Multiple-Choice Exam – Answers

(XX% of your total course grade)

Name (print) ________________ Student # ________________

Signature ________________ Date ________________

Instructions

A. No textbooks, or notes, or electronic devices allowed in the exam room. The only book you are permitted to bring is a foreign dictionary, which must be inspected by the exam supervisor. The dictionary must not contain any course notes.

B. The exam consists of XX multiple-choice questions. Correct answers are worth 1 point each. If you are not sure of the answer, make your best guess and do not omit any answers.

C. To answer the question, circle one letter only. If more than one letter is circled, the answer will be marked wrong. Preferably, use pencil so you can make corrections. There must be one clearly circled answer per question.

D. Time: 10 minutes reading time, then an average of 2 minutes per question, plus 5 minutes for you to check that no answers are omitted. So XX minutes in total.

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1. Imagine that you are the new manager of Qantas, the Australian airline. You are getting ready to prepare an advertising campaign. What would be your FIRST step in the planning sequence?

a. select an advertising agency with a good track record for creative strategy

b. develop the brand's communication objectives

c. decide where sales are going to come from, that is, identify the target audience

d. set the marketing objectives for the brand

e. determine the brand's current and desired positioning in the various markets you are aiming for

2. You have estimated the probability of exposure to your next advertising campaign as .2, the probability of ad processing as .3, and the probability of achieving the communication objectives as .5. What is the probability that the campaign will be capable of influencing target audience action?

a. 1.0

b. .5

c. .06

d. .03

e. .02

3. In terms of brand equity, which is the best combination for a brand item to have?

a. low downside elasticity, high upside elasticity

b. high downside elasticity, low upside elasticity

c. high downside elasticity, high upside elasticity

d. low downside elasticity, low upside elasticity

e. high value, low uniqueness

4. In the category of fast-food restaurants, which category positioning strategy has McDonald's adopted?

a. central me-too

b. central

c. differentiated me-too

d. differentiated

e. product-as-hero

5. According to the T-C-B model, under which ONE condition below should a brand adopt differentiated positioning?

a. market pioneer

b. market leader

c. a follower brand that cannot adopt central me-too

d. a brand using mixed approach-avoidance motivation

e. a brand using problem-solution motivation

6. In the I-D-U model, which one of the following is NOT a multiattribute strategy?

a. introduce a new attribute to the category

b. change to a new user target

c. increase perceived delivery

d. increase importance

e. decrease main competitor's perceived delivery

7. "Why the buyer wants it" is the colloquial definition of which one of the following terms?

a. benefit

b. attribute

c. emotion

d. motive

e. reinforcement