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| 1. Advertising today is more diverse and more dynamic as a part of integrated brand promotion.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/29/2017 11:40 PM | | *DATE MODIFIED:* | 11/29/2017 11:41 PM | |

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| 2. Integrated brand promotion is a great way to think about advertising and branding related topics.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/29/2017 11:56 PM | | *DATE MODIFIED:* | 11/29/2017 11:56 PM | |

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| 3. The organization that pays for an advertisement is referred to as the agency.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/29/2017 11:58 PM | | *DATE MODIFIED:* | 11/30/2017 12:00 AM | |

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| 4. Meeting client needs is an important aspect of advertising and integrated brand promotions.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 12:00 AM | | *DATE MODIFIED:* | 11/30/2017 12:00 AM | |

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| 5. Angelina Jolie, an actress, is interviewed by news reporters about what she thinks her fans should know about her new movie. This would be considered as an advertisement, based on the definition of advertising.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 12:03 AM | | *DATE MODIFIED:* | 11/30/2017 12:03 AM | |

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| 6. With unpaid media, a public relations-oriented team puts out a pro-social message about the importance of not texting while driving. This is an example of a public service announcement.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 12:04 AM | | *DATE MODIFIED:* | 11/30/2017 12:04 AM | |

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| 7. It is possible to grow your business with content marketing, which is about providing prospects with relevant content and engaging consumers to have a relationship with your brand.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 12:10 AM | | *DATE MODIFIED:* | 11/30/2017 12:10 AM | |

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| 8. As consumers, we do not know what we like and want, so advertising does not help expose us to brands that meet our needs.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 12:12 AM | | *DATE MODIFIED:* | 11/30/2017 12:12 AM | |

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| 9. Established brands such as Cadillac, the car brand, often face the challenge of maintaining an updated market-driven image and communicating the brand’s contemporary image.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:13 AM | | *DATE MODIFIED:* | 11/30/2017 12:13 AM | |

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| 10. Promotion refers to a specific message that an organization has created to persuade an audience.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:15 AM | | *DATE MODIFIED:* | 11/30/2017 12:15 AM | |

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| 11. Advertising means different things to different people.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:17 AM | | *DATE MODIFIED:* | 11/30/2017 12:17 AM | |

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| 12. A reference group is a particular group of consumers singled out by an organization for an advertising or IBP  campaign.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:19 AM | | *DATE MODIFIED:* | 11/30/2017 12:20 AM | |

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| 13. Advertising is a business, an art form, an institution, and a cultural phenomenon.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 12:21 AM | | *DATE MODIFIED:* | 11/30/2017 12:21 AM | |

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| 14. Although companies believe in and rely heavily on advertising, some people have significant misperceptions about advertising and what it’s supposed to do.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:22 AM | | *DATE MODIFIED:* | 11/30/2017 12:23 AM | |

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| 15. Advertising is a paid, mass-mediated attempt to persuade, and it is a key component to integrated brand promotion.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:24 AM | | *DATE MODIFIED:* | 11/30/2017 12:24 AM | |

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| 16. Integrated brand promotion is the process of using one promotional tool that works to create widespread brand exposure.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:26 AM | | *DATE MODIFIED:* | 11/30/2017 12:26 AM | |

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| 17. In going through an IBP tool checklist, a brand must focus on either digital or traditional advertising, but not both.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:27 AM | | *DATE MODIFIED:* | 11/30/2017 12:27 AM | |

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| 18. Sponsorship, event marketing, sales promotions, public relations, and sponsored content are all examples of advertising.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 12:28 AM | | *DATE MODIFIED:* | 11/30/2017 12:29 AM | |

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| 19. A way to achieve success in marketing is with integrated brand promotion.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:30 AM | | *DATE MODIFIED:* | 11/30/2017 12:30 AM | |

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| 20. The definition of IBP highlights that the IBP tools need to work together to create a consistent and compelling impression of the brand.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:32 AM | | *DATE MODIFIED:* | 11/30/2017 12:32 AM | |

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| 21. When consumers are reached by various forms of inconsistent messages, they will have an easier time understanding the brand and deciding whether to use it regularly.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 12:50 AM | | *DATE MODIFIED:* | 11/30/2017 12:50 AM | |

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| 22. An advertisement refers to a series of coordinated messages that communicates a reasonably cohesive and integrated theme about a brand.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:52 AM | | *DATE MODIFIED:* | 11/30/2017 12:52 AM | |

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| 23. An advertising campaign refers to a specific message that an organization has created to persuade an audience.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 12:53 AM | | *DATE MODIFIED:* | 11/30/2017 12:54 AM | |

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| 24. IBP is the use of many promotional tools, including advertising, in a coordinated manner to build and then maintain brand awareness, identity, and preference.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 12:56 AM | | *DATE MODIFIED:* | 11/30/2017 12:56 AM | |

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| 25. An example of a campaign that uses integrated brand promotion is Taco Bell; they have simultaneously put out a commercial during the Super Bowl, print advertising, in-store promotions, and a hashtag that was all focused on a new product.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:09 AM | | *DATE MODIFIED:* | 11/30/2017 1:09 AM | |

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| 26. The marketer who does not use advertising and IBP as a way to build brand identity will, frankly, likely be ignored.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 1:10 AM | | *DATE MODIFIED:* | 11/30/2017 1:11 AM | |

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| 27. Advertising is NOT a part of the communication process.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:12 AM | | *DATE MODIFIED:* | 11/30/2017 1:13 AM | |

