consumer-oriented advertising that focuses on creating demand for a specific company's brand.

- A. Primary demand
- B. Selective demand**
- C. Trade
- D. Cooperative
- E. Industrial

*Belch - Chapter 01 #17*

*Difficulty: Easy*

*Learning Objective: 2*

18. (p. 11) \_\_\_\_\_ advertising is targeted at individuals who buy or influence the purchase of industrial goods or services for their companies.

- A. Professional
- B. Primary demand
- C. Retail
- D. Business-to-business**
- E. Direct-response

*Belch - Chapter 01 #18*

*Difficulty: Easy*

*Learning Objective: 2*

19. (p. 11) 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.

- A. retail
- B. direct-response
- C. business-to-business**
- D. professional
- E. primary-demand

*Belch - Chapter 01 #19*

*Difficulty: Moderate*

*Learning Objective: 2*

20. (p. 11) Advertisements for a Parkell tooth polisher in *Canadian Dentist*, a publication for dentists, is an example of \_\_\_\_\_ advertising.

- A. professional**
- B. trade
- C. regressive
- D. progressive
- E. media mix

*Belch - Chapter 01 #20*

*Difficulty: Moderate*

*Learning Objective: 2*

21. (p. 12) \_\_\_\_\_ includes those marketing activities that provide extra value or incentives to the sales force, distributors, or the ultimate consumer.

- A. Direct marketing
- B. Advertising
- C. Public relations
- D. Sales promotion**
- E. Brand equity

*Belch - Chapter 01 #21*

*Difficulty: Easy*

*Learning Objective: 2*

22. (p. 12) Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests, or sweepstakes are known as:

- A.** consumer sales promotion
- B. trade sales promotion
- C. direct marketing incentives
- D. public relations
- E. strategic promotions

*Belch - Chapter 01 #22*

*Difficulty: Easy*

*Learning Objective: 2*

23. (p. 12) 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:

- A.** consumer sales promotion
- B. direct-response advertising campaign
- C. primary demand advertising campaign
- D. trade-oriented sales promotion
- E. service-oriented sales promotion

*Belch - Chapter 01 #23*

*Difficulty: Moderate*

*Learning Objective: 2*

24. (p. 12) Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors, and retailers are known as:

- A. a consumer sales promotion
- B.** a trade sales promotion
- C. a functional inducement
- D. direct marketing
- E. integrated promotions

*Belch - Chapter 01 #24*

*Difficulty: Easy*

*Learning Objective: 2*

25. (p. 12) \_\_\_\_\_ is nonpersonal communication neither directly paid for nor run under identified sponsorship.

- A. Advertising
- B. Sales promotion
- C. Publicity**
- D. Public relations
- E. Personal selling

*Belch - Chapter 01 #25*  
*Difficulty: Easy*  
*Learning Objective: 2*

26. (p. 13) How does advertising differ from publicity?

- A. Advertising is done by manufacturers, and publicity is done by retailers.
- B. Advertising is personal, and publicity is nonpersonal in nature.
- C. Advertising is paid for by the sponsoring organization, and publicity is not.**
- D. Advertising is never institutional (i.e., promoting the company itself), and publicity usually is institutional in character.
- E. Advertising typically utilizes mass media, and publicity does not.

*Belch - Chapter 01 #26*  
*Difficulty: Easy*  
*Learning Objective: 2*

27. (p. 12) Which of the following statements about publicity is true?

- A. Publicity generally has a broader purpose and objective than public relations.
- B. Publicity is the only tool used in a firm's public relations efforts.
- C. Publicity is an important communication technique used in public relations.**
- D. Publicity has more of a long term, on-going purpose than public relations.
- E. Publicity and public relations are synonyms for each other.

*Belch - Chapter 01 #27*  
*Difficulty: Moderate*  
*Learning Objective: 2*

28. (p. 13) Which of the following is NOT a technique used to generate publicity?

