

EXAM 4: Chapters 15, 16, 17, 18, 19

NAME: _____

1. _____ is communications by marketers that inform, persuade, and remind potential buyers of a product in order to influence an opinion or elicit a response.

- a. Distributive communication
- b. Perceptual communication
- c. Statistically provable advertising
- d. Promotion
- e. Publicity

2. A _____ is defined as a set of unique features of a company and its products perceived by the target market as significant and superior to the competition.

- a. comparative differentiation
- b. competitive advantage
- c. marketing mix
- d. special benefit
- e. promotional plan

3. Marketers use public relations to:

- a. earn public understanding and acceptance
- b. communicate with the community in which they operate
- c. educate the public about company goals
- d. introduce new products
- e. do all of these things

4. The promotional mix consists of:

- a. advertising, publicity, direct marketing, and personal selling
- b. public relations, direct marketing, personal selling, and publicity
- c. product, promotion, price, and place
- d. advertising, personal selling, sales promotion, and public relations
- e. advertising, telemarketing, public relations, and sales promotions

5. _____ is any form of sponsor-identified, impersonal paid mass communication.

- a. Advertising
- b. Publicity
- c. Promotion
- d. Public relations
- e. Nonpaid communication

6. _____ consists of all marketing activities that stimulate consumer purchasing such as coupons, contests, free samples, and trade shows.

- a. Sales promotion
- b. Publicity
- c. Personal selling
- d. Advertising
- e. Sponsorship

7. _____ is a purchase situation in which two or more people communicate in an attempt to influence each other.

- a. Implicit communication
- b. Personal selling
- c. Mass communication
- d. Public relations
- e. Synergistic communication

8. The two major categories of communications are:

- a. verbal and hyper-nonverbal
- b. direct and indirect
- c. long term and short term
- d. mass and interpersonal
- e. informative and persuasive

9. The communication process itself consists of:

- a. message, media, and transmittal
- b. source, receiver, and channel
- c. sender, receiver, and message
- d. encoding, decoding, channel, sender, and receiver
- e. comprehension, noise, and feedback

10. _____ is anything that interferes with, distorts, or slows the transmission of information.

- a. Media communication
- b. Feedback
- c. Static
- d. Nonpaid communication
- e. Noise

11. What are the three basic tasks of promotion?

- a. informing, persuading, and convincing
- b. persuading, convincing, and reminding
- c. informing, convincing, and reminding
- d. informing, persuading, and reminding
- e. persuading, comparing, and reminding

12. _____ promotion is used to keep a familiar brand name in the public's mind and is prevalent during the maturity stage of the product life cycle.

- a. Influence
- b. Amusement
- c. Informative
- d. Persuasive
- e. Reminder

13. What is the most effective promotional mix to use with products that are convenience goods and purchased routinely?

- a. personal selling and advertising
- b. public relations and personal selling
- c. personal selling and sales promotion
- d. advertising and public relations
- e. sales promotion and advertising

14. A full page print communication in a major fashion magazine that is paid for by the sponsor is a form of _____

- a. Publicity
- b. Advertising
- c. Promotion
- d. Public relations
- e. Direct marketing

15. _____ advertising is designed to enhance a company's image rather than promote a particular product.

- a. Publicity
- b. Institutional
- c. Pioneering
- d. Selective
- e. Brand

16. The first step in the advertising campaign decision process is to:

- a. make media decisions
- b. evaluate the campaign
- c. determine campaign objectives
- d. develop advertising copy
- e. make creative decisions

17. The ads for Tilex Mold & Mildew cleaner show the product being applied to a mildewed bathroom shower and the mildew disappearing. These ads use a _____ executional style.

- a. demonstration
- b. scientific
- c. fantasy
- d. mood or image
- e. lifestyle

18. _____ advertising is the fastest growing media with companies allocating more dollars yearly to reach targets.