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| 28. The model of mass-mediated communication can be interpreted to see that communication is an inherently social process.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:14 AM | | *DATE MODIFIED:* | 11/30/2017 1:14 AM | |

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| 29. In a model of mass communication, there is a production source, accommodation and negotiation of the message and its intent, clutter, reception, encoding, and decoding.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:16 AM | | *DATE MODIFIED:* | 11/30/2017 1:16 AM | |

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| 30. Communication is inherently a social process.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:17 AM | | *DATE MODIFIED:* | 11/30/2017 1:17 AM | |

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| 31. An ad contains a single meaning or even the same meaning for each audience member, according to the model of mass-mediated communication.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 1:18 AM | | *DATE MODIFIED:* | 11/30/2017 1:19 AM | |

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| 32. The receivers of the communication must accommodate their perceived multiple meanings and personal agendas and then negotiate a meaning or interpretation of the ad according to their individual life experiences and value systems.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:20 AM | | *DATE MODIFIED:* | 11/30/2017 1:20 AM | |

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| 33. The model of mass-mediated communications is unidirectional, and not fluid.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:22 AM | | *DATE MODIFIED:* | 11/30/2017 1:22 AM | |

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| 34. Integrated brand promotion in action is a way to showcase how certain brands are integrating various forms of advertising and marketing communication.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 1:23 AM | | *DATE MODIFIED:* | 11/30/2017 1:24 AM | |

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| 35. Firms are developing opportunities in \_\_\_\_\_ through communication via devices like smart phones, tablets, and wearables.   |  |  |  | | --- | --- | --- | |  | a. | broadcast media | |  | b. | mobile marketing, digital marketing, and social media marketing | |  | c. | personal selling | |  | d. | print media |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 1:26 AM | | *DATE MODIFIED:* | 11/30/2017 1:27 AM | |

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| 36. Which of the following is true regarding advertising?   |  |  |  | | --- | --- | --- | |  | a. | Advertising is external to the social interaction process. | |  | b. | Advertising is solely responsible for the increase of product sales. | |  | c. | Advertising must consider audience categories, such as household consumers or members of business organizations, for its IBP communications. | |  | d. | Advertising is a simple communication process. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thin - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:30 AM | | *DATE MODIFIED:* | 11/30/2017 1:31 AM | |

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| 37. KidsCause, a metropolitan outreach organization that collects and donates toys for needy children, buys airtime on WXXY (a local TV station) to promote its annual toy collection. Amazing Ads is hired to take the account; they shoot the video and produce a commercial and then help with media placement. In this promotional effort, who is the agency?   |  |  |  | | --- | --- | --- | |  | a. | Amazing Ads | |  | b. | A local TV station | |  | c. | WXXY | |  | d. | KidsCause |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:39 AM | | *DATE MODIFIED:* | 11/30/2017 1:40 AM | |

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| 38. Public service announcements (PSAs):   |  |  |  | | --- | --- | --- | |  | a. | are a type of advertising that are run by nonprofit organizations. | |  | b. | are commercial the way that ads are. | |  | c. | attempt only to persuade and not to inform. | |  | d. | are not necessarily “paid media” like advertisements are. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thin - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 1:43 AM | | *DATE MODIFIED:* | 11/30/2017 1:44 AM | |

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| 39. A politician makes a Facebook post about why voters should vote for her. In order for this message to be considered as an advertisement, which of the following conditions should be met?   |  |  |  | | --- | --- | --- | |  | a. | The message must be noncommercial. | |  | b. | There must be a public service announcement included. | |  | c. | The airtime must be paid for. | |  | d. | The message must involve the promotion of a product. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:47 AM | | *DATE MODIFIED:* | 11/30/2017 1:47 AM | |

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| 40. A broad, unpaid message reminding consumers to wear their seat belt is an example of:   |  |  |  | | --- | --- | --- | |  | a. | a mobile advertisement. | |  | b. | influencer marketing. | |  | c. | personal selling. | |  | d. | a public service announcement. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP.OGUI.15.1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:49 AM | | *DATE MODIFIED:* | 11/30/2017 1:49 AM | |

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| 41. Which of the following is an essential criterion for communication to be considered an advertisement?   |  |  |  | | --- | --- | --- | |  | a. | The communication must be noncommercial. | |  | b. | It must be paid communication. | |  | c. | The message conveyed must have a headline. | |  | d. | It must involve face-to-face communication. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 1:53 AM | | *DATE MODIFIED:* | 11/30/2017 1:54 AM | |

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| 42. Based on the criteria that define advertising, which of the following examples would be considered advertising?   |  |  |  | | --- | --- | --- | |  | a. | A candidate for city council going door-to-door urging people to vote for her. | |  | b. | A car manufacturer stating the efficiency of its product to motivate customers to make a purchase. | |  | c. | A public service announcement about the dangers of talking on the phone while driving. | |  | d. | An actor being interviewed on television about his campaign to aid people with physical disabilities. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:55 AM | | *DATE MODIFIED:* | 11/30/2017 1:55 AM | |

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| 43. eBUYERS, an online broker, pays for a 30-second television commercial to be telecast during the Football World Cup. The commercial promotes the reliability of eBUYERS advice, expertise, and personal attention in assisting online customers with stock portfolio creation and management. The spot created by eBUYERs is:   |  |  |  | | --- | --- | --- | |  | a. | a public service announcement. | |  | b. | a point-of-purchase advertisement. | |  | c. | representative of personal selling. | |  | d. | an advertisement promoting a service. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 1:57 AM | | *DATE MODIFIED:* | 11/30/2017 1:58 AM | |

