

c1

Student: _____

1. Advertising is a type of marketing communications tool.

True False

2. A car wash is an example of a good.

True False

3. The billboard advertising a car dealership is an example of a medium.

True False

4. Advertising reaches us through a channel of communication referred to as a medium.

True False

5. Word-of-mouth qualifies as an advertising medium.

True False

6. The source is the manufacturer of the product.

True False

7. The three source dimensions are the sponsor, the narrative, and the author.

True False

8. A real or an imaginary character, within the text of the ad, who lends some voice or tone to the ad is referred to as persona.

True False

9. A spokesperson for a brand of golf clubs is part of the message dimension for marketing communications.

True False

10. The three receiver dimensions are implied, sponsorial, and actual consumers.

True False

11. Implied consumers are the people in the real world who comprise the ad's target audience.

True False

12. Sponsorial consumers are the gatekeepers who decide whether the ad will run or not.

True False

13. In advertising, the sponsor's ad competing with hundreds of other commercial and noncommercial messages is referred to as noise.

True False

14. When Mariel uses a 50-cents-off coupon to purchase spaghetti sauce, she is providing feedback.

True False

15. Feedback employs a sender-message-receiver pattern, except that it is directed from the receiver back to the source.

True False

16. Every business organization typically performs a number of diverse activities that are usually classified as operations, finance/administration, and marketing.

True False

17. The ultimate goal of the marketing process is to build customer relationships.

True False

18. Designing a successful advertising campaign requires a broad understanding of the whole marketing process.

True False

19. A firm's marketing activities are always aimed at a particular segment of the population called the target market.

True False

20. B2B advertising rarely uses consumer mass media and is typically invisible to consumers.

True False

21. The three specialized types of business advertising are trade, professional, and retail.

True False

22. Companies that do not compete on price typically use image advertising to create a particular perception of the company or personality for the brand.

True False

23. The only element in the marketing strategy that does not influence the type of advertising to be used is the element of place.

True False

24. The objectives of awareness advertising are to create an image for a product and to position it competitively with the goal of getting readers or viewers to select the brand the next time they shop.

True False

25. Companies use media advertising, also known as collateral materials, to communicate information about themselves and their brands.

True False

26. _____ is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products or ideas by identified sponsors through various media.

- A. Marketing
- B. Sales promotion
- C. Advertising
- D. Personal selling
- E. Collateral materials

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

- A. Advertising is considered individual communication.
- B. Advertising is just a business process.
- C. Advertising has an identifiable sponsor.
- D. Advertising is unstructured communication.
- E. Marketing communications are just one type of advertising.

28. Because advertising is typically directed to groups of people rather than to individuals, advertising is referred to as:

- A. a non-persuasive communication.
- B. a network medium.
- C. a general medium.
- D. non-directed communication.
- E. mass communication.

29. When Oren buys a cup of coffee to drink and when Joachim buys a newspaper to read on the train, both are acting as:

- A. buying centers.
- B. consumers.
- C. reference groups.
- D. strategic points of service.
- E. opinion leaders.

30. Andy Gee operates a catering business that can prepare barbecue for 2,000 people. In a trade journal, Gee learned about a new kind of meat thermometer that was designed to operate in temperatures as high as 290°C. Gee used _____ to become familiar with this new product.

- A. encoded message
- B. public service message
- C. mass communications
- D. WOM
- E. intangible services

31. Which of the following is the best example of a good?

- A. Math tutoring
- B. A car wash
- C. Greeting cards
- D. An accountant's tax preparation business
- E. A dry cleaner's spot removal certification guarantee

32. Which of the following is the best example of a service?

- A. A 2-year warranty on gym equipment
- B. A how-to book on losing weight
- C. Flowers for Mother's Day
- D. Gift wrapping paper sold as an elementary school fund-raiser
- E. A social worker's PDA that lists all clients by area of need

33. Advertising reaches us through a channel of communication referred to as a:

- A. feedback.
- B. medium.
- C. public service message.
- D. distribution channel.
- E. noise.

34. Internet is an example of _____ media.

- A. interactive
- B. print
- C. nontraditional
- D. broadcasting
- E. addressable

35. Which of the following is NOT an example of an advertising medium?

- A. The Internet
- B. Broadcast television
- C. Newspaper
- D. Word-of-mouth
- E. A NASCAR automobile

36. Which of the following statements about advertising media is true?

- A. WOM is a type of advertising media.
- B. Addressable media and interactive media are synonyms.
- C. The Internet is classified as a noninteractive advertising medium.
- D. An advertising medium is any nonpersonal means used to present an ad to a target market.
- E. WOM is a more structured type of media than most other mass media.

37. In-store advertising is commonplace. A retail network operates the network of televisions prominently positioned at high-traffic locations in more than 3,000 stores nationwide. In 2005, the company offered the store the opportunity to target Hispanic customers by offering bilingual content in stores that have the highest concentration of Spanish-speaking customers. Which of the following statements about this new tactic is FALSE?

- A. The flat screen televisions are the channel.
- B. The network will encode the advertising messages.
- C. The store is the source.
- D. The store's customers will decode the advertising messages.
- E. High-traffic locations are the feedback.

38. In terms of the application of the human communication process to advertising, the restaurant owner who read all of the copy in an ad for the international trade show for people in the food and drink industry would be a(n):

- A. encoder.
- B. medium.
- C. receiver.
- D. source.
- E. channel.

39. There is an ad for pretzels in a women's magazine. In terms of applying the human communication process model to advertising, the magazine serves as a(n):

- A. encoder.
- B. medium.
- C. receiver.
- D. source.
- E. channel.

40. To the consumers of cosmetics, Halle Berry, who appears as a spokesperson in commercials, is a(n):

- A. encoder.
- B. sponsor.
- C. media personality.
- D. author.
- E. persona.

41. Which of the following is an example of a source dimension for an ad for jeans?

- A. The ad's slogan
- B. The product itself
- C. The manufacturer of the jeans
- D. The dramatic message of the ad
- E. Sponsorial consumers

42. In advertising, the source dimension includes:

- A. the sponsor, the author, and the persona.
- B. the headline, the body copy, and the closing.
- C. the implied, sponsorial, and actual decoders.
- D. autobiography, narrative, and drama values assigned to the message.
- E. the biography, the epic and the invective.

43. In 2005, singer Enrique Iglesias signed a multi-year deal as spokesperson for a new fragrance. Iglesias will be part of the _____ dimension in ads for the new fragrance.

- A. message
- B. channel
- C. decoder
- D. source
- E. receiver

44. In terms of the source dimension of advertising, the copy writer and the art director are categorized as:

- A. receivers.
- B. authors.
- C. implied consumers.
- D. sponsors.
- E. personae.

45. As artful imitations of life, advertising uses one or a blend of three literary forms. These are:

- A. sponsor, author, persona.
- B. implied, actual, and sponsorial.
- C. invective, philosophy, and saga.
- D. novel, epic and academic journals.
- E. narrative, autobiography, and drama.

46. In the _____ advertising message, "I" tell a story about myself to "you," the imaginary audience eavesdropping on my personal experience.

