

1

Undifferentiated messages are becoming increasingly rare.

(A) True

<https://selldocx.com/products/test-bank-marketing-communications-2e-eagle>

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
- (C) individuals that work for the organisation
- (D) suppliers of the organisation

Answer:

(C) individuals that work for the organisation

6

What is perceptual selectivity ?

- (A) mental filtering of messages
- (B) perceived pickiness of consumers
- (C) special selection of goods
- (D) special selection of marketing communication tools
- (E) selection of high Return on Investment (ROI) markets

Answer:

(A) mental filtering of messages

7

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

- (A) size
- (B) profitability
- (C) accessibility
- (D) literacy

Answer:

(D) literacy

8

What is noise in the communication process?

- (A) a loud bang
- (B) music played by your friends

Answer:

(C) anything that distorts the original message

(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

(C) noise

(D) receiver

(E) advertising

Answer:

(E) advertising

10

Which of these are not types of reference groups?

(A) aspirational groups

(B) reference groups

(C) dissasociational groups

(D) collective groups

Answer:

(D) collective groups