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| 44. Integrated brand promotion (IBP) is:   |  |  |  | | --- | --- | --- | |  | a. | the collaboration of two or more brands within a single advertisement with the intent of sharing costs. | |  | b. | the coordination of a number of promotional tools to create widespread brand exposure. | |  | c. | a company's decision to focus on a wide range of traditional advertising forms to replace nontraditional forms. | |  | d. | a unique concept seen mainly in local advertising campaigns. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 2:04 AM | | *DATE MODIFIED:* | 11/30/2017 2:05 AM | |

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| 45. Which of the following is true of integrated brand promotion (IBP)?   |  |  |  | | --- | --- | --- | |  | a. | It is a simple process. | |  | b. | It uses promotional tools that do not need to be evaluated. | |  | c. | It prevents the exposure of a brand. | |  | d. | It creates synergy by having a consistent image or message. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 2:08 AM | | *DATE MODIFIED:* | 11/30/2017 2:08 AM | |

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| 46. Amaze, an online grocery store chain, has decided to run a series of advertisements. For this to be considered an advertising campaign, their ads must:   |  |  |  | | --- | --- | --- | |  | a. | focus on store products rather than store services. | |  | b. | reinforce each other and attempt to create synergy for the brand. | |  | c. | appear in print media. | |  | d. | be unpaid communication. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP.OGUI.15.1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 2:10 AM | | *DATE MODIFIED:* | 11/30/2017 2:11 AM | |

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| 47. Two components of the mass-mediated communication model are:   |  |  |  | | --- | --- | --- | |  | a. | primary demand and selective demand. | |  | b. | advertiser and consumer. | |  | c. | internal position and external position. | |  | d. | production and reception. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 11/30/2017 2:14 AM | | *DATE MODIFIED:* | 11/30/2017 2:14 AM | |

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| 48. In the model of mass-mediated communication, the:   |  |  |  | | --- | --- | --- | |  | a. | producers of the message control the reception of the content. | |  | b. | producers of the message control the interpretation of the content. | |  | c. | consumers interpret ads in a way that makes sense to them individually and serves their needs. | |  | d. | eceiver's interpretations are invariably compatible with what the producer intended to convey. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 11/30/2017 2:20 AM | | *DATE MODIFIED:* | 11/30/2017 2:21 AM | |

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| 49. Benjie and his wife, Ella, are watching a television commercial that they’ve never seen before. Benjie thinks that the ad is funny and witty. However, Ella finds the ad to be misleading based on what she knows from using the product in the ad. This example illustrates that:   |  |  |  | | --- | --- | --- | |  | a. | ads are interpreted differently based on a person's experiences and beliefs. | |  | b. | what a message means to any given consumer is a function of an isolated solitary thinker. | |  | c. | the ad is communicated effectively to its target audience. | |  | d. | the ad contains the same meaning for all audience members. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 11/30/2017 2:23 AM | | *DATE MODIFIED:* | 11/30/2017 2:24 AM | |

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| 50. There is a production source, a message, encoding, and decoding in a model of \_\_\_\_\_\_\_:   |  |  |  | | --- | --- | --- | |  | a. | mass-mediated communication. | |  | b. | cooperative advertising. | |  | c. | a focus group | |  | d. | a sponsorship. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/1/2017 2:28 PM | | *DATE MODIFIED:* | 12/1/2017 2:28 PM | |

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| 51. The promotional tool used most often to communicate with members of a trade channel is personal selling. Which of the following is a reason behind this?   |  |  |  | | --- | --- | --- | |  | a. | Personal selling is the most inexpensive form of communication. | |  | b. | Members of trade channels are the most conspicuous audience. | |  | c. | Members of trade channels are the target audience for producers of only household products. | |  | d. | The target audience represents a relatively small, easily identifiable group. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/1/2017 2:30 PM | | *DATE MODIFIED:* | 12/1/2017 2:31 PM | |

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| 52. Members of trade channels include:   |  |  |  | | --- | --- | --- | |  | a. | not-for-profit businesses. | |  | b. | retailers. | |  | c. | household consumers. | |  | d. | government officials. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/1/2017 2:32 PM | | *DATE MODIFIED:* | 12/1/2017 2:33 PM | |

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| 53. Which of the following is considered as a member of a trade channel?   |  |  |  | | --- | --- | --- | |  | a. | Wholesalers | |  | b. | Household consumers | |  | c. | Government employees | |  | d. | Philanthropic groups |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/1/2017 2:35 PM | | *DATE MODIFIED:* | 12/1/2017 2:36 PM | |

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| 54. Samsonic is the leading manufacturer of televisions in the world. It has created a new advertisement that it wants to be aired all over the world, changing only the language for each country. This is an example of:   |  |  |  | | --- | --- | --- | |  | a. | national advertising. | |  | b. | international advertising. | |  | c. | regional advertising. | |  | d. | global advertising. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/1/2017 2:39 PM | | *DATE MODIFIED:* | 12/1/2017 2:40 PM | |

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| 55. Which of the following is an example of international advertising?   |  |  |  | | --- | --- | --- | |  | a. | Crispy Cracks promoting their new line of cracker at the Olympics | |  | b. | Flextronic advertising its flat-screen TVs in different states of a country | |  | c. | DetergentPro creating different versions of its new detergent ad for various countries | |  | d. | Tennis Fashion Inc. featuring its “unicorn” logo on gear worn by tennis players |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 1:42 PM | | *DATE MODIFIED:* | 12/6/2017 1:42 PM | |