- A. autobiographical
- B. demographical
- C. narrative
- D. biographical
- E. drama

47. In the _____ advertising message, the characters act out events directly in front of an imagined empathetic audience.

- A. autobiographical
- B. demographic
- C. narrative
- D. biographical
- E. drama

48. In the _____ advertising message, a third-person persona tells a story about another person to an imagined audience.

- A. autobiographical
- B. demographic
- C. narrative
- D. biographical
- E. drama

49. In advertising, the receiver dimension includes:

- A. encoders, decoders, and feedback.
- B. implied, actual, and sponsorial consumers.
- C. brand-loyal, product-loyal, and general consumers.
- D. the art director, its personae, and authors.
- E. feedback, perception, and behavior.

50. The text of each advertisement and commercial presumes an audience. In terms of the receiver dimension of advertising, this audience is:

- A. persona.
- B. actual consumers.
- C. sponsorial consumers.
- D. implied consumers.
- E. creative director.

51. In the receiver dimension of advertising, _____ are the gatekeepers who decide whether the ad will run or not.

- A. persona
- B. advertising agency
- C. sponsorial consumers
- D. implied consumers
- E. authors

52. In the receiver dimension of advertising, _____ are the people in the real world who comprise the ad's target audience.

- A. personae
- B. actual consumers
- C. sponsorial consumers
- D. implied consumers
- E. creative director

53. Lee did not see the ad for the aquarium that was in Wednesday's local paper because he was much more interested in an article on classic car collectibles that was right next to the ad for the aquarium. In terms of the communication process, the classic car article served as _____ for the aquarium.

- A. noise
- B. feedback
- C. information overload
- D. a source maze
- E. a reception blocker

54. A horse stable operator, who reads an ad for a worming medicine, decides to call the toll-free number provided in the ad to see if the company can deliver 40 doses of its worming medicine before Saturday morning. In the context of the advertisement, this is referred to as:

- A. acting as a source.
- B. providing feedback.
- C. creating a persona.
- D. using bi-lateral marketing communications.
- E. creating a new communication channel.

55. A restaurant owner, who read all of the copy in an ad for the international trade show for people in the food and drink industry, decided to request a registration form. In the context of advertisement, this is referred to as:

- A. acting as a source.
- B. providing feedback.
- C. creating a persona.
- D. using integrated marketing communications.
- E. creating a new communication channel.

56. What is a role of advertising in marketing?

- A. It includes developing products and pricing them strategically.
- B. To inform, persuade, and remind groups of customers about the company's goods and services.
- C. To deal directly with customers, face-to-face conveying information, giving demonstrations on high-ticket items such as real estate and furniture.
- D. To make the product available through the distribution network.
- E. To earn a profit for the firm by consummating the exchange of products or services with those customers who need or want them.

57. Of all the business functions, _____ is the only function whose primary role is to bring in revenues.

- A. finance
- B. research and development
- C. human relations management
- D. marketing
- E. accounting

58. _____ is the process of planning and executing the conception, pricing, distribution, and promotion of ideas, goods, and services to create exchanges that satisfy the perceived needs, wants, and objectives of individuals and organizations.

- A. Management
- B. Advertising
- C. Communications
- D. Logistics
- E. Marketing

59. Which of the following aspect of advertising will be determined by the marketing strategy?

- A. Which sales person would demonstrate the product to customers?
- B. What would be the incentive per product sale?
- C. Who should the target consumer be and what media should be used?
- D. How to build the company's image in the eyes of the employees and stakeholders?
- E. What information should be included in product specification sheets?

60. Which of the following is the most likely potential target market for a manufacturer who is licensed by a wrestling entertainment company to make Halloween costumes based on characters seen in their matches?

- A. People who enjoy Olympic wrestling
- B. Pre-teen males who wish to emulate their favorite wrestlers
- C. People who believe wrestling promotes violence
- D. Parents who are sports enthusiasts
- E. Anyone who has attended a wrestling match

61. The thirteen-year-old teenage boy will more than likely ignore the commercial about preventing baldness because he is NOT the part of the advertiser's:

- A. evoked set.
- B. consideration set.
- C. encoding market.
- D. persona dimension.
- E. target market.

62. Which of the following organizations is most likely to use PSA?

- A. Save our world
- B. The Home Depot
- C. Purina dog chow
- D. FedEx
- E. State Farm insurance

63. The two primary types of target markets are _____ markets.

- A. domestic and international
- B. internal and external
- C. demographic and psychographic
- D. business and consumer
- E. non-controllable and controllable

64. Gary Silva, senior vice president of sales of an auto parts store, says his store doesn't have a cookie-cutter layout but builds stores based on market need, with each designed independently. "It would be easier if all the stores had the exact same layout, but it's not the right thing to do for independent owners because some areas have more professional customers and others have more do-it-yourselfers," he explained. From this information, you know that his store targets both _____ markets.

- A. domestic and international
- B. internal and external
- C. demographic and psychographic
- D. business and consumer
- E. non-controllable and controllable

65. The advertising targeted at the pet stores to increase the sale of pet food is:

- A. trade advertising.
- B. professional advertising.
- C. consumer advertising.
- D. noncommercial advertising.
- E. retail advertising.

66. The type of advertising published in a psychiatry journal aimed at the practitioners is called:

- A. trade advertising.
- B. professional advertising.
- C. consumer advertising.
- D. noncommercial advertising.
- E. retail advertising.

67. The advertising used by high-end car companies creates the perception that the automobile is a luxury product and is intended for the elite. Which element of its marketing strategy most likely dictates its use of image advertising?

- A. Production
- B. Promotion
- C. Distribution
- D. Price
- E. Product

68. As of January 2006, a supermarket chain operated 142 supermarkets in the New York-New Jersey and Philadelphia metropolitan areas. The store only advertises in those states where it has stores. The store would more than likely use _____ advertising.

- A. international
- B. local
- C. regional
- D. national
- E. global

69. In 2002, a Swedish home electrical appliance manufacturer decided to use the same advertising message wherever it advertised around the world. In other words, the company decided to use:

- A. national advertising.
- B. international advertising.
- C. global advertising.
- D. regional advertising.
- E. local advertising.

70. Which of the following activities refers to all the planned messages that companies and organizations create and disseminate to support their marketing objectives and strategies?

- A. Personal selling
- B. Publicity
- C. Marcom
- D. The communications process
- E. Promotion

71. In order to convey the benefits of sponsorship to a potential sponsor, a rodeo show would most likely use _____. This enables the marketer to answer the prospect's questions on the spot.

- A. personal selling
- B. direct-response advertising
- C. a sales promotion
- D. public relations
- E. nonproduct advertising

72. Which of the following is a major drawback to the use of personal selling?

- A. Its low frequency and reach
- B. Its high per-customer costs
- C. Its inability to convey large amounts of information
- D. Its ineffectiveness as a motivator
- E. Its ineffectiveness to build brand value

73. An advertisement by a dishwashing liquid that invites you to visit their Web site to learn how the product is being used to help our environment is an example of:

- A. awareness advertising.
- B. product advertising.
- C. nonproduct advertising.
- D. noncommercial advertising.
- E. action advertising.

