

Integrated Advertising, Promotion, and Marketing Communications 8e (Clow/Baack)

Chapter 1 Integrated Marketing Communications

1) In the communications model, the sender is:

- A) the company seeking to sell a product.
- B) a television set.
- C) the consumer viewing an ad on the internet.
- D) a consumer ignoring an ad in a newspaper.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

2) When Sean shops for an automobile, which are the senders in the communication process?

- A) Honda and Toyota
- B) NBC and CSPAN
- C) The New York Times and the Chicago Sun Times
- D) A website and social media

Answer: A

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

3) In the communication process, a person at an advertising agency preparing an ad is most likely going to be involved in:

- A) encoding.
- B) transmission.
- C) decoding.
- D) noise or clutter.

Answer: A

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

4) In the communication process, encoding is:

- A) a sales pitch recited by a salesperson.
- B) the database manager finding a statistical oddity.
- C) a social media network.
- D) a purchase decision by a consumer.

Answer: A

Difficulty: Difficult

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

5) In the communication process, the items that carry the message from the sender to the receiver are:

- A) encoding processes.
- B) decoding processes.
- C) transmission devices.
- D) feedback devices.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

6) A consumer sees a billboard while driving. The billboard is a(n):

- A) encoding device.
- B) decoding device.
- C) transmission device.
- D) form of feedback.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

7) When a message is being heard or seen by a consumer, what is taking place?

- A) Encoding
- B) Transmission
- C) Decoding
- D) Feedback

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

8) A person smells the fragrance of a perfume attached to a magazine advertisement. What is taking place?

- A) Encoding
- B) Transmission
- C) Decoding
- D) Feedback

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

9) The person viewing a message sent by a celebrity on Twitter endorsing a product plays which role in the communications model?

- A) Sender
- B) Decoder
- C) Receiver
- D) Object

Answer: C

Difficulty: Easy

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

10) Kodak's marketing team identifies a group of people who are most likely to use the company's new digital photo technology and create advertisements specifically for them. In a communications model, these individuals are:

- A) senders.
- B) decoders.
- C) receivers.
- D) subjects.

Answer: C

Difficulty: Difficult

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

11) Noise is:

- A) anything which carries a message from a sender to a receiver.
- B) changing a message to match the specific needs of a target audience.
- C) a verbal or nonverbal cue delivered by the sender.
- D) anything that distorts or disrupts a message.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

12) Michelle is watching a television commercial for a new car but a stereo is playing in the room next door making it difficult to concentrate. This is an example of:

- A) feedback disruption.
- B) noise.
- C) encoding design.
- D) a contact point.

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

- 13) The key to using social media successfully is:
- A) making it compatible with the off-line marketing program.
 - B) identifying the heavy users of the product.
 - C) finding the right Facebook fans.
 - D) using Facebook and Twitter to send separate messages.

Answer: A

Difficulty: Difficult

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

- 14) While browsing the internet, a consumer encounters a new pop-up ad every time a page is opened. This is an example of:

- A) advertising effectiveness.
- B) perceptual distortion.
- C) clutter.
- D) brand parity.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Information technology

LO: 1.1 How does communication take place?

- 15) The following are examples of communication noise *except*:

- A) driving while listening to the radio.
- B) scanning the newspaper for articles to read.
- C) scrolling past internet ads without looking at them.
- D) examining an advertisement in a magazine.

Answer: D

Difficulty: Easy

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

- 16) Which is an example of feedback in a marketing channel?

- A) New product development
- B) A customer complaint
- C) A decision to begin international operations
- D) Removing a product from the market

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

17) Julie is explaining an integrated marketing communications program to Michael. In this situation:

- A) Julie is a sender and Michael is an encoder.
- B) Julie is a receiver and Michael is using a transmission device.
- C) Julie is a sender and Michael is a receiver.
- D) Julie is a transmission device and Michael is a decoder.

Answer: C

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

18) Communication is defined as transmitting, receiving, and processing information.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

19) When an individual creating an advertisement takes an idea and transforms it into an ad, the process is known as decoding in a communications model.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

20) The process of creating television commercials, print ads, and retail coupons are examples of encoding.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

21) Televisions carrying advertisements are examples of decoding in the communication process.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

22) When a customer examines a magazine ad, decoding takes place.

Answer: TRUE

Difficulty: Difficult

Skill: Application

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

23) Typically, advertising messages are decoded in the same way by large numbers of consumers because of the standard nature of the decoding process.

Answer: FALSE

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.1 How does communication take place?