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| 56. Kofax Inc., a pet store, has established stores in more than 40 states in America. Additionally, it has advertised in all states of the country. This is an example of \_\_\_\_\_\_\_ advertising.   |  |  |  | | --- | --- | --- | |  | a. | local | |  | b. | national | |  | c. | regional | |  | d. | global |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 1:45 PM | | *DATE MODIFIED:* | 12/6/2017 1:46 PM | |

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| 57. Texas and surrounding states have specific trees that many people are allergic to, and as such, an allergy medicine company advertises a special product custom to this area of the country, and the ads go to consumers in that region of the country. This is an example of \_\_\_\_\_\_\_\_ advertising.   |  |  |  | | --- | --- | --- | |  | a. | global | |  | b. | local | |  | c. | cooperative | |  | d. | regional |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 1:48 PM | | *DATE MODIFIED:* | 12/6/2017 1:49 PM | |

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| 58. A family-owned meat shop has expanded to four locations within the Preston area and suburbs, running regular promotions to one zip code, where the shop is located. These social media ads are a form of advertising that will only go to this very small geographic area. What kind of advertising is this?   |  |  |  | | --- | --- | --- | |  | a. | local | |  | b. | trade | |  | c. | branding | |  | d. | advocay |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 1:51 PM | | *DATE MODIFIED:* | 12/6/2017 1:52 PM | |

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| 59. When national companies and local merchants share advertising expenses, they are taking part in \_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | brand extensions | |  | b. | international advertising | |  | c. | cooperative advertising | |  | d. | trade channeling |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 1:55 PM | | *DATE MODIFIED:* | 12/6/2017 1:56 PM | |

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| 60. Which of the following is one of the four areas of responsibility in the marketing mix?   |  |  |  | | --- | --- | --- | |  | a. | Privacy | |  | b. | Permissions | |  | c. | People | |  | d. | Promotions |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 1:58 PM | | *DATE MODIFIED:* | 12/6/2017 1:58 PM | |

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| 61. Which of the following is an example of a brand extension?   |  |  |  | | --- | --- | --- | |  | a. | The manufacturers of Cocoa Flakes, a popular cereal, launches a cookie called "Cocoa Crunch" in a new product category. | |  | b. | Tracker, a company selling security systems, advertises its product on a local television network. | |  | c. | Dog Handler, a manufacturer of leashes for dogs, collaborates with a competitor to expand its market base. | |  | d. | Blossoms, a women’s perfume line, advertises its new line through sales promotions and point-of-purchase  advertising at department stores. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:00 PM | | *DATE MODIFIED:* | 12/6/2017 2:01 PM | |

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| 62. Market segmentation is the process of:   |  |  |  | | --- | --- | --- | |  | a. | creating advertising strategies to reach out to a wide consumer base. | |  | b. | creating a new product line that is relatively different from the firm's existing product line. | |  | c. | identifying competitors in the market that could be possible threats to the success of the company. | |  | d. | breaking down a large, widely varied market into more similar sub-markets. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 2:02 PM | | *DATE MODIFIED:* | 12/6/2017 2:03 PM | |

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| 63. \_\_\_\_\_\_\_\_ is the process of creating a perceived distinction between an organization's brand and a competitor's brand.   |  |  |  | | --- | --- | --- | |  | a. | Differentiation | |  | b. | Market analysis | |  | c. | Co-op advertising | |  | d. | Market segmentation |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 2:06 PM | | *DATE MODIFIED:* | 12/6/2017 2:07 PM | |

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| 64. Effective internal positioning is accomplished by:   |  |  |  | | --- | --- | --- | |  | a. | distributing products to a market that is wider than those of one's competitors. | |  | b. | using advertising to compare a product's distinctions from those of one's rival firms. | |  | c. | developing brand features and values that are distinctive from the competition. | |  | d. | developing vastly different products within the firm's product line. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 2:13 PM | | *DATE MODIFIED:* | 12/6/2017 2:13 PM | |

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| 65. Which of the following is true of inelasticity of demand?   |  |  |  | | --- | --- | --- | |  | a. | The supply of the product is greater than its demand. | |  | b. | Consumers are less sensitive to price increases. | |  | c. | Customers have low brand loyalty. | |  | d. | It leads firms to decrease profit margins. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 2:15 PM | | *DATE MODIFIED:* | 12/6/2017 2:15 PM | |

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| 66. Mineral Inc., a manufacturer of mineral water, has recently launched its product in the market. It starts a rigorous advertising campaign to highlight the benefits of its product. This is an example of \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | primary demand stimulation | |  | b. | economies of scale | |  | c. | market segmentation | |  | d. | selective demand stimulation |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:17 PM | | *DATE MODIFIED:* | 12/6/2017 2:18 PM | |

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| 67. Orange, a cell phone manufacturer, displays in its advertisement that its products are better than others in the market because they are waterproof and scratch proof. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | selective demand stimulation | |  | b. | economies of scale | |  | c. | inelasticity of demand | |  | d. | direct response advertising |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:19 PM | | *DATE MODIFIED:* | 12/6/2017 2:20 PM | |

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| 68. A paint store has launched an advertisement on a social media site. The ad promotes a new set of Acrylic paints and informs customers that the first fifty people to click on the ad will receive a free sample. This is an example of \_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | direct response advertising | |  | b. | personal selling | |  | c. | delayed response advertising | |  | d. | internal positioning |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:21 PM | | *DATE MODIFIED:* | 12/6/2017 2:22 PM | |