74. What type of advertising would an organization devoted to finding cures for catastrophic childhood diseases most likely use to raise donations?

- A. Trade advertising
- B. Product advertising
- C. Nonproduct advertising
- D. Noncommercial advertising
- E. Professional advertising

75. The ad for sunny Florida beaches is designed to make people want to visit Florida. It contains a Web site address and a toll-free number that can be used by people planning a vacation to Florida. This type of advertising is an example of:

- A. trade advertising.
- B. product advertising.
- C. awareness advertising.
- D. noncommercial advertising.
- E. direct-response advertising.

76. When a fast-food chain entered the Chinese market, it was at a time when childhood obesity was becoming a real problem. As a result, the chain teamed with the Chinese education system to develop nutrition classes for elementary school students featuring their mascot, a clown. The clown show was an example of _____ because it showed the fast-food chain as a company that cares about its consumers.

- A. a sales promotion
- B. public relations
- C. noncommercial advertising
- D. direct-response advertising
- E. personal selling

77. Which of the following types of advertising is considered good at creating awareness and credibility for a business firm at relatively low cost?

- A. Sales promotion advertising
- B. Public relations advertising
- C. Direct-response advertising
- D. Nonproduct advertising
- E. Brand advertising

78. The brochure you receive from the ceiling fan manufacturer, the pamphlet of recipes from the producers of cranberry juice products, and the instructions that came with your new telephone system are all examples of:

- A. sales gimmicks.
- B. premiums.
- C. sales promotions.
- D. bonus goods.
- E. collateral material.

79. The process of integrating all the messages created by an advertiser's various communication agencies and sent out by various departments within the company to achieve consistency is called:

- A. integrated marketing communications.
- B. integrated project management.
- C. integrated accountability communications.
- D. integrated business administration.
- E. integrated employee communications.

80. A growing concern about accountability, the proliferation of new media, and the increasing cost of competition has led corporate management to realize that:

A. the mass media is the most specialized media.

B. consumers are less sophisticated.

C. tremendous gaps exist between what companies say in their advertising and what they actually do.

D. there is a need to allow multiple forms of marketing communications to work in isolation in order to achieve consistency.

E. there is a high degree of coordination among all the messages created by an advertiser's various communication agencies.

81. What is meant by the term 'advertising medium'? Give examples.

82. Why is a word-of-mouth (WOM) advertising not an advertising medium?

83. What are the three elements of the source dimension of advertising communication?

84. What three literary forms are used in the message dimension of advertising communication?

85. Which element of the receiver dimension serves as a communication gatekeeper?

86. Which element of the receiver dimension is equivalent to the receivers in oral communications?

87. What is meant by noise in the advertising communication process?

88. Why is feedback so important to the advertising communication process?

89. What is the primary role of marketing in a business?

90. What are the two main types of target markets?

91. List the three specialized types of business advertising.

92. Which marketing communication tool is the most effective at reaching more prospects at lower costs than personal selling?

93. What are the objectives of awareness advertising?

94. What kind of advertising would typically be used by nonprofit organizations?

95. Give some examples of collateral materials.

96. Define advertising.

97. Write a note on the nonpersonal aspect of advertising.

98. List and briefly describe the elements of the human communication process model described in the text.

99. What is the role played by the interactive media in the advertising communication process?

100. How does the human communication process relate to the advertising process?

101. List and briefly define the three dimensions of advertising communication identified by Barbara Stern.

102. What is the ultimate goal of the marketing process?

103. Describe how advertising fits into the marketing process.

104. What is the difference between consumer and business advertising?

105. What is the difference between global advertising and international advertising?

c1 Key

1. (p. 8) Advertising is a type of marketing communications tool.

TRUE

AACSB: Analytic
Arens - Chapter 01 #1
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

2. (p. 9) A car wash is an example of a good.

FALSE

In addition to promoting tangible goods such as oranges, oatmeal, and olive oil, advertising helps publicize the intangible services of bankers, beauticians, bike repair shops, bill collectors, and car washes.

AACSB: Analytic
Arens - Chapter 01 #2
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

3. (p. 9) The billboard advertising a car dealership is an example of a medium.

TRUE

An advertising medium is any nonpersonal means used to present an ad to a large audience.

AACSB: Analytic
Arens - Chapter 01 #3
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

4. (p. 9) Advertising reaches us through a channel of communication referred to as a medium.

TRUE

*AACSB: Analytic
Arens - Chapter 01 #4
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?*

5. (p. 9) Word-of-mouth qualifies as an advertising medium.

FALSE

*AACSB: Reflective thinking
Arens - Chapter 01 #5
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?*

6. (p. 10) The source is the manufacturer of the product.

FALSE

There is a series of events that takes place when people share ideas in informal oral communication. The process begins when one party, called the source, formulates an idea, encodes it as a message, and sends it via some channel to another party, called the receiver.

*AACSB: Reflective thinking
Arens - Chapter 01 #6
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: The Human Communication Process*

7. (p. 11) The three source dimensions are the sponsor, the narrative, and the author.

FALSE

*AACSB: Reflective thinking
Arens - Chapter 01 #7
Blooms Taxonomy: Knowledge
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

8. (p. 11) A real or an imaginary character, within the text of the ad, who lends some voice or tone to the ad is referred to as persona.

TRUE

*AACSB: Analytic
Arens - Chapter 01 #8
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

9. (p. 11) A spokesperson for a brand of golf clubs is part of the message dimension for marketing communications.

FALSE

Within the text of the ad is a real or imaginary spokesperson (a persona) who lends some voice or tone to the ad. To the consumer, this persona, who represents the sponsor, is the source of the within-text message.

*AACSB: Reflective thinking
Arens - Chapter 01 #9
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

10. (p. 13) The three receiver dimensions are implied, sponsorial, and actual consumers.

TRUE

*AACSB: Analytic
Arens - Chapter 01 #10
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

11. (p. 13) Implied consumers are the people in the real world who comprise the ad's target audience.

FALSE

Implied consumers are imagined by the ad's creators to be ideal consumers who accept uncritically the arguments made by the ad.

*AACSB: Reflective thinking
Arens - Chapter 01 #11
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

12. (p. 13) Sponsorial consumers are the gatekeepers who decide whether the ad will run or not.

TRUE

AACSB: Analytic

Arens - Chapter 01 #12

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

13. (p. 13) In advertising, the sponsor's ad competing with hundreds of other commercial and noncommercial messages is referred to as noise.

TRUE

AACSB: Analytic

Arens - Chapter 01 #13

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

14. (p. 13) When Mariel uses a 50-cents-off coupon to purchase spaghetti sauce, she is providing feedback.

TRUE

In advertising, feedback can take many forms such as redeemed coupons, telephone inquiries, or visits to a store.

AACSB: Analytic

Arens - Chapter 01 #14

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

15. (p. 13) Feedback employs a sender-message-receiver pattern, except that it is directed from the receiver back to the source.

TRUE

AACSB: Analytic

Arens - Chapter 01 #15

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

16. (p. 15) Every business organization typically performs a number of diverse activities that are usually classified as operations, finance/administration, and marketing.