- a. Television
- b. Social media
- c. Outdoor
- d. Magazine
- e. Catalog

19. One of the advantages of television advertising is:

- a. short life of message
- b. long lead time
- c. commercial clutter
- d. high costs
- e. ability to reach wide and diverse audience

20. Advertisers categorize ads on store floors, shopping carts, escalators and blimps as examples of:

- a. communications networks
- b. alternative media
- c. distribution channels for ads
- d. outdoor advertising
- e. direct advertising

21. Which of the following products is most likely to have a seasonal media schedule?

- a. mouthwash
- b. masking tape
- c. razor blades
- d. ski resorts
- e. soft drinks

22. _____ is marketing communication activities in which a short-term incentive is offered to induce the purchase of a particular good or service.

- a. publicity
- b. sales promotion
- c. personal selling
- d. advertising
- e. motivation selling

23. What are the two types of sales promotion?

- a. consumer and trade
- b. informative and reminder
- c. start-up and continual
- d. adoptive and diffusive
- e. personal and impersonal

24. Coupons, premiums, contests, free samples, and frequent buyer programs are examples of:

- a. personal selling
- b. trade sales promotion
- c. publicity
- d. advertising
- e. consumer sales promotion

25. One of the best methods for creating and rewarding brand loyalty among consumers who might otherwise switch to competing brands is a:

- a. directed coupon mailing
- b. sweepstakes
- c. loyalty marketing program
- d. trade sales promotions
- e. sampling program

26. Personal selling is more important than advertising and sales promotion if:

- a. the products being sold are standardized
- b. there are many customers for the product being sold
- c. the product being sold has a low value
- d. the buyers of the product are extremely dispersed
- e. the products being sold are technically complex

27. _____ is a sales practice that involves building, maintaining, and enhancing interactions with customers in order to develop long-term satisfaction through mutually beneficial partnerships.

- a. Networking
- b. Adaptive selling
- c. Stimulus-response selling
- d. Relationship selling
- e. Needs-dependent selling

28. _____ is a process of finding out about potential clients from friends, business contacts, coworkers, acquaintances, and fellow members in professional or civic organizations.

- a. People surfing
- b. Networking
- c. Co-opting
- d. Lead intermediation
- e. Looking for the golden parachute

29. Lead qualification involves determining whether a prospect has:

- a. a recognized need, buying power, and receptivity and accessibility
- b. any interest in a product
- c. a real or imagined need for a product
- d. any resources
- e. a line membership in the company's buying center

30. Which of the following statements about handling objections is true?

- a. A professional salesperson should not anticipate objections.
- b. Salesperson should view objections as requests for more information.
- c. Objections should not be used to close the sale.
- d. A good salesperson dreads having to handle sales objections.
- e. None of these statements about handling sales objections is true.

31. When a salesperson asks for the sale, he or she is:

- a. closing the sale
- b. creating empathy
- c. reducing cognitive dissonance
- d. creating long-term reciprocal arrangements
- e. qualifying the sale

32. _____ is a form of lead generation in which the salesperson approaches potential buyers without any prior knowledge of the prospects' needs or financial status.

- a. Quota setting
- b. Networking
- c. Lead follow-up
- d. Lead qualification
- e. Cold calling

33. According to the text, price is best described as:

- a. the perceived value of a good or service
- b. time exchanged for a good or service
- c. the psychological results of purchasing
- d. the cost in dollars for a good or service as set by the producer
- e. the value of a barter good in an exchange

34. Revenue:

- a. equals quantity sold times profit margin
- b. equals price minus costs
- c. equals return on investment
- d. is synonymous with profit
- e. equals price of goods times quantity sold

35. Why are marketing managers finding it more difficult to set prices in today's environment?

- a. Inflationary and recessionary periods have made customers less price-sensitive.
- b. Fewer dealer and generic brands are available because the competition has been eliminated.
- c. The high rate of new-product introductions has led to careful reevaluation by consumers.
- d. Marketing managers are finding it difficult to compare prices between suppliers.
- e. Buyers are less informed and are less price-sensitive.

