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Integration marketing communications involve a consistent brand ident

<https://selldocx.com/products>

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(A) True

Answer:

(B) False

Feedback:

IMC is much broader including consistency of all aspects of communications

2

The core 4Ps of the marketing mix

(A) Promotion

(B) Price

Answer:

(A) Promotion

(C) People

(B) Price

(D) Product

(E) Place

3

The service elements of the marketing mix are

(A) People

Answer:

(A) People

(B) Physical evidence

(C) Process

(B) Physical evidence

(D) Partners

(C) Process

(E) Promotion

4

Which People element of the mix is part of a "welcome strategy" on signup?

(A) Autoresponder

(B) Livechat

Answer:

(A) Autoresponder

(C) Callback

(D) Feedback buttons

5

Reintermediation involves

- (A) New online publishers inform the buying decision
- (B) A company launching a neutral online publisher
- (C) Removal of middlemen from the buying process
- (D) The creation of content for inbound marketing

Answer:

- (A) New online publishers inform the buying decision

6

Which product involves pricing variations such as pay per view, subscription and bundling

- (A) Physical product
- (B) Digital product
- (C) Physical service
- (D) Virtual product
- (E) None of the above

Answer:

- (B) Digital product

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The online value proposition excludes

- (A) Interactive tools
- (B) Content to support the buying decision
- (C) Key brand messages
- (D) Online communities and user generated content
- (E) All of the above

Answer:

- (C) Key brand messages

8

A prosumer who participates in support is combines...

- (A) Professional + consumer
- (B) Producer + consumer

Answer:

- (D) Proactive consumer

- (C) Selling consumer,
- (D) Proactive consumer
- (E) Prenatural consumer

9

Customer communications relates to

- (A) People
- (B) Product
- (C) Place
- (D) Promotion
- (E) Price

Answer:

(D) Promotion

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Customer needs and wants relate to

- (A) People
- (B) Product
- (C) Place
- (D) Promotion
- (E) Price

Answer:

(B)Product

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Customer needs and wants relate to

- (A) People
- (B) Product
- (C) Place
- (D) Promotion
- (E) Price

Answer:

(B)Product

(C)Place