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| 69. \_\_\_\_\_\_\_\_\_\_ attempts to develop brand awareness and preference over time, as well as emphasize the benefits of using that brand.   |  |  |  | | --- | --- | --- | |  | a. | Co-op advertising | |  | b. | Direct response advertising | |  | c. | Sales promotion | |  | d. | Delayed response advertising |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Knowledge | | *DATE CREATED:* | 12/6/2017 2:24 PM | | *DATE MODIFIED:* | 12/6/2017 2:25 PM | |

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| 70. \_\_\_\_\_\_\_\_ is a type of advertising that communicates the specific features, values, and benefits of a product offered by a particular company.   |  |  |  | | --- | --- | --- | |  | a. | Advocacy advertising | |  | b. | Corporate advertising | |  | c. | Brand advertising | |  | d. | Institutional advertising |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 2:27 PM | | *DATE MODIFIED:* | 12/6/2017 2:28 PM | |

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| 71. Bella’s, a department store, has launched a series of advertisements inviting people to do their holiday shopping at their store. This is an example of \_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | institutional advertising | |  | b. | delayed response advertising | |  | c. | corporate advertising | |  | d. | advocacy advertising |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:30 PM | | *DATE MODIFIED:* | 12/6/2017 2:31 PM | |

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| 72. A brand of cereal is perceived by consumers to be a “good deal,” one that provides a certain level of comfort and satisfaction that goes well beyond the money it takes to purchase a few boxes. In this example, the cereal is considered to have:   |  |  |  | | --- | --- | --- | |  | a. | low brand loyalty. | |  | b. | elasticity of demand. | |  | c. | economies of scale. | |  | d. | value. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:32 PM | | *DATE MODIFIED:* | 12/6/2017 2:33 PM | |

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| 73. Milos, a men's deodorant brand, displays its product in advertisements as being worn by men who are attractive and popular. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | symbolic value | |  | b. | direct response advertising | |  | c. | selective demand stimulation | |  | d. | internal positioning |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:35 PM | | *DATE MODIFIED:* | 12/6/2017 2:37 PM | |

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| 74. The purchase of certain products, such as cars, shoes, and sunglasses, signify class membership. This indicates that these brands have \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | economies of scale | |  | b. | social meaning | |  | c. | internal positioning | |  | d. | low brand equity |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Product | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 2:38 PM | | *DATE MODIFIED:* | 12/6/2017 2:39 PM | |

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| 75. The mixing of various promotional tools with a branding perspective is known as \_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | integrated brand promotion | |  | b. | a marketing mix | |  | c. | cooperative advertising | |  | d. | market segmentation |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 2:41 PM | | *DATE MODIFIED:* | 12/6/2017 2:42 PM | |

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| 76. Which of the following is a difference between IBP and IMC?   |  |  |  | | --- | --- | --- | |  | a. | IBP ignores the importance of communication whereas IMC does not. | |  | b. | IBP focuses more on the need for coordinated and synergistic messages. | |  | c. | IMC emphasizes the brand, whereas IBP does not. | |  | d. | IBP goes beyond the parameters of IMC. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-6 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Analysis | | *DATE CREATED:* | 12/6/2017 2:48 PM | | *DATE MODIFIED:* | 12/6/2017 2:49 PM | |

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| 77. In today's world, what three elements do marketers want to build and maintain through their promotional and advertising efforts?   |  |  |  | | --- | --- | --- | |  | a. | Awareness, identity, and preference | |  | b. | Attention, curiosity, and response | |  | c. | Demand, value, and interaction | |  | d. | Information, message, and communication |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Easy | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-6 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 2:52 PM | | *DATE MODIFIED:* | 12/6/2017 2:53 PM | |

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| **Scenario 1-1**  In 1996, a graduate from the University of Maryland, Kevin Plank, founded Under Armour, a performance apparel company that now competes with some of the top apparel brands in the industry. During its first ten years of operations, the company was known primarily for its sweat-wicking clothing line. In late 2010, however, Under Armour released its first line of basketball shoes. "Along with the new product line, the company must have a new brand image," said Plank. “I called our marketing team and asked them to go through this building and find anything that says that we are only an apparel brand and throw it away.” The company also removed all advertisements carrying the word “apparel,” and began exploring new ways to promote the brand. The company hopes its new efforts will allow the company to be viewed as an overall “performance” company, which will ultimately enable it to compete with footwear powerhouses Nike and Adidas, and will help increase its current 1.1 percent market share. |

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| 78. (Scenario 1-1) One of Under Armour’s new retail outlets in the U.S. sends a direct mail to 500 households within a one-mile radius of the new store. In the email, the store announces the introduction of its new line of basketball shoes and offers incentives to any customer who walks into the store to purchase a pair of shoes from the new line. This direct mail:   |  |  |  | | --- | --- | --- | |  | a. | is paid for, mass mediated, and an attempt to persuade; therefore, it can be considered advertising. | |  | b. | is paid for and is an attempt to persuade; however, it is only distributed locally and therefore cannot be  considered advertising. | |  | c. | is not received by a large enough number of people to be considered advertising. | |  | d. | is not a part of an advertising campaign, and thus cannot be considered advertising. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *PREFACE NAME:* | New Preface | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 2:57 PM | | *DATE MODIFIED:* | 12/6/2017 3:00 PM | |