36. An organization is using _____ when it sets its prices so that total revenue is as large as possible relative to total costs.

- a. profit maximization
- b. market share pricing
- c. demand-oriented pricing
- d. sales maximization
- e. status quo pricing

37. Franz Hall wants to open a business selling cotton candy from a mobile cart. He cannot decide whether to base his pricing objectives on market share, dollar sales, or unit sales. Regardless of which he chooses, his firm's pricing objective can be categorized as:

- a. status quo
- b. profit oriented
- c. need oriented
- d. cost oriented
- e. sales oriented

38. If a company's pricing objective is to meet the competition or to maintain existing prices, it is using _____ pricing.

- a. head-on
- b. target return on investment
- c. status quo
- d. market share
- e. demand-oriented

39. _____ is defined as the quantity of product offered to the market by suppliers at various prices for a specified period.

- a. Supply
- b. Demand
- c. Equity
- d. Liquidity
- e. Current asset

40. The responsiveness or the sensitivity of consumer demand to changes in price is referred to as _____ and occurs when consumers buy more or less of a product when the price changes.

- a. the break-even point
- b. the point of equilibrium
- c. unitary revenue
- d. asymmetrical demand
- e. elasticity of demand

41. What happens when demand is elastic?
- As price goes up, revenue goes down.
 - As price goes down, revenue goes down.
 - As price goes up, revenue goes up.
 - As price goes up, revenue does not change.
 - As price goes down, revenue does not change.
42. _____ occurs when an increase in sales exactly offsets a decrease in price so that total revenue remains exactly the same.
- Inelastic demand
 - Functional elasticity of demand
 - Unitary elasticity
 - Highly elastic demand
 - Fixed elasticity
43. Tom likes to drink scotch whiskey. He was familiar with the Johnny Walker Black Label brand, which he purchased for around \$30. When he found a bottle of Johnny Walker Blue Label priced at more than \$200, he was positive that it would be a much finer whiskey. For Tom, _____ indicated quality.
- premium pricing
 - price lining
 - prestige pricing
 - exclusive pricing
 - selective pricing
44. The first action a marketing team should take when initiating a social media campaign is:
- listen
 - monitor
 - evaluate environment
 - Promote products and services
 - manage reputation
45. Buzz, interest, participation, search engines ranks, sentiment analysis, web site are all examples of:
- Brand relationship advertising
 - Social media listening
 - Social media metrics
 - Social media tools
 - Advertising, PR, Sales promotions, personal selling
46. Web sites that combine the fun of social networking with the utility of location-based GPS technology are:
- Point-of-sale sites
 - Location relationship-based sites
 - Location based advertising mass communication sites
 - Location based social networking sites
 - Distribution-focused networking sites
47. Listen to customers, set social media objectives, define strategies, identify the target audience, select the tools and platforms, and implement and monitor are components of the _____.
- Multi-media service plan
 - Conversation plan
 - Mobile technology plans
 - Promotion plan
 - Social media plan
48. A well informed salesperson should know:
- The product line in detail
 - The competition
 - Environment in which the product resides
 - The consumer needs and problem
 - All of the above
49. Ego, urgency, competitiveness, assertiveness, sociable, risk takers are all traits for recruiting a:
- CRM team
 - Coding staff
 - Sales staff
 - Social media and back-end analysis team
 - Data mining sales force
50. After spending 18 weeks in this marketing course, you now understand that marketing is:
- The activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers
 - The set of activities to promote products and services including advertising, sales promotions, public relations and personal selling
 - A plan that links the new-product development process with the objectives of the marketing department
 - A form of advertising designed to enhance a company's image and promote a particular product
 - Marketing communications in which a short-term incentive motivates consumers, wholesalers, distributors and retailers to satisfy a mutual exchange and effectiveness of promotional efforts