TRUE

AACSB: Analytic

Arens - Chapter 01 #16

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-3

Topic: Marketing: Determining the Type of Advertising to Use

17. (p. 15) The ultimate goal of the marketing process is to build customer relationships.

FALSE

AACSB: Analytic

Arens - Chapter 01 #17

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-3

Topic: What is Marketing?

18. (p. 16) Designing a successful advertising campaign requires a broad understanding of the whole marketing process.

TRUE

An effective advertising specialist must have a broad understanding of the whole marketing process in order to know what type of advertising to use in a given situation.

AACSB: Reflective thinking

Arens - Chapter 01 #18

Blooms Taxonomy: Comprehension

Difficulty: Easy

Learning Objective: 01-4

Topic: Advertising and the Marketing Process

19. (p. 17) A firm's marketing activities are always aimed at a particular segment of the population called the target market.

TRUE

AACSB: Analytic

Arens - Chapter 01 #19

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-3

Topic: Identifying Target Markets and Target Audiences

20. (p. 18) B2B advertising rarely uses consumer mass media and is typically invisible to consumers.

TRUE

AACSB: Analytic

Arens - Chapter 01 #20

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-5

Topic: Identifying Target Markets and Target Audiences

21. (p. 18) The three specialized types of business advertising are trade, professional, and retail.

FALSE

In addition to general business advertising, there are three specialized types of business advertising: trade, professional, and agricultural.

AACSB: Analytic

Arens - Chapter 01 #21

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-5

Topic: Identifying Target Markets and Target Audiences

22. (p. 19) Companies that do not compete on price typically use image advertising to create a particular perception of the company or personality for the brand.

TRUE

Image advertising, which creates a perception of a company or personality for a brand, is rarely explicit about price.

AACSB: Reflective thinking

Arens - Chapter 01 #22

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-4

Topic: Implementing Marketing Strategy

23. (p. 19) The only element in the marketing strategy that does not influence the type of advertising to be used is the element of place.

FALSE

Marketing strategy is the particular blend, or mix, of strategic elements over which the marketer has control: product concept, pricing, distribution, and communication. For ease of memory, marketers often refer to these elements as the 4Ps: product, price, place, and promotion. Each of these elements also influences the type of advertising used.

*AACSB: Reflective thinking
Arens - Chapter 01 #23
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-4
Topic: Implementing Marketing Strategy*

24. (p. 25) The objectives of awareness advertising are to create an image for a product and to position it competitively with the goal of getting readers or viewers to select the brand the next time they shop.

TRUE

*AACSB: Analytic
Arens - Chapter 01 #24
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-4
Topic: Implementing Marketing Strategy*

25. (p. 26) Companies use media advertising, also known as collateral materials, to communicate information about themselves and their brands.

FALSE

Companies use a wide variety of promotional tools other than media advertising to communicate information about themselves and their brands. These collateral materials include fliers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

*AACSB: Analytic
Arens - Chapter 01 #25
Blooms Taxonomy: Knowledge
Difficulty: Medium
Learning Objective: 01-4
Topic: Implementing Marketing Strategy*

26. (p. 8) _____ is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products or ideas by identified sponsors through various media.

- A. Marketing
- B. Sales promotion
- C. Advertising**
- D. Personal selling
- E. Collateral materials

AACSB: Analytic
Arens - Chapter 01 #26
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

27. (p. 8) Which of the following statements about advertising is true?

- A. Advertising is considered individual communication.
- B. Advertising is just a business process.
- C. Advertising has an identifiable sponsor.**
- D. Advertising is unstructured communication.
- E. Marketing communications are just one type of advertising.

Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products or ideas by identified sponsors through various media.

AACSB: Reflective thinking
Arens - Chapter 01 #27
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?

28. (p. 9) Because advertising is typically directed to groups of people rather than to individuals, advertising is referred to as:

- A. a non-persuasive communication.
- B. a network medium.
- C. a general medium.
- D. non-directed communication.
- E. mass communication.**

AACSB: Analytic
Arens - Chapter 01 #28
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

29. (p. 9) When Oren buys a cup of coffee to drink and when Joachim buys a newspaper to read on the train, both are acting as:

- A. buying centers.
- B. consumers.**
- C. reference groups.
- D. strategic points of service.
- E. opinion leaders.

Consumers buy products like cars, deodorant, or food for their personal use.

AACSB: Reflective thinking
Arens - Chapter 01 #29
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?

30. (p. 9) Andy Gee operates a catering business that can prepare barbecue for 2,000 people. In a trade journal, Gee learned about a new kind of meat thermometer that was designed to operate in temperatures as high as 290°C. Gee used _____ to become familiar with this new product.

- A. encoded message
- B. public service message
- C. mass communications**
- D. WOM
- E. intangible services

Advertising is directed to groups of people, usually referred to as audiences, rather than to individuals. It is therefore nonpersonal, or mass, communication.

AACSB: Reflective thinking
Arens - Chapter 01 #30
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?

31. (p. 9) Which of the following is the best example of a good?

- A. Math tutoring
- B. A car wash
- C. Greeting cards**
- D. An accountant's tax preparation business
- E. A dry cleaner's spot removal certification guarantee

Advertising promotes tangible goods such as oranges, oatmeal, and olive oil, as well as publicizing intangible services of bankers, beauticians, bike repair shops, and bill collectors.

AACSB: Analytic
Arens - Chapter 01 #31
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

32. (p. 9) Which of the following is the best example of a service?

- A. A 2-year warranty on gym equipment**
- B. A how-to book on losing weight
- C. Flowers for Mother's Day
- D. Gift wrapping paper sold as an elementary school fund-raiser
- E. A social worker's PDA that lists all clients by area of need

Advertising helps publicize the intangible services of bankers, beauticians, bike repair shops, and bill collectors.

AACSB: Reflective thinking
Arens - Chapter 01 #32
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?

33. (p. 9) Advertising reaches us through a channel of communication referred to as a:

- A. feedback.
- B. medium.**
- C. public service message.
- D. distribution channel.
- E. noise.

AACSB: Analytic
Arens - Chapter 01 #33
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

34. (p. 9) Internet is an example of _____ media.

- A.** interactive
- B. print
- C. nontraditional
- D. broadcasting
- E. addressable

AACSB: Analytic
Arens - Chapter 01 #34
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

35. (p. 9) Which of the following is NOT an example of an advertising medium?

- A. The Internet
- B. Broadcast television
- C. Newspaper
- D.** Word-of-mouth
- E. A NASCAR automobile

AACSB: Analytic
Arens - Chapter 01 #35
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

36. (p. 9) Which of the following statements about advertising media is true?

- A. WOM is a type of advertising media.
- B. Addressable media and interactive media are synonyms.
- C. The Internet is classified as a noninteractive advertising medium.
- D.** An advertising medium is any nonpersonal means used to present an ad to a target market.
- E. WOM is a more structured type of media than most other mass media.

AACSB: Reflective thinking
Arens - Chapter 01 #36
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

37. (p. 10) In-store advertising is commonplace. A retail network operates the network of televisions prominently positioned at high-traffic locations in more than 3,000 stores nationwide. In 2005, the company offered the store the opportunity to target Hispanic customers by offering bilingual content in stores that have the highest concentration of Spanish-speaking customers. Which of the following statements about this new tactic is FALSE?