- A. new releases
- B. feature articles
- C. photographs, films, and videotapes
- D. packaging**
- E. press conferences

*Belch - Chapter 01 #28*  
*Difficulty: Easy*  
*Learning Objective: 2*

29. (p. 13) When Hugh Jackman appears on "The Tonight Show with Jay Leno" as a guest to discuss his role in the "X-Men" movie, it is an example of:

- A. advertising
- B. publicity**
- C. sales promotion
- D. personal selling
- E. direct marketing

*Belch - Chapter 01 #29*

*Difficulty: Moderate*

*Learning Objective: 2*

30. (p. 13) One of the primary advantages inherent in the use of publicity is its:

- A. ability to be personalized
- B. credibility**
- C. almost non-existent variable costs
- D. tangibility
- E. ability to be closely controlled and monitored by the organization that is being publicized

*Belch - Chapter 01 #30*

*Difficulty: Easy*

*Learning Objective: 2*

31. (p. 13) *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:

- A. sales promotion
- B. advertising
- C. personal selling
- D. print publicity
- E. positive publicity**

*Belch - Chapter 01 #31*

*Difficulty: Moderate*

*Learning Objective: 2*

32. (p. 13) A review of a movie in *Maclean's* magazine or on "Canada AM" is an example of:

- A. personal selling
- B. publicity**
- C. promotion
- D. advertising
- E. media-selling

*Belch - Chapter 01 #32*

*Difficulty: Easy*

*Learning Objective: 2*

33. (p. 13) Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?

- A. advertising
- B. publicity**
- C. packaging
- D. sales promotion
- E. direct marketing

*Belch - Chapter 01 #33*

*Difficulty: Easy*

*Learning Objective: 2*

34. (p. 12) When an organization systematically plans and distributes information in an attempt to control its image, it is engaging in a function known as:

- A. image management
- B. advertising
- C. integrated marketing
- D. public relations**
- E. sales promotion

*Belch - Chapter 01 #34*

*Difficulty: Easy*

*Learning Objective: 2*

35. (p. 12) \_\_\_\_\_ 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.

- A. Direct marketing
- B. Publicity
- C. Corporate affairs
- D. Public relations**
- E. Sales promotion

*Belch - Chapter 01 #35*

*Difficulty: Easy*

*Learning Objective: 2*

36. (p. 12) Public relations involves all of the following EXCEPT:

- A. sponsorship of a fun run to benefit breast cancer research
- B. financial and personnel involvement in local arts and crafts festival
- C. product design**
- D. participation in the community effort to build a playground
- E. publicity

*Belch - Chapter 01 #36*  
*Difficulty: Easy*  
*Learning Objective: 2*

37. (p. 13) \_\_\_\_\_ is a system of marketing by which organizations communicate directly with target customers to generate a response and/or a transaction.

- A. Advertising
- B. Sales promotion
- C. Direct marketing**
- D. Publicity
- E. Public relations

*Belch - Chapter 01 #37*  
*Difficulty: Easy*  
*Learning Objective: 2*

38. (p. 13) Which of the following statements about direct marketing is true?

- A. Direct marketing and direct mail are not synonymous.
- B. Direct marketing includes a variety of techniques and activities such as direct mail, telemarketing, and direct response advertising.
- C. Direct marketing has become very popular over the past two decades, owing primarily to changing lifestyles.
- D. Business-to-business marketers often use direct marketing to identify potential sales leads, communicate with customers, and provide them with information about their products or services.
- E. All of these statements about direct marketing are true.**

*Belch - Chapter 01 #38*  
*Difficulty: Difficult*  
*Learning Objective: 2*



39. (p. 13) Which of the following statements about direct marketing is true?

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

*Belch - Chapter 01 #39*

*Difficulty: Moderate*

*Learning Objective: 2*

40. (p. 13) 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?

- A. advertising
- B. sale promotion
- C.** direct marketing
- D. public relations
- E. pricing

*Belch - Chapter 01 #40*

*Difficulty: Difficult*

*Learning Objective: 2*

41. (p. 13) 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.

- A.** direct-response
- B. primary-demand
- C. business-to-business
- D. trade
- E. selective demand

*Belch - Chapter 01 #41*

*Difficulty: Easy*

*Learning Objective: 2*

42. (p. 14) The Internet is:

- A. a promotional medium
- B. a marketing communications tool
- C. a medium that can be used to execute all the elements of the promotional mix
- D. an interactive medium
- E.** accurately described by all of these

*Belch - Chapter 01 #42*

*Difficulty: Easy*

*Learning Objective: 2*

43. (p. 15) \_\_\_\_\_ 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.

