

Multiple Choice Exam & Short Answer Essay Questions

Chapter 1:

Artificial Intelligence: The New Reality and Future of Marketing Communication

Question # 1

Artificial intelligence involves which of the following elements:

- a) Hardware
- b) Software
- c) Machines
- d) Systems
- e) All of the above

Question # 2

Data driven marketing includes all of the following except

- a) Formulation
- b) Classification
- c) Acquisition
- d) Interaction
- e) Delegation

Question # 3

The concept of a surveillance economy is based on collection data from:

- a) Public places
- b) Retail stores
- c) Office buildings
- d) Large events
- e) All of the above

Question # 4

Facial recognition includes measurements involving:

- a) Distance between eyes
- b) Size of pupils
- c) Spatial geometry of face
- d) Only a and c
- e) Only a and b

Question # 5

What is an API that can be used for a mobile phone?

- a) Set of computer instructions
- b) Artificial voice generation
- c) Virtual reality equipment
- d) Interactive connection
- e) Cloud-based network

Question # 6

Synthetic media utilizes the following technology:

- a) Voice to text
- b) Character images
- c) Importance
- d) Text to video
- e) Digital streaming

Question # 7

Which of these two companies are involved with artificial and virtual reality?

- a) Twitter and D5X
- b) Instagram and Microsoft
- c) Facebook and Oculus
- d) Horizon and YouTube
- e) Amazon and IBM

Question # 8

What are the dangers on social media from a deep fake using synthetic video?

Question # 9

What must happen to make voice commerce a seamless experience for consumers?

Question # 10

How can SpaceX and Starlink influence the future of global marketing?

Chapter 2:
Integrated Marketing Communication: Foundation Strategies for Developing Brand Content

Question # 1

The main difference between advertising and public relations is:

- a) Awareness
- b) Reach
- c) Importance
- d) Value
- e) Cost

Question # 2

Integrated Marketing Communication has four functions which include all of the following, except one.

- a) inform
- b) persuade
- c) entertain
- d) criticize
- e) motivate

Question # 3

Brand visibility, as defined in the textbook, can be applied to:

- a) Stadiums
- b) Hospitals
- c) Buildings
- d) Only a and c
- e) All three

Question # 4

Which of the following organizations is not an advertiser:

- a) Government bureau
- b) Amusement park
- c) Hospital testing center
- d) None of above
- e) All of above

Question # 5

An advertising agency that specializes in life style, gender, or age is called a:

- a) Full service
- b) Creative boutique
- c) Demographic
- d) Industry
- e) Media buying service

Question # 6

The compensation method that involves paying a fixed amount per month to an advertising agency is:

- a) Standard agency commission
- b) Retainer
- c) Cost per hour per function
- d) Variable cost charges
- e) None of the above

Question # 7

In the IMC industry, suppliers refer to which of the following:

- a) Artists
- b) Consultants
- c) Research companies
- d) Only a and b
- e) All are suppliers

Question # 8 – Essay

What is the purpose of IMC? Briefly describe how each category of Integrated Marketing Communication supports this purpose.

Question # 9 -- Essay

Compare and contrast the advantages of the three most popular methods of compensating an advertising agency for its services.

Question # 10 – Essay

Advertising does not begin with creative ideas. Explain what is meant by this statement, and discuss how this has an impact on other IMC activities.

Chapter 3: Marketing Research Strategies: Collecting and Analyzing Input for Decision-Making