- A. The flat screen televisions are the channel.
- B. The network will encode the advertising messages.
- C. The store is the source.
- D. The store's customers will decode the advertising messages.
- E. High-traffic locations are the feedback.**

A message that acknowledges or responds to the original message constitutes feedback, which also affects the encoding of a new message.

AACSB: Reflective thinking
Arens - Chapter 01 #37
Blooms Taxonomy: Application
Difficulty: Medium
Learning Objective: 01-2
Topic: The Human Communication Process

38. (p. 10) In terms of the application of the human communication process to advertising, the restaurant owner who read all of the copy in an ad for the international trade show for people in the food and drink industry would be a(n):

- A. encoder.
- B. medium.
- C. receiver.**
- D. source.
- E. channel.

The process begins when one party, called the source, formulates an idea, encodes it as a message, and sends it via some channel to another party, called the receiver. The receiver must decode the message in order to understand it.

AACSB: Reflective thinking
Arens - Chapter 01 #38
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-2
Topic: The Human Communication Process

39. (p. 10) There is an ad for pretzels in a women's magazine. In terms of applying the human communication process model to advertising, the magazine serves as a(n):

- A. encoder.
- B. medium.
- C. receiver.
- D. source.
- E. channel.**

The process begins when one party, called the source, formulates an idea, encodes it as a message, and sends it via some channel to another party, called the receiver.

AACSB: Reflective thinking
Arens - Chapter 01 #39
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-2
Topic: The Human Communication Process

40. (p. 11-12) To the consumers of cosmetics, Halle Berry, who appears as a spokesperson in commercials, is a(n):

- A. encoder.
- B. sponsor.
- C. media personality.
- D. author.
- E. persona.**

Within the text of the ad is a real or imaginary spokesperson (a persona) who lends some voice or tone to the ad. To the consumer, this persona, who represents the sponsor, is the source of the within-text message.

AACSB: Reflective thinking
Arens - Chapter 01 #40
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

41. (p. 11) Which of the following is an example of a source dimension for an ad for jeans?

- A. The ad's slogan
- B. The product itself
- C. The manufacturer of the jeans**
- D. The dramatic message of the ad
- E. Sponsorial consumers

The manufacturer of the jeans would have paid for the ad and therefore would be categorized as its sponsor.

AACSB: Reflective thinking
Arens - Chapter 01 #41
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

42. (p. 11) In advertising, the source dimension includes:

- A.** the sponsor, the author, and the persona.
- B. the headline, the body copy, and the closing.
- C. the implied, sponsorial, and actual decoders.
- D. autobiography, narrative, and drama values assigned to the message.
- E. the biography, the epic and the invective.

AACSB: Analytic

Arens - Chapter 01 #42

Blooms Taxonomy: Knowledge

Difficulty: Medium

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

43. (p. 11) In 2005, singer Enrique Iglesias signed a multi-year deal as spokesperson for a new fragrance. Iglesias will be part of the _____ dimension in ads for the new fragrance.

- A. message
- B. channel
- C. decoder
- D.** source
- E. receiver

In advertising, the source, the message, and the receiver all have multiple dimensions. Determining the source of a message is not simple.

AACSB: Reflective thinking

Arens - Chapter 01 #43

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

44. (p. 11) In terms of the source dimension of advertising, the copy writer and the art director are categorized as:

- A. receivers.
- B.** authors.
- C. implied consumers.
- D. sponsors.
- E. personae.

The author of the communication is actually a creative team at an ad agency. Commissioned by the sponsor to create the advertising message, these people exist in the real world but are unknown to the reader or viewer.

AACSB: Reflective thinking

Arens - Chapter 01 #44

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

45. (p. 12) As artful imitations of life, advertising uses one or a blend of three literary forms. These are:

- A. sponsor, author, persona.
- B. implied, actual, and sponsorial.
- C. invective, philosophy, and saga.
- D. novel, epic and academic journals.
- E. narrative, autobiography, and drama.**

AACSB: Analytic

Arens - Chapter 01 #45

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

46. (p. 12) In the _____ advertising message, "I" tell a story about myself to "you," the imaginary audience eavesdropping on my personal experience.

- A. autobiographical**
- B. demographical
- C. narrative
- D. biographical
- E. drama

AACSB: Analytic

Arens - Chapter 01 #46

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

47. (p. 12) In the _____ advertising message, the characters act out events directly in front of an imagined empathetic audience.

- A. autobiographical
- B. demographic
- C. narrative
- D. biographical
- E. drama**

AACSB: Analytic

Arens - Chapter 01 #47

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

48. (p. 12) In the _____ advertising message, a third-person persona tells a story about another person to an imagined audience.

- A. autobiographical
- B. demographic
- C. narrative**
- D. biographical
- E. drama

AACSB: Analytic

Arens - Chapter 01 #48

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

49. (p. 13) In advertising, the receiver dimension includes:

- A. encoders, decoders, and feedback.
- B. implied, actual, and sponsorial consumers.**
- C. brand-loyal, product-loyal, and general consumers.
- D. the art director, its personae, and authors.
- E. feedback, perception, and behavior.

AACSB: Analytic

Arens - Chapter 01 #49

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

50. (p. 13) The text of each advertisement and commercial presumes an audience. In terms of the receiver dimension of advertising, this audience is:

- A. persona.
- B. actual consumers.
- C. sponsorial consumers.
- D. implied consumers.**
- E. creative director.

AACSB: Analytic

Arens - Chapter 01 #50

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

51. (p. 13) In the receiver dimension of advertising, _____ are the gatekeepers who decide whether the ad will run or not.

- A. persona
- B. advertising agency
- C. sponsorial consumers**
- D. implied consumers
- E. authors

AACSB: Analytic
Arens - Chapter 01 #51
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

52. (p. 13) In the receiver dimension of advertising, _____ are the people in the real world who comprise the ad's target audience.

- A. personae
- B. actual consumers**
- C. sponsorial consumers
- D. implied consumers
- E. creative director

AACSB: Analytic
Arens - Chapter 01 #52
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

53. (p. 13) Lee did not see the ad for the aquarium that was in Wednesday's local paper because he was much more interested in an article on classic car collectibles that was right next to the ad for the aquarium. In terms of the communication process, the classic car article served as _____ for the aquarium.

- A. noise**
- B. feedback
- C. information overload
- D. a source maze
- E. a reception blocker

The aquarium's advertising message must compete with hundreds of other commercial and noncommercial messages every day. This is referred to as noise.

AACSB: Reflective thinking
Arens - Chapter 01 #53
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

54. (p. 13) A horse stable operator, who reads an ad for a worming medicine, decides to call the toll-free number provided in the ad to see if the company can deliver 40 doses of its worming medicine before Saturday morning. In the context of the advertisement, this is referred to as:

- A. acting as a source.
- B. providing feedback.**
- C. creating a persona.
- D. using bi-lateral marketing communications.
- E. creating a new communication channel.