24) Noise is anything that distorts or disrupts a message and can occur at any stage in the communication process.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

25) The large number of marketing messages consumers are exposed to daily is an example of noise and is also called clutter.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.1 How does communication take place?

26) Describe Lean Cuisine's "Frozen: How Fresh Stays Fresh" campaign using the elements of the communications model.

Answer: The Lean Cuisine brand and the company's advertising agency are the senders.

Encoding takes place in advertisements and other messages that are sent out. Television, the internet, and magazines are the transmission devices. Consumers decode the messages as receivers. Feedback includes entering the contest, requesting free samples, complaining about the approach, and buying the product.

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

27) Describe the components of the communications model.

Answer: The sender is the person(s) attempting to deliver a message or idea. Encoding is creating verbal and nonverbal cues that the sender uses to dispatch a message. A transmission device is any item that carries the message from the sender to the receiver. Decoding takes place when the receiver employs any set of his or her senses to capture the message. The receiver is the intended audience for a message.

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

28) What are the steps involved in creating an integrated marketing communications plan?

Answer: The steps are to start with a current situational analysis, followed by a SWOT analysis, setting marketing objectives, designating a target market, developing marketing strategies and the marketing tactics to obtain them, followed by implementation and evaluation.

Difficulty: Difficult

Skill: Application

AACSB: Written and oral communication

LO: 1.1 How does communication take place?

29) The coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost is:

- A) the marketing plan.
- B) the marketing mix.
- C) integrated marketing communications.
- D) marketing strategy.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

30) Integrated marketing communications affects each of the following *except*:

- A) business-to-business market.
- B) marketing channel.
- C) internally directed communications.
- D) competitors' advertising.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

31) In the marketing mix, where does integrated marketing communications belong?

- A) Pricing decisions
- B) Product design
- C) Promotion
- D) Distribution

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

32) The marketing mix consists of the product, the price, distribution, and:

- A) emotions.
- B) promotions.
- C) delivery systems.
- D) services.

Answer: B

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

33) Traditionally, promotions included each of the following *except*:

- A) advertising.
- B) product design.
- C) personal selling.
- D) sales promotions.

Answer: B

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

34) The first step in IMC planning is:

- A) current situational analysis.
- B) SWOT analysis.
- C) developing marketing strategies.
- D) defining primary marketing objectives.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

35) In the IMC planning process, marketing objectives are paired with an understanding of:

- A) the SWOT analysis.
- B) key target markets.
- C) marketing strategies.
- D) the implementation process.

Answer: B

Difficulty: Difficult

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

36) Janis is working on the positioning, differentiation, and branding strategies for a new brand of cookies. This is an example of which step of an IMC plan?

- A) SWOT analysis
- B) Defining primary marketing objectives
- C) Developing marketing strategies
- D) Developing marketing tactics

Answer: C

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.2 What is an integrated marketing communications program?

37) An integrated marketing communications program should be viewed as an overall organizational process rather than a marketing plan or marketing function.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

38) In addition to the traditional elements of advertising, sales promotions, and personal selling, promotional activities now include activities such as database marketing, direct response marketing, sponsorship, and public relations programs.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

39) Traditionally, the marketing mix consisted of advertising, sales promotions, digital marketing and personal selling activities.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

40) Coca-Cola's consistent use of the same logo, theme, and colors on packages and in advertisements is an example of an integrated marketing communications approach.

Answer: TRUE

Difficulty: Difficult

Skill: Application

AACSB: Reflective thinking

LO: 1.2 What is an integrated marketing communications program?

41) In an IMC plan, the current situational analysis process involves examination of the firm's ongoing market situation.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

42) In IMC planning, marketing strategies guide the day-by-day activities of the marketing plan.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

43) What are the components of the marketing mix and the promotional activities?

Answer: The components of the marketing mix are: product, price, promotion, and distribution. Promotional activities include: advertising, personal selling, sales promotions, direct marketing, sponsorship marketing, e-active marketing, alternative marketing, and public relations.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Written and oral communication

LO: 1.2 What is an integrated marketing communications program?

44) Define integrated marketing communications. What makes it different from traditional promotion programs?

Answer: IMC is the coordination and integration of all marketing communication tools, avenues, and sources within a company into a seamless program. IMC maximizes the impact on consumers and other end-users at minimal cost, it also affects all of the firm's business-to-business, customer-focused, and internally-oriented communications. IMC is different because it is a more sweeping or strategic approach to marketing communications, designed to incorporate the entire company into the program.

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.2 What is an integrated marketing communications program?