- A. Advertising
- B. Direct mail
- C. Public relations
- D. Sales promotion
- E.** Personal selling

*Belch - Chapter 01 #43*

*Difficulty: Easy*

*Learning Objective: 2*

44. (p. 17) In the 1990s, companies saw \_\_\_\_\_ t as a way to coordinate and manage their marketing communication programs to ensure customers received a consistent message about the company and/or its brands

- A. marketing
- B. Internet
- C. coordinated
- D. relationship
- E.** IMC

*Belch - Chapter 01 #44*

*Difficulty: Easy*

*Learning Objective: 2*

45. (p. 19) Consumers can come into contact with a company or brand in the following ways:

- A. word-of-mouth
- B. events and sponsorships
- C. sales promotion
- D. personal selling
- E.** all of these

*Belch - Chapter 01 #45*

*Difficulty: Moderate*

*Learning Objective: 3*

46. (p. 19) Many companies are taking a(n) \_\_\_\_\_ perspective in developing their IMC programs whereby they consider all of the potential ways of reaching their target audience and presenting the company or brand in a favourable manner.

- A. modern
- B. traditional
- C. audience contact**
- D. aggressive
- E. none of these

*Belch - Chapter 01 #46*

*Difficulty: Easy*

*Learning Objective: 3*

47. (p. 20-21) \_\_\_\_\_ is the process of creating, maintaining, and enhancing long-term relationships with individual customers as well as other stakeholders for mutual benefit?

- A. Integrated marketing
- B. Integrated marketing communications
- C. Marketing planning
- D. Exchange
- E. Relationship marketing**

*Belch - Chapter 01 #47*

*Difficulty: Easy*

*Learning Objective: 3*

48. (p. 22) The increased usage of relationship marketing is due to the fact that:

- A. customers have become less demanding
- B. customers want products and services that are mass-produced rather than tailored to their specific needs and wants
- C. retaining customers is generally more cost effective than acquiring new ones**
- D. it is very costly to prevent customer defections
- E. most international customers already use relationship marketing

*Belch - Chapter 01 #48*

*Difficulty: Moderate*

*Learning Objective: 3*

49. (p. 23) Promotional management can best be described as:

- A. placing coupons in each Sunday edition of major newspapers
- B. measuring the effectiveness of any communication with the target market
- C.** effectively coordinating the promotional mix elements to develop an effective communication program
- D. coordinating the activities of people who come in contact with the prospect or consumer
- E. determining when to introduce new advertising campaigns

*Belch - Chapter 01 #49*  
*Difficulty: Moderate*  
*Learning Objective: 3*

50. (p. 23) The \_\_\_\_\_ is the framework for developing, implementing, and controlling an organization's integrated marketing communications program and activities.

- A. integrated plan
- B.** promotional plan
- C. market audit
- D. situation analysis
- E. communications process

*Belch - Chapter 01 #50*  
*Difficulty: Easy*  
*Learning Objective: 4*

51. (p. 23) The \_\_\_\_\_ is a written document that describes the overall marketing strategy and programs developed for an organization, product line, or brand.

- A. promotional plan
- B.** marketing plan
- C. communications plan
- D. marketing audit
- E. situation analysis

*Belch - Chapter 01 #51*  
*Difficulty: Easy*  
*Learning Objective: 4*

52. (p. 23) A marketing plan usually includes all of the following EXCEPT:

- A. a program for implementing marketing strategy
- B.** criteria and procedures for the hiring of all marketing personnel
- C. a way to monitor and evaluate performance
- D. the establishment of marketing objectives
- E. a detailed situation analysis

*Belch - Chapter 01 #52*  
*Difficulty: Easy*  
*Learning Objective: 4*

53. (p. 23) A marketing plan usually includes:

- A. a corporate mission statement
- B. job descriptions and job specifications
- C. a media schedule
- D.** a detailed situation analysis
- E. sales and market forecasts

*Belch - Chapter 01 #53*  
*Difficulty: Easy*  
*Learning Objective: 4*

54. (p. 23) The first step in the IMC planning process is:

- A. the situation analysis
- B. budget determination
- C.** a review of the marketing plan
- D. specification of communications objectives
- E. development of the promotional mix strategies

*Belch - Chapter 01 #54*  
*Difficulty: Easy*  
*Learning Objective: 4*

55. (p. 15 & 27) An internal situation analysis looks at all of the following EXCEPT:

- A.** competitive analysis
- B. corporate and brand image analyses
- C. promotional objectives
- D. results of the firm's previous promotional programs
- E. ability of the firm to implement new promotional programs

*Belch - Chapter 01 #55*  
*Difficulty: Easy*  
*Learning Objective: 4*

56. (p. 25 & 27) An external situation analysis could include all of the following EXCEPT:

- A. a competitive analysis
- B.** The product's benefits
- C. consumer behaviour analysis
- D. environmental analysis

*Belch - Chapter 01 #56*  
*Difficulty: Easy*  
*Learning Objective: 4*

57. (p. 28) \_\_\_\_\_ refer to what is to be accomplished by the overall marketing programs and is stated in terms of sales, market share, and profitability.