Feedback can take many forms: redeemed coupons, Web site visits, phone inquiries, visits to a store, requests for more information, increased sales, responses to a survey, or e-mail inquiries.

AACSB: Reflective thinking

Arens - Chapter 01 #54

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

55. (p. 13) A restaurant owner, who read all of the copy in an ad for the international trade show for people in the food and drink industry, decided to request a registration form. In the context of advertisement, this is referred to as:

- A. acting as a source.
- B. providing feedback.**
- C. creating a persona.
- D. using integrated marketing communications.
- E. creating a new communication channel.

Feedback verifies that the message was received. Feedback employs a sender-message-receiver pattern, except that it is directed from the receiver back to the source.

AACSB: Reflective thinking

Arens - Chapter 01 #55

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-2

Topic: Applying the Communication Process to Advertising

56. (p. 15) What is a role of advertising in marketing?

- A.** It includes developing products and pricing them strategically.
- B. To inform, persuade, and remind groups of customers about the company's goods and services.
- C. To deal directly with customers, face-to-face conveying information, giving demonstrations on high-ticket items such as real estate and furniture.
- D. To make the product available through the distribution network.
- E. To earn a profit for the firm by consummating the exchange of products or services with those customers who need or want them.

Marketing is the process of planning and executing the conception, pricing, distribution, and promotion of ideas, goods, and services to create exchanges that satisfy the perceived needs, wants, and objectives of individuals and organizations.

AACSB: Reflective thinking

Arens - Chapter 01 #56

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-4

Topic: What is Marketing?

57. (p. 15) Of all the business functions, _____ is the only function whose primary role is to bring in revenues.

- A. finance
- B. research and development
- C. human relations management
- D. marketing**
- E. accounting

AACSB: Analytic

Arens - Chapter 01 #57

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-3

Topic: Marketing: Determining the Type of Advertising to Use

58. (p. 15) _____ is the process of planning and executing the conception, pricing, distribution, and promotion of ideas, goods, and services to create exchanges that satisfy the perceived needs, wants, and objectives of individuals and organizations.

- A. Management
- B. Advertising
- C. Communications
- D. Logistics
- E. Marketing**

AACSB: Analytic

Arens - Chapter 01 #58

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-3

Topic: What is Marketing?

59. (p. 16-17) Which of the following aspect of advertising will be determined by the marketing strategy?

- A. Which sales person would demonstrate the product to customers?
- B. What would be the incentive per product sale?
- C. Who should the target consumer be and what media should be used?**
- D. How to build the company's image in the eyes of the employees and stakeholders?
- E. What information should be included in product specification sheets?

AACSB: Reflective thinking

Arens - Chapter 01 #59

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-4

Topic: Advertising and the Marketing Process

60. (p. 17) Which of the following is the most likely potential target market for a manufacturer who is licensed by a wrestling entertainment company to make Halloween costumes based on characters seen in their matches?

- A. People who enjoy Olympic wrestling
- B. Pre-teen males who wish to emulate their favorite wrestlers**
- C. People who believe wrestling promotes violence
- D. Parents who are sports enthusiasts
- E. Anyone who has attended a wrestling match

A firm's marketing activities are always aimed at a particular segment of the population - its target market.

AACSB: Reflective thinking

Arens - Chapter 01 #60

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-4

Topic: Identifying Target Markets and Target Audiences

61. (p. 17) The thirteen-year-old teenage boy will more than likely ignore the commercial about preventing baldness because he is NOT the part of the advertiser's:

- A. evoked set.
- B. consideration set.
- C. encoding market.
- D. persona dimension.
- E. target market.**

A firm's marketing activities are always aimed at a particular segment of the population - its target market.

AACSB: Analytic

Arens - Chapter 01 #61

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-4

Topic: Identifying Target Markets and Target Audiences

62. (p. 17) Which of the following organizations is most likely to use PSA?

- A.** Save our world
- B. The Home Depot
- C. Purina dog chow
- D. FedEx
- E. State Farm insurance

Consumer advertising includes most of the advertising we see in the mass media. This includes public service announcements (PSAs) from organizations such as the American Cancer Society or the Partnership for a Drug-Free America.

AACSB: Reflective thinking

Arens - Chapter 01 #62

Blooms Taxonomy: Comprehension

Difficulty: Easy

Learning Objective: 01-4

Topic: Identifying Target Markets and Target Audiences

63. (p. 17) The two primary types of target markets are _____ markets.

- A. domestic and international
- B. internal and external
- C. demographic and psychographic
- D.** business and consumer
- E. non-controllable and controllable

AACSB: Reflective thinking

Arens - Chapter 01 #63

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-5

Topic: Identifying Target Markets and Target Audiences

64. (p. 17) Gary Silva, senior vice president of sales of an auto parts store, says his store doesn't have a cookie-cutter layout but builds stores based on market need, with each designed independently. "It would be easier if all the stores had the exact same layout, but it's not the right thing to do for independent owners because some areas have more professional customers and others have more do-it-yourselfers," he explained. From this information, you know that his store targets both _____ markets.

- A. domestic and international
- B. internal and external
- C. demographic and psychographic
- D. business and consumer**
- E. non-controllable and controllable

There are two main types of target markets, consumers and businesses.

AACSB: Reflective thinking; Communication abilities
Arens - Chapter 01 #64
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-5
Topic: Identifying Target Markets and Target Audiences

65. (p. 18) The advertising targeted at the pet stores to increase the sale of pet food is:

- A. trade advertising.**
- B. professional advertising.
- C. consumer advertising.
- D. noncommercial advertising.
- E. retail advertising.

Companies aim trade advertising at resellers (wholesalers, dealers, and retailers) to obtain greater distribution of their products.

AACSB: Reflective thinking
Arens - Chapter 01 #65
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-5
Topic: Identifying Target Markets and Target Audiences

66. (p. 18-19) The type of advertising published in a psychiatry journal aimed at the practitioners is called:

- A. trade advertising.
- B. professional advertising.**
- C. consumer advertising.
- D. noncommercial advertising.
- E. retail advertising.

Advertising aimed at teachers, accountants, doctors, dentists, architects, engineers, lawyers, and the like is called professional advertising and typically appears in official publications of professional societies.

AACSB: Reflective thinking

Arens - Chapter 01 #66

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-5

Topic: Identifying Target Markets and Target Audiences

67. (p. 24) The advertising used by high-end car companies creates the perception that the automobile is a luxury product and is intended for the elite. Which element of its marketing strategy most likely dictates its use of image advertising?

- A. Production
- B. Promotion**
- C. Distribution
- D. Price
- E. Product

As a marketing communications tool, advertising enables marketers to reach more prospects at lower cost than a salesperson could ever do. Further, the creativity inherent in advertising allows the marketer to create an image or personality, full symbolic meaning and benefits, for the company's brand.

AACSB: Reflective thinking

Arens - Chapter 01 #67

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-3

Topic: Implementing Marketing Strategy

68. (p. 24) As of January 2006, a supermarket chain operated 142 supermarkets in the New York-New Jersey and Philadelphia metropolitan areas. The store only advertises in those states where it has stores. The store would more than likely use _____ advertising.