45) Marketing account executives are facing increasing pressures related to:

- A) accountability.
- B) affordability.
- C) accessibility.
- D) applicability.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

46) An advertising agency is told by the client that an advertising campaign should result in a 20% increase in sales. This is an example of:

- A) marketing myopia.
- B) standardization.
- C) adaptation.
- D) accountability.

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

47) The rise in importance of accountability and producing measurable results has led marketers to become less reliant on television advertising and shift funds to:

- A) digital and alternative communication venues.
- B) pull marketing strategies.
- C) integrated marketing communication firms.
- D) their own marketing departments instead of advertising agencies.

Answer: A

Difficulty: Difficult

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

48) Current trends affecting marketing communications include each of the following *except*:

- A) explosion of digital media.
- B) emphasis on push marketing strategies.
- C) emphasis on accountability and measurable outcomes.
- D) integration of media platforms.

Answer: B

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

49) The rise in importance of accountability and producing measurable results has led marketers to become less reliant on television advertising and shift funds to:

- A) digital and alternative communication venues.
- B) pull marketing strategies.
- C) integrated marketing communication firms.
- D) their own marketing departments instead of advertising agencies.

Answer: A

Difficulty: Difficult

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

50) Each of the following are trends impacting the use of integrated advertising and marketing communications *except*:

- A) explosion of digital media.
- B) increases in perceptions of brand power.
- C) changes in channel power.
- D) increase in global competition.

Answer: B

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

51) Each of the following is a trend impacting the use of integrated advertising and marketing communications *except*:

- A) emphasis on customer engagement.
- B) increases in perception of brand parity.
- C) increase in channel power by manufacturers.
- D) integration of media platforms.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

52) Kraft Foods cut traditional advertising dollars and shifted the money to digital media. This illustrates the emerging trend of:

- A) emphasis on customer engagement.
- B) increases in perception of brand parity.
- C) explosion of digital media.
- D) integration of media platforms.

Answer: C

Difficulty: Easy

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

53) The reasons why integrated marketing communication works includes each of the following, *except*:

- A) it streamlines workflow.
- B) it connects with multiple audiences.
- C) it creates new products.
- D) it unifies the company's marketing strategy.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

54) Digital marketing seeks to:

- A) reach consumers when they are not busy.
- B) replace television as the primary method of advertising.
- C) create experiences with a brand rather than mere purchases with little or no emotion.
- D) decrease the level of brand parity through interactive advertising.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

55) In terms of integration of media platforms, looking at two or more screens simultaneously to access content that is not related is:

- A) content grazing.
- B) investigative spider-webbing.
- C) social spider-webbing.
- D) quantum journey.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

56) John is watching a baseball game and accesses the internet to look up stats for one of the players. In terms of integration of media platforms this illustrates:

- A) content grazing.
- B) investigative spider-webbing.
- C) social spider-webbing.
- D) quantum journey.

Answer: B

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

57) Because retailers control shelf purchase and have access to purchase data, retailers determine:

- A) what products and brands are placed on stores shelves.
- B) what marketing tools manufacturers use.
- C) who has the power in the distribution channel.
- D) what products manufacturers produce.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

58) Shantell just posted a picture of herself on the beach in Florida to Facebook. She immediately sent a text to her dad and sister to check it out. In terms of integration of media platforms this illustrates:

- A) content grazing.
- B) investigative spider-webbing.
- C) social spider-webbing.
- D) quantum journey.

Answer: C

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

59) In terms of integration of media platforms, focusing on completing a task such as looking up a retail store online then using a mobile app to locate the store while driving to it is:

- A) content grazing.
- B) investigative spider-webbing.
- C) social spider-webbing.
- D) quantum journey.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

60) Retailers control shelf allocations and have access to purchase data. This means retailers determine:

- A) what products and brands are placed on stores shelves.
- B) what marketing tools manufacturers use.
- C) who has the power in the distribution channel.
- D) what products manufacturers produce.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

61) Many marketing experts believe that the advancement of the internet and information technology has caused a shift in channel power:

- A) from producers to wholesalers.
- B) away from manufacturers.
- C) from retailers to wholesalers.
- D) to consumers.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

62) Buying online from Amazon.com rather than a brick-and-mortar store is an example of:

- A) a power shift to the consumer.
- B) a power shift to the producer.
- C) a decline in the effectiveness of mass media.
- D) a new form of wholesaling.

Answer: A

Difficulty: Moderate

Skill: Application

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

63) The competitive environment is now more:

- A) local.
- B) global.
- C) concentrated.
- D) regionalized.