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| 79. (Scenario 1-1) Under Armour hopes that changing the company’s image from an apparel company to a “performance” brand will help increase its footwear sales. To make consumers aware of the change, Under Armour designs a number of commercials, print ads, and Internet advertisements all focusing on the company’s new motto, and immediately begins to apply them. All these elements make up a(n) \_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | international advertising campaign | |  | b. | cooperative advertising campaign | |  | c. | advertising campaign | |  | d. | promotional mix |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:02 PM | | *DATE MODIFIED:* | 12/6/2017 3:03 PM | |

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| 80. (Scenario 1-1) John receives a direct mail from Under Armour that offers a free poster of basketball star Brandon Jennings wearing a pair of the company’s new shoes. John likes the company's promotional offer. Chang, who also receives the same direct mail, is not impressed by the offer and puts it aside after glancing through it. The differing reactions to the promotional effort are most likely the result of:   |  |  |  | | --- | --- | --- | |  | a. | varying content. | |  | b. | different interpretations of the ad. | |  | c. | similar characteristics of the target market. | |  | d. | the rules and regulations of the direct mail medium. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-2 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:06 PM | | *DATE MODIFIED:* | 12/6/2017 3:07 PM | |

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| 81. (Scenario 1-1) To promote Under Armour’s new brand image, the firm has launched large scale advertising in three different countries, making a minor change in the physical appearance of the ad by using a different actor from each country. This is an example of \_\_\_\_\_\_\_\_\_ advertising.   |  |  |  | | --- | --- | --- | |  | a. | international | |  | b. | global | |  | c. | cooperative | |  | d. | national |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:10 PM | | *DATE MODIFIED:* | 12/6/2017 3:11 PM | |

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| 82. (Scenario 1-1) The marketing team of Under Armour has come up with a strategy to advertise their shoes as a product that makes walking and running pleasurable. Marketing the shoes in this manner creates a perceived difference in the minds of customers. This is an example of \_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | internal positioning | |  | b. | brand extension | |  | c. | differentiation | |  | d. | market segmentation |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP.OGUI. 19.1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:12 PM | | *DATE MODIFIED:* | 12/6/2017 3:13 PM | |

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| **Scenario 1-2**    Chug Enterprises is planning to create a new line of products and enter into the sports drink market. They plan to advertise the first product to teenagers as being the best-tasting sports drink on the market. The second product will be advertised to adults as being the lowest calorie sports drink one can buy. The third product will be advertised to senior citizens as containing calcium, a mineral needed to maintain a healthy bone structure. Each product will have separate, distinctive packaging. |

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| 83. (Scenario 1-2) To help build brand awareness, customer preference, and loyalty, Chug Enterprises plans a coordinated campaign using a variety of tools such as advertising in mass media, direct marketing, and Internet advertising. This process of combining coordinated communication to help customers identify and evaluate the relevance of Chug Enterprise’s products to their lives and value systems is known as \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | brand extension | |  | b. | integrated brand promotion | |  | c. | advocacy advertising | |  | d. | institutional advertising |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *PREFACE NAME:* | New Preface | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:15 PM | | *DATE MODIFIED:* | 12/6/2017 3:18 PM | |

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| 84. (Scenario 1-2) For its second product to be successful, Chug Enterprises believes that it must effectively target youth. To do this, the company uses influencer marketing. In such a scenario, which of the following is the company most likely using?   |  |  |  | | --- | --- | --- | |  | a. | Personal selling | |  | b. | Free sampling | |  | c. | Peer-to-peer persuasion | |  | d. | Coupons and rebates |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:19 PM | | *DATE MODIFIED:* | 12/6/2017 3:20 PM | |

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| 85. (Scenario 1-2) The company launched the third product for senior citizens in the market, and their efforts were highly successful. Chug Enterprises now plans to introduce it worldwide. However, the way senior citizens perceive products vary from culture to culture. Thus, Chug Enterprises should engage in:   |  |  |  | | --- | --- | --- | |  | a. | cooperative advertising. | |  | b. | international advertising. | |  | c. | national advertising. | |  | d. | regional advertising. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:21 PM | | *DATE MODIFIED:* | 12/6/2017 3:23 PM | |

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| 86. (Scenario 1-2) Chug Enterprises created the three products in a way that it appeals to separate target markets. This was done to prevent its products from competing with one another for market share. This shows that Chug Enterprises understands the importance of:   |  |  |  | | --- | --- | --- | |  | a. | internal positioning. | |  | b. | external positioning. | |  | c. | inelasticity of demand. | |  | d. | selective demand stimulation. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:26 PM | | *DATE MODIFIED:* | 12/6/2017 3:27 PM | |

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| 87. (Scenario 1-2) Chug's three different sports drinks are very popular in markets across the world. Now the company plans to launch a similar range of carbonated drinks by building on the popularity of the previous products. This is an example of \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | market segmentation | |  | b. | national advertising | |  | c. | a brand extension | |  | d. | a differentiation strategy |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-6 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:31 PM | | *DATE MODIFIED:* | 12/6/2017 3:32 PM | |

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| **Scenario 1-3**  A videogame company, Nintendo, launched an innovative motion-sensing gaming console called the Wii. The Wii quickly took over as the leading gaming console because of its unique activity-enabling qualities, and for nearly four years, it dominated hardware sales in the gaming industry as any true competition for the product was yet to be introduced. However, this changed when Sony introduced its own motion-detecting gaming system to the market, the PlayStation Move. Sony has marketed the product as a superior product to Nintendo’s, claiming that it is more precise and flaunts the PlayStation’s high quality graphics. Sony’s Move has been a topic of great debate, but the reception of the product over the long haul is yet to be seen. To dethrone the Wii, Sony will need to find a way to appeal to those who have not yet bought into “motion gaming.” And of course, it wouldn’t hurt if Sony somehow finds a way to entice Nintendo followers to switch over to its newest addition to the gaming industry. |