- A. international
- B. local
- C. regional**
- D. national
- E. global

Some companies sell only in one part of the country or in two or three states. They use regional advertising, placing their ads in local media or regional editions of national media.

AACSB: Reflective thinking
Arens - Chapter 01 #68
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

69. (p. 24) In 2002, a Swedish home electrical appliance manufacturer decided to use the same advertising message wherever it advertised around the world. In other words, the company decided to use:

- A. national advertising.
- B. international advertising.
- C. global advertising.**
- D. regional advertising.
- E. local advertising.

Global marketers may use global advertising, in which messages are consistent in ads placed around the world.

AACSB: Reflective thinking
Arens - Chapter 01 #69
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

70. (p. 24) Which of the following activities refers to all the planned messages that companies and organizations create and disseminate to support their marketing objectives and strategies?

- A. Personal selling
- B. Publicity
- C. Marcom**
- D. The communications process
- E. Promotion

AACSB: Analytic
Arens - Chapter 01 #70
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

71. (p. 24) In order to convey the benefits of sponsorship to a potential sponsor, a rodeo show would most likely use _____. This enables the marketer to answer the prospect's questions on the spot.

- A.** personal selling
- B. direct-response advertising
- C. a sales promotion
- D. public relations
- E. nonproduct advertising

Personal selling is when salespeople deal directly with customers either face-to-face or via telemarketing.

AACSB: Reflective thinking
Arens - Chapter 01 #71
Blooms Taxonomy: Comprehension
Difficulty: Easy
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

72. (p. 24-25) Which of the following is a major drawback to the use of personal selling?

- A. Its low frequency and reach
- B.** Its high per-customer costs
- C. Its inability to convey large amounts of information
- D. Its ineffectiveness as a motivator
- E. Its ineffectiveness to build brand value

AACSB: Analytic
Arens - Chapter 01 #72
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

73. (p. 25) An advertisement by a dishwashing liquid that invites you to visit their Web site to learn how the product is being used to help our environment is an example of:

- A. awareness advertising.
- B. product advertising.
- C.** nonproduct advertising.
- D. noncommercial advertising.
- E. action advertising.

To sell ideas, organizations use nonproduct advertising.

AACSB: Reflective thinking
Arens - Chapter 01 #73
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

74. (p. 25) What type of advertising would an organization devoted to finding cures for catastrophic childhood diseases most likely use to raise donations?

- A. Trade advertising
- B. Product advertising
- C. Nonproduct advertising
- D.** Noncommercial advertising
- E. Professional advertising

Noncommercial advertising is used around the world by governments and nonprofit organizations to seek donations, volunteer support, or changes in consumer behavior.

AACSB: Reflective thinking

Arens - Chapter 01 #74

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-3

Topic: Implementing Marketing Strategy

75. (p. 25) The ad for sunny Florida beaches is designed to make people want to visit Florida. It contains a Web site address and a toll-free number that can be used by people planning a vacation to Florida. This type of advertising is an example of:

- A. trade advertising.
- B. product advertising.
- C. awareness advertising.
- D. noncommercial advertising.
- E.** direct-response advertising.

Direct-response advertising seeks an immediate, direct response from the reader.

AACSB: Reflective thinking

Arens - Chapter 01 #75

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-3

Topic: Implementing Marketing Strategy

76. (p. 25) When a fast-food chain entered the Chinese market, it was at a time when childhood obesity was becoming a real problem. As a result, the chain teamed with the Chinese education system to develop nutrition classes for elementary school students featuring their mascot, a clown. The clown show was an example of _____ because it showed the fast-food chain as a company that cares about its consumers.

- A. a sales promotion
- B. public relations**
- C. noncommercial advertising
- D. direct-response advertising
- E. personal selling

Public relations is an umbrella process - much like marketing - responsible for managing the firm's relationships with its various publics.

AACSB: Reflective thinking
Arens - Chapter 01 #76
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

77. (p. 25) Which of the following types of advertising is considered good at creating awareness and credibility for a business firm at relatively low cost?

- A. Sales promotion advertising
- B. Public relations advertising**
- C. Direct-response advertising
- D. Nonproduct advertising
- E. Brand advertising

AACSB: Analytic
Arens - Chapter 01 #77
Blooms Taxonomy: Knowledge
Difficulty: Medium
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

78. (p. 26) The brochure you receive from the ceiling fan manufacturer, the pamphlet of recipes from the producers of cranberry juice products, and the instructions that came with your new telephone system are all examples of:

- A. sales gimmicks.
- B. premiums.
- C. sales promotions.
- D. bonus goods.
- E. collateral material.**

Companies use a wide variety of promotional tools other than media advertising to communicate information about themselves and their brands. These collateral materials include fliers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

AACSB: Reflective thinking

Arens - Chapter 01 #78

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-3

Topic: Implementing Marketing Strategy

79. (p. 27) The process of integrating all the messages created by an advertiser's various communication agencies and sent out by various departments within the company to achieve consistency is called:

- A. integrated marketing communications.**
- B. integrated project management.
- C. integrated accountability communications.
- D. integrated business administration.
- E. integrated employee communications.

AACSB: Communication abilities; Analytic

Arens - Chapter 01 #79

Blooms Taxonomy: Knowledge

Difficulty: Easy

Learning Objective: 01-4

Topic: Integrating Marketing Communications

80. (p. 27) A growing concern about accountability, the proliferation of new media, and the increasing cost of competition has led corporate management to realize that:
- A. the mass media is the most specialized media.
 - B. consumers are less sophisticated.
 - C. tremendous gaps exist between what companies say in their advertising and what they actually do.
 - D. there is a need to allow multiple forms of marketing communications to work in isolation in order to achieve consistency.
 - E. there is a high degree of coordination among all the messages created by an advertiser's various communication agencies.

*AACSB: Reflective thinking
Arens - Chapter 01 #80
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: Integrating Marketing Communications*

81. (p. 9) What is meant by the term 'advertising medium'? Give examples.

An advertising medium is any nonpersonal means used to present an ad to its target audience. Examples of advertising mediums include radio advertising, television advertising, newspaper ads, and so on.

*AACSB: Analytic
Arens - Chapter 01 #81
Blooms Taxonomy: Knowledge
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?*

82. (p. 9) Why is a word-of-mouth (WOM) advertising not an advertising medium?

Although WOM is a communication medium, it's not an advertising medium because it is not structured, sponsored, or paid for.

*AACSB: Analytic
Arens - Chapter 01 #82
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?*

83. (p. 11) What are the three elements of the source dimension of advertising communication?

The three elements of the source dimension of advertising communication are the sponsor, the author, and the persona.

*AACSB: Analytic
Arens - Chapter 01 #83
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

84. (p. 12) What three literary forms are used in the message dimension of advertising communication?

The three literary forms used in the message dimension of advertising communication are autobiography, drama, and narrative.

*AACSB: Analytic
Arens - Chapter 01 #84
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

85. (p. 13) Which element of the receiver dimension serves as a communication gatekeeper?

The element of the receiver dimension which serves as a communication gatekeeper is the sponsorial consumers.