Answer: B

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

64) Brand parity is the:

- A) perception that there are no real differences between major brands.
- B) feeling that most advertising is false.
- C) belief that all advertisers say essentially the same thing.
- D) idea that brands are distinct and easy to identify.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

65) Michael buys electronic items from the closest retail store because he doesn't think there is much of a difference between brands. This is an example of:

- A) a poor quality IMC program.
- B) standardization.
- C) marketing integration.
- D) brand parity.

Answer: D

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

66) When brand parity exists, consumers base purchases on:

- A) advertising effectiveness, social media comments, and brand equity.
- B) retail store location, price, and coupon or discount offer.
- C) price, availability, promotions or other criteria.
- D) information found on the internet or on social media.

Answer: C

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

67) To combat brand parity, the marketing team at a company such as Johnson & Johnson might claim it:

- A) is developing additional products.
- B) has found new customers to buy products.
- C) has new locations.
- D) sells superior products.

Answer: D

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

68) A contact point is:

- A) the place where a marketer reaches the production team.
- B) the place where the product is packaged or sold.
- C) a description of the effects of an advertisement.
- D) a place where consumers interact with a company.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

69) Each of the following is an example of a customer contact point *except*:

- A) a brand's website.
- B) a friend who recommends a brand.
- C) a brand's Instagram page.
- D) a sales clerk at a retail store.

Answer: B

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

70) A brand's website, store display, and advertisements are examples of:

- A) contact points.
- B) marketing plans.
- C) promotional programs.
- D) marketing objectives.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

71) The push for accountability is being driven by chief executive officers, brand managers, creatives, and account managers.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

72) Television is becoming a more effective mass media outlet for advertising because so many more people own TV sets and have access to cable as well as satellite.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

73) Forces that impact the field of marketing communication are the emergence of social media and the internet.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

74) Internet-based communications have evolved from web advertisements to interactive websites, blogs, and social media.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

75) The explosion of digital media has led many companies to shift media expenditures from traditional media to price discounts.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

76) Consumers spend more time, on the average, watching television than they do in front of other types of screens, such as tablets and computers.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

77) In terms of integration of media platforms, investigative spider-webbing involves looking at two or more screens simultaneously to access content that is not related.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

78) In terms of integration of media platforms, social spider-webbing occurs when consumers share content or information across multiple devices.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

79) Retailers strive to maintain channel power by controlling shelf space, packaging, prices and purchase data.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

80) The advancement of the internet and information technology has caused some market channel power shift to consumers.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

81) Susan researched the internet for information about the best brands of stereos. She has also visited the Best Buy retail store. This is an example of retailers holding more channel power.

Answer: FALSE

Difficulty: Moderate

Skill: Application

AACSB: Information technology

LO: 1.3 What trends are affecting marketing communications?

82) One new marketing challenge is that consumers can now purchase goods and services from anywhere in the world, which is an example of increased global competition.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

83) Brand parity is the belief that multiple brands consist of or offer the same set of attributes and benefits and are perceived to be of equal quality.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

84) In the past, Bruce bought Kleenex brand tissues, but he has now decided that all tissue brands are pretty much the same. This is an example of brand parity.

Answer: TRUE

Difficulty: Difficult

Skill: Application

AACSB: Reflective thinking

LO: 1.3 What trends are affecting marketing communications?

85) A contact point is any point where consumers interact with a company or acquire information about a company.

Answer: TRUE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

86) What recent trends make an IMC approach valuable to companies in the marketplace?

Answer: Emphasis on accountability and measurable results

- Explosion of digital media
- Integration of media platforms
- Changes in channel power
- Increased global competition
- Increase in brand parity
- Emphasis on customer engagement

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

87) Describe brand parity.

Answer: Brand parity is the situation in which consumers believe all products are basically equal in terms of the benefits they deliver.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

88) Describe contact points.

Answer: A contact point is any place in which the customer may interact with or acquire information about a firm. This would include advertising, service departments, personal selling situations, and phone calls or internet inquiries to the company.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

89) What trends currently affect marketing communications?

Answer: They include: an emphasis on accountability and measureable results, growth of digital media, integration of media platforms, shifts in channel power, an increase in global competition, an increase in brand parity, and emphasis on customer engagement.

Difficulty: Difficult

Skill: Application

AACSB: Application of knowledge

LO: 1.3 What trends are affecting marketing communications?

90) The foundation of an IMC program consists of a careful review of each of the following *except*:

A) economic conditions.

B) a company's image.

C) the markets in which buyers are located.

D) the buyers to be served.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

91) The leading social media platform currently is:

A) Twitter.

B) YouTube.

C) Facebook.

D) Instagram.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

92) The two types of buyer behaviors that the marketing team must understand are business-to-business behaviors and:

A) local community activities.

B) governmental purchase.