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| 88. (Scenario 1-3) Sony created advertisements for its new motion-detecting gaming system to attract the attention of school-going children. The school-going children are Sony's \_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | trade channel | |  | b. | target audience | |  | c. | sponsors | |  | d. | clients |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *PREFACE NAME:* | New Preface | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:34 PM | | *DATE MODIFIED:* | 12/6/2017 3:37 PM | |

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| 89. (Scenario 1-3) Which of the following activities, if performed, would be considered part of Sony's marketing mix?   |  |  |  | | --- | --- | --- | |  | a. | Forecasting a five-year financial plan to expand the firm | |  | b. | Restructuring the organization to increase employee efficiency | |  | c. | Hiring more workers into the firm | |  | d. | Launching an advertisement campaign in schools |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:38 PM | | *DATE MODIFIED:* | 12/6/2017 3:39 PM | |

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| 90. (Scenario 1-3) Individuals who have been using the Wii do not want to switch to the Move because they relate Wii to a superior gaming experience and also because it has been in the market for a long time. The Wii is an example of a product that has \_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | brand equity | |  | b. | brand variance | |  | c. | brand extension | |  | d. | elasticity of demand |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:41 PM | | *DATE MODIFIED:* | 12/6/2017 3:42 PM | |

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| 91. (Scenario 1-3) If Sony uses advertisements that focus on the niche characteristics of Move that Wii does not have, the company is using:   |  |  |  | | --- | --- | --- | |  | a. | external positioning. | |  | b. | institutional advertising. | |  | c. | brand extension. | |  | d. | internal positioning. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:44 PM | | *DATE MODIFIED:* | 12/6/2017 3:45 PM | |

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| **Scenario 1-4**  Target, a global discount retailer, generates around 65 billion dollars in sales annually. Additionally, the company employs more than 360,000 people worldwide. Target stores carry just about every major brand imaginable. Target also carries a number of its own brands including Market Pantry, Archer Farms, and Up and Up. Each of the brand labels appears on different products throughout the store—for example, the Archer Farms label appears on the retailer’s highest quality foods. The Market Pantry label appears on food items as well; however, these items are often sold at a significantly lower price. The Up and Up label is on a large range of products ranging from paper products to household cleaning supplies. |

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| 92. (Scenario 1-4) The company's goal is for a product with any one of Target’s in-house brand labels on it to be known by consumers for the values of the brand—both tangible and intangible. Thus, in this scenario, Target's goal is to \_\_\_\_\_\_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | create elasticity of demand | |  | b. | conduct market segmentation | |  | c. | establish brand loyalty | |  | d. | stimulate latent promotion |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *PREFACE NAME:* | New Preface | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:47 PM | | *DATE MODIFIED:* | 12/6/2017 3:51 PM | |

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| 93. (Scenario 1-4) In one city, Walmart, a competing retail outlet, opens a store across the street from Target and a battle for business follows. To distinguish their stores from one another, both retailers create a series of new commercials to help promote their brand. Target’s commercials emphasize the fast, fun and friendly service that it provides for its guests, and uses several celebrity endorsements. Meanwhile, Walmart runs three different commercials that focus on the low prices of its products. This is an example of:   |  |  |  | | --- | --- | --- | |  | a. | corporate advertising. | |  | b. | internal positioning. | |  | c. | external positioning. | |  | d. | product placement. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking STA - BUSPROG: Reflective Thinking STATE | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 3:53 PM | | *DATE MODIFIED:* | 12/6/2017 3:55 PM | |

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| 94. (Scenario 1-4) In a majority of Target’s promotions, the store is marketed as “upscale,” and this is demonstrated through its prices, which are generally higher than its biggest competitor, Walmart. Still, even in times of recession, Target continues to increase its annual revenues and retain many of its customers. This can be attributed to:   |  |  |  | | --- | --- | --- | |  | a. | Target’s low brand equity. | |  | b. | the inelasticity of demand shown by many of the company’s customers. | |  | c. | Target’s increase in gross domestic product (GDP). | |  | d. | the elasticity of demand shown by many of the company’s customers. |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective thinking | | *STATE STANDARDS:* | United States - OH - DISC: Pricing | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 4:01 PM | | *DATE MODIFIED:* | 12/6/2017 4:02 PM | |

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| 95. (Scenario 1-4) In a Facebook ad, Target purchases and runs a message that does not refer to any of the products it carries. Instead, it mentions that employees from each of its national stores contribute to community projects such as The United Way. This is an example of:   |  |  |  | | --- | --- | --- | |  | a. | corporate advertising. | |  | b. | a public service announcement. | |  | c. | direct response advertising. | |  | d. | advocacy advertising. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *DIFFICULTY:* | Challenging | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Reflective Thinking | | *STATE STANDARDS:* | United States - OH - DISC: Promotion | | *KEYWORDS:* | Bloom's: Application | | *DATE CREATED:* | 12/6/2017 4:04 PM | | *DATE MODIFIED:* | 12/6/2017 4:05 PM | |