*AACSB: Analytic
Arens - Chapter 01 #85
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

86. (p. 13) Which element of the receiver dimension is equivalent to the receivers in oral communications?

The element of the receiver dimension that is equivalent to the receivers in oral communications is the actual consumers.

*AACSB: Communication abilities
Arens - Chapter 01 #86
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

87. (p. 13) What is meant by noise in the advertising communication process?

Noise is the situation in which the sponsor's advertisement competes with hundreds of other commercial and noncommercial messages.

*AACSB: Analytic
Arens - Chapter 01 #87
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

88. (p. 13) Why is feedback so important to the advertising communication process?

Feedback completes the cycle and verifies that the message was received.

*AACSB: Communication abilities
Arens - Chapter 01 #88
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising*

89. (p. 15) What is the primary role of marketing in a business?

The primary role of marketing is to bring in revenue.

*AACSB: Analytic
Arens - Chapter 01 #89
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-3
Topic: Marketing: Determining the Type of Advertising to Use*

90. (p. 17) What are the two main types of target markets?

The two main types of target markets are consumers and businesses.

*AACSB: Analytic
Arens - Chapter 01 #90
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-5
Topic: Identifying Target Markets and Target Audiences*

91. (p. 18) List the three specialized types of business advertising.

The three specialized types of business advertising are trade, professional, and agricultural (farm) advertising.

AACSB: Analytic
Arens - Chapter 01 #91
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-5
Topic: Identifying Target Markets and Target Audiences

92. (p. 25) Which marketing communication tool is the most effective at reaching more prospects at lower costs than personal selling?

Advertising is the marketing communication tool which is the most effective at reaching more prospects at lower costs than personal selling.

AACSB: Analytic
Arens - Chapter 01 #92
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-4
Topic: Implementing Marketing Strategy

93. (p. 25) What are the objectives of awareness advertising?

The objectives of awareness advertising are to create an image for a product and to position it competitively with the goal of getting readers or viewers to select the brand the next time they buy.

AACSB: Analytic
Arens - Chapter 01 #93
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-4
Topic: Implementing Marketing Strategy

94. (p. 25) What kind of advertising would typically be used by nonprofit organizations?

Nonprofit organizations would typically use noncommercial advertising to seek donations, volunteer support, or changes in consumer behavior.

AACSB: Analytic
Arens - Chapter 01 #94
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-4
Topic: Implementing Marketing Strategy

95. (p. 26) Give some examples of collateral materials.

Collateral materials include fliers, brochures, catalogs, posters, sales kits, product specification sheets, instruction booklets, and so on.

AACSB: Analytic
Arens - Chapter 01 #95
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-3
Topic: Implementing Marketing Strategy

96. (p. 8) Define advertising.

Advertising is the structured and composed nonpersonal communication of information, usually paid for and usually persuasive in nature, about products or ideas by identified sponsors through various media.

AACSB: Analytic
Arens - Chapter 01 #96
Blooms Taxonomy: Knowledge
Difficulty: Easy
Learning Objective: 01-1
Topic: What is Advertising?

97. (p. 9) Write a note on the nonpersonal aspect of advertising.

Advertising is directed to groups of people rather than to individuals. It is therefore nonpersonal, or mass, communication. These people could be consumers, who buy products like Minis for their personal use. Or they might be businesspeople who buy fleets of cars for commercial or government use.

AACSB: Reflective thinking
Arens - Chapter 01 #97
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-1
Topic: What is Advertising?

98. (p. 10) List and briefly describe the elements of the human communication process model described in the text.

The various parts of the human communication process model are: (a) source—formulates an idea, (b) encoding—encodes the idea as a message, (c) message—a form of communication that can be understood, (d) channel—the message is sent through a channel to another party, (e) receiver--this party receives the message from the source through a channel, (f) decoding—to understand the message the receiver must decode it, (g) feedback—a message that has been sent is now acknowledged and a response is sent back to the source, and (h) noise—can interfere with the message transmission or understanding.

AACSB: Reflective thinking; Communication abilities
Arens - Chapter 01 #98
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: The Human Communication Process

99. (p. 11) What is the role played by the interactive media in the advertising communication process?

The interactive media allows consumers to participate in the communication by extracting the information they need, manipulating what they see on their computers or TV screens in real time, and responding in real time.

AACSB: Use of Information Technology
Arens - Chapter 01 #99
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: The Human Communication Process

100. (p. 11) How does the human communication process relate to the advertising process?

The source is the sponsor, the message is the ad, the channel is the medium, the receiver is the customer or prospect, and the noise is competing ads.

AACSB: Analytic
Arens - Chapter 01 #100
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

101. (p. 11-13) List and briefly define the three dimensions of advertising communication identified by Barbara Stern.

(1) The source dimension includes the sponsor, who is legally responsible for the communication, the author, who is typically either a copywriter or an art director, and the persona the person who is the voice in the ads. (2) The message dimension includes how the ad uses or blends the autobiographical message, the narrative message, and the drama message. (3) The receiver dimension includes the implied consumers, who are addressed by the persona, the sponsorial consumers, who decide if the ad will run or not, and the actual consumers, who are equivalent to the receivers in oral communications.

AACSB: Reflective thinking; Communication abilities
Arens - Chapter 01 #101
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-2
Topic: Applying the Communication Process to Advertising

102. (p. 15) What is the ultimate goal of the marketing process?

The ultimate goal of the marketing process is to earn a profit by consummating the exchange of goods or services with those customers who need or want them.

AACSB: Reflective thinking
Arens - Chapter 01 #102
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-3
Topic: What is Marketing?

103. (p. 16-17) Describe how advertising fits into the marketing process.

Advertising helps the organization achieve its marketing goals. Marketing functions such as marketing research have an impact on the type of advertising a company employs. Companies and organizations use many different types of advertising, depending on their particular marketing strategy. The marketing strategy will determine who the targets of advertising are, where the advertising should appear, what media should be used, and what purposes the advertising should accomplish.

AACSB: Reflective thinking; Analytic
Arens - Chapter 01 #103
Blooms Taxonomy: Comprehension
Difficulty: Medium
Learning Objective: 01-4
Topic: Advertising and the Marketing Process

104. (p. 17-18) What is the difference between consumer and business advertising?

Usually sponsored by the producer (or manufacturer) of the product or service, these ads are typically directed at consumers, people who buy the product for their own or someone else's personal use. Companies use business advertising to reach people who buy or specify goods and services for business use. It tends to appear in specialized business publications or professional journals, in direct mail pieces sent to businesses, or in trade shows. Since business advertising rarely uses consumer mass media, it is typically invisible to consumers.

AACSB: Reflective thinking

Arens - Chapter 01 #104

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-5

Topic: Identifying Target Markets and Target Audiences

105. (p. 24) What is the difference between global advertising and international advertising?

Global advertising uses messages that are consistent around the world. International advertising may contain different messages and even be created in each geographic market.

AACSB: Reflective thinking

Arens - Chapter 01 #105

Blooms Taxonomy: Comprehension

Difficulty: Medium

Learning Objective: 01-4

Topic: Implementing Marketing Strategy

c1 Summary

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