C) consumer buyer behaviors.

D) competitive actions.

Answer: C

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

93) Traditional media channels include each of the following *except*:

- A) television.
- B) radio.
- C) outdoor.
- D) internet.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

94) The term "alternative marketing" includes each of the following *except*:

- A) buzz marketing.
- B) social networks and blogs.
- C) guerrilla marketing.
- D) product placement.

Answer: B

Difficulty: Difficult

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

95) Promotions offered by manufacturers that serve as enticements to push the product through the channel are:

- A) consumer promotions.
- B) rebate programs.
- C) direct marketing programs.
- D) trade promotions.

Answer: D

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

96) Promotions that are oriented to end users and include coupons, contests, premiums, refunds, rebates, free samples, and price-off offers are:

- A) consumer promotions.
- B) rebate programs.
- C) direct marketing programs.
- D) trade promotions.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

97) Packaging and labeling products are part of the brand's digital marketing program.

Answer: FALSE

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

98) Advertising campaign management identifies the general direction the company will take with its social media.

Answer: FALSE

Difficulty: Moderate

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.4 What are the components of an integrated marketing communications program?

99) Consumer promotions include incentives, vendor support programs, and other fees and discounts that help the manufacturer push the product through the channel.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

100) What are the IMC components?

Answer: The components are: IMC foundation, advertising, digital and alternative, selling, and integration.

Difficulty: Moderate

Skill: Application

AACSB: Written and oral communication

LO: 1.4 What are the components of an integrated marketing communications program?

101) What elements are involved in the advertising component of integrated marketing communications?

Answer: Advertising management, advertising design, and the use of traditional media.

Difficulty: Difficult

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

102) What elements are involved in the digital and alternative integrated marketing communications?

Answer: Advertising management, advertising design, and the use of traditional media.

Difficulty: Difficult

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

103) What elements are involved in the selling component of integrated marketing communications?

Answer: They are: database, direct response, and personal selling, sales promotions, public relations, and sponsorships.

Difficulty: Difficult

Skill: Application

AACSB: Application of knowledge

LO: 1.4 What are the components of an integrated marketing communications program?

104) GIMC stands for:

A) globally integrated marketing communications.

B) global and institutional marketing concepts.

C) generic and institutionalized marketing creations.

D) generating ideas for marketing control.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What does the term GIMC mean?

105) In international marketing communications, standardization is:

A) presenting the same message across national boundaries.

B) a form of adaptation.

C) new product development.

D) a new form of the promotions mix.

Answer: A

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What does the term GIMC mean?

106) Coca-Cola runs the same advertisement in all French-speaking countries. This is an example of:

A) diversified IMC theme.

B) standardization.

C) customization.

D) integration.

Answer: B

Difficulty: Moderate

Skill: Application

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

107) Which of the following is an example of standardization?

- A) Pepsi using the same theme in all of its global markets.
- B) Featuring women with their faces covered in ads for Islamic countries.
- C) Developing a website in several languages.
- D) Featuring local salespeople in a global market.

Answer: A

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

108) In a globally integrated marketing communications program, adaptation is:

- A) not used in international environments.
- B) a form of e-commerce.
- C) advertising in unusual media.
- D) adjusting a message to local conditions.

Answer: D

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What does the term GIMC mean?

109) An example of adaptation in global marketing communications is:

- A) Ford using the same advertising campaign theme in all of its global markets.
- B) not selling the McRib sandwich in Israel because it violates religious practices.
- C) printing ads only in English for European countries.
- D) using direct mail.

Answer: B

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

110) Adaptation in a global advertising campaign means rewriting an advertisement to fit the nuances of a given language and culture.

Answer: TRUE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

111) Standardization would be an effective GIMC tactic in the Middle East because of the variety of religions and cultures.

Answer: FALSE

Difficulty: Difficult

Skill: Critical Thinking

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

112) The GIMC approach is easier to apply when a company relies on the adaptation strategy for its global expansion.

Answer: FALSE

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Reflective thinking

LO: 1.5 What does the term GIMC mean?

113) Define GIMC. Why is GIMC important?

Answer: GIMC is globally integrated marketing communications. It is important because most companies compete in an international arena.

Difficulty: Easy

Skill: Definition (Concept)

AACSB: Application of knowledge

LO: 1.5 What does the term GIMC mean?

114) Describe the difference between standardization and adaptation in GIMC.

Answer: Standardization keeps a consistent message across countries; adaptation adjusts the message to meet local conditions.

Difficulty: Difficult

Skill: Application

AACSB: Written and oral communication

LO: 1.5 What does the term GIMC mean?