- A. Communication objectives
- B. Marketing objectives**
- C. Advertising platforms
- D. Segmentation approaches
- E. External analysis factors

*Belch - Chapter 01 #57*

*Difficulty: Easy*

*Learning Objective: 4*

58. (p. 28) Which of the following is NOT a good example of a communications objective?

- A. to create awareness of the attributes of a brand or product
- B. to create a favourable attitude about a product
- C. to develop consumers' intentions to purchase a product
- D. to create awareness about a new brand
- E. to increase sales volume**

*Belch - Chapter 01 #58*

*Difficulty: Moderate*

*Learning Objective: 4*

59. (p. 28) \_\_\_\_\_ should be the guiding force for development of the overall marketing communications strategy and of objectives for each promotional mix area.

- A. Communication and behavioural objectives**
- B. Sales and marketing objectives
- C. Marketing and behavioural objectives
- D. Promotional and marketing objectives
- E. All of these

*Belch - Chapter 01 #59*

*Difficulty: Easy*

*Learning Objective: 4*

60. (p. 19) All of the following explain the importance of IMC EXCEPT:

- A. the many audiences to communicate with
- B. the vast number of messages consumers receive
- C. the emergence of strong marketing relationships
- D. advertising and promotion regulation**
- E. consumer adoption of technology and media

*Belch - Chapter 01 #60*

*Difficulty: Easy*

*Learning Objective: 3*

61. (p. 19) is described as one of the "new-generation" marketing approaches that helps companies to better focus their efforts in acquiring, retaining, and developing relationships with customers and other stakeholders.

- A. Transaction marketing
- B. Public relations
- C. Online advertising
- D. IMC**
- E. Internet marketing

*Belch - Chapter 01 #61*

*Difficulty: Easy*

*Learning Objective: 3*

62. (p. 17-18) Which of the following is NOT a general characteristic of IMC:

- A. competitive-oriented communication**
- B. unified communication for consistent message and image
- C. differentiated communication to multiple customer groups
- D. database-centred communication for tangible results
- E. relationships fostering communication with existing customers

*Belch - Chapter 01 #62*

*Difficulty: Moderate*

*Learning Objective: 3*

63. (p. 17-18) Which of the following best describes a criticism of IMC:

- A. focuses primarily on the tactical coordination of various communication tools with the goal of making them look and sound alike**
- B. unifies communication for consistent message and image
- C. differentiates communication to multiple customer groups
- D. uses database-centred communication for tangible results
- E. fosters communication with existing customers

*Belch - Chapter 01 #63*

*Difficulty: Moderate*

*Learning Objective: 3*

64. (p. 19) Kim Rossister, brand manager at GM, plans for a new communication campaign and intends to consider all the potential ways of reaching her target audiences and presenting her brand in a favorable manner. Kim believes this approach can help develop an efficient and effective communication campaign. This approach is best describes as:

- A.** audience contact perspective
- B. relationship marketing perspective
- C. media-focused perspective
- D. database-centred perspective
- E. persuasive communication perspective

*Belch - Chapter 01 #64*

*Difficulty: Difficult*

*Learning Objective: 3*

65. (p. 23-25 &28) Which of the following statements about marketing and IMC plans is NOT necessarily true?

- A. the first step in the IMC planning process is to review the marketing plan
- B.** the marketing objectives in the marketing plan should be reproduced as communication objectives in the IMC plan
- C. the development of an IMC plan requires more detailed information than a marketing plan can provide
- D. the marketing plan specifies the roles advertising and other promotional mix elements play in the overall marketing program
- E. the IMC plan is developed similarly to the marketing plan and often uses its detailed information

*Belch - Chapter 01 #65*

*Difficulty: Moderate*

*Learning Objective: 4*



## Chapter 01 Integrated Marketing Communications **Summary**

<u>Category</u>	<u># of Questions</u>
Belch - Chapter 01	65
Difficulty: Difficult	3
Difficulty: Easy	45
Difficulty: Moderate	17
Learning Objective: 1	5
Learning Objective: 2	39
Learning Objective: 3	10
Learning Objective: 4	11