1   **Undifferentiated messages are becoming increasingly rare.**

(A) True

Answer:
(B)False

(B) False

2   **Complete the sentence: In a low involvement context, messages …**

(A) must be loud to be heard

(B) are stored as sensory associations

(C) are interpreted when received

Answer:
(B) are stored as sensory associations

(D) are stored as full concepts

(E) are not interpreted when received

3   **Which of these are likely to be low involvement purchases?**

(A) soft-drink

(B) fridge

(C) holiday

Answer:
(A) soft-drink

(D) television set

(E) house

4   **Which of these do not form part of the six market model?**

(A) internal markets

(B) referral markets

(C) influencer markets

Answer:
(D) Far-Eastern markets

(D) Far-Eastern markets

(E) supplier markets

5

Internal markets are

(A) domestic markets

(B) non-domestic markets

Answer:
(C) individuals that work for the organisation

(C) individuals that work for the organisation

(D) suppliers of the organisation

6

What is perceptual selectivity ?

(A) mental filtering of messages

(B) perceived pickiness of consumers

(C) special selection of goods

Answer:
(A) mental filtering of messages

(D) special selection of marketing communication tools

(E) selection of high Return on Investment (ROI) markets

7

Which of these are not used to identify a right target market?

(A) size

(B) profitability

Answer:
(D) literacy

(C) accessibility

(D) literacy

8

What is noise in the communication process?

(A) a loud bang

Answer:
(C) anything that distorts the original message

(B) music played by your friends

(C) anything that distorts the original message

(D) the loudness of the original message

(E) The received message

9   **Which of these is not part of the communication process?**

(A) information source

(B) transmitter

Answer:
(C) noise   (E) advertising

(D) receiver

(E) advertising

10   **Which of these are not types of reference groups?**

(A) aspirational groups

(B) reference groups

Answer:
(C) dissasociational groups   (D) collective groups

(D) collective groups