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| 96. What is advertising? Define. What are the three criteria that must be met for communication to be considered an advertisement? How does a public service announcement differ from advertising in the ways that it meets, or fails  to meet, each of these criteria?   |  |  | | --- | --- | | *ANSWER:* | Advertising is a paid, mass-mediated attempt to persuade.    The three criteria that must be met for a communication to be considered an advertisement are that it must be paid for, it must be mass mediated, and it must be an attempt to persuade.    A public service advertisement is mass mediated and involves an attempt to persuade. However, by definition, a public service announcement is not paid for and cannot be considered advertising. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-1 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Comprehension | | *DATE CREATED:* | 12/6/2017 4:07 PM | | *DATE MODIFIED:* | 12/6/2017 4:07 PM | |

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| 97. Describe briefly what a target audience means. Discuss any two audience categories.   |  |  | | --- | --- | | *ANSWER:* | A target audience is a particular group of consumers singled out by an organization for an advertising or IBP campaign. These target audiences are singled out because the firm has discovered that these specific audience members like the product category and might  prefer their particular brand within that product category. Target audiences are always potential audiences because a company can never be sure that the message will actually get through to them as intended.    Audience Categories:    Household consumers: They are the most conspicuous audience because most mass media advertising is directed at them.    Members of business organizations: They are the target of advertising for firms that produce business or industrial goods and services. Not-for-profit businesses such as universities, some research laboratories, philanthropic groups, and cultural organizations also represent an important and separate business audience for advertising. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-3 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Customer | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 4:09 PM | | *DATE MODIFIED:* | 12/6/2017 4:09 PM | |

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| 98. Define marketing. Describe the marketing mix and the role of advertising in it.   |  |  | | --- | --- | | *ANSWER:* | Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. These four areas of responsibility and decision making in marketing are referred to as the "marketing mix." The word mix is used to describe the blend of strategic emphasis on the product versus its price versus its promotion (including advertising) versus its distribution when a brand is marketed to consumers. This blend, or mix, results in the overall marketing program for a brand. Advertising is important, but it is only one of the major areas of marketing responsibility and it is only one of many different IBP tools such as social media relied on in the marketing mix. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-4 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Knowledge | | *DATE CREATED:* | 12/6/2017 4:11 PM | | *DATE MODIFIED:* | 12/6/2017 4:13 PM | |

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| 99. A brand is greatly shaped and impacted by advertising. List five ways in which advertising influences brand management and explain each of them briefly.   |  |  | | --- | --- | | *ANSWER:* | Advertising can affect a brand in five broad ways:    By informing and persuading: Target audiences can learn about a brand’s features  and benefits through advertising. No other variable in the marketing mix is designed to accomplish this communication.    By introducing new brands or brand extensions: Advertising is absolutely critical when organizations introduce a new brand or extensions of existing brands to the market. When brand extensions are brought to market, advertising and IBP play a key role in attracting attention to the brand—so much so that researchers now suggest  that “managers should favor the brand extension with a greater allocation of the ad budget. This is often accomplished with advertising working in conjunction with other promotional activities such as sales promotions and point-of purchase displays.    By building and maintaining loyalty among consumers: Loyalty to a brand is one of the most important assets a firm can have. Brand loyalty occurs when a consumer repeatedly purchases the same brand to the exclusion of competitors’ brands. Even though brand features are the most important influence on building and maintaining brand loyalty, advertising plays a key role in the process as well. Advertising reminds consumers of those brand features—tangible and intangible.    By creating an image and meaning for a brand: Advertising can communicate how a brand fulfills needs and desires and therefore plays an important role in attracting customers to brands that appear to be useful and satisfying. It can also help link a brand’s image and meaning to a consumer’s social environment and to the larger culture, and in this way, advertising can actually deliver a sense of personal connection for  the consumer.    By building and maintaining brand loyalty within the trade: Wholesalers, retailers, distributors, and brokers can favor one brand over others given the proper support from a manufacturer. Advertising and particularly advertising integrated with other brand promotions is an area where support can be given. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 4:13 PM | | *DATE MODIFIED:* | 12/6/2017 4:13 PM | |

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| 100. Briefly explain the concepts of market segmentation, differentiation, and positioning.   |  |  | | --- | --- | | *ANSWER:* | Advertising helps a firm implement the important market strategies of market segmentation, differentiation, and positioning.    Market segmentation is the process of breaking down a large and widely varied market (a heterogeneous market) into many smaller sub-markets or segments (homogeneous markets) based on certain consumer characteristics. Underlying the strategy of market segmentation  are the facts that consumers differ in their wants and that the wants of one person can differ under various circumstances.    Differentiation is the process of creating a perceived difference, in the mind of the consumer, between a brand and its competition. The perceived differences can be tangible differences, or they may be based on image or style factors. The critical issue in differentiation is that consumers perceive a difference between brands.    Positioning is the process of designing a brand so that it can occupy a distinct and valued place in the target consumer’s mind relative to other brands. This distinctiveness can be communicated through advertising. The importance of positioning can be understood by  recognizing that consumers create a perceptual space in their minds for all the brands they might consider purchasing. A perceptual space is how one brand is seen on any number of dimensions—such as quality, taste, price, or social display value—in relation to those same dimensions in other brands. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-5 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Strategy | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 4:15 PM | | *DATE MODIFIED:* | 12/6/2017 4:15 PM | |

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| 101. What is integrated marketing communication (IMC)? Discuss the differences between integrated marketing communication and integrated brand promotion (IBP).   |  |  | | --- | --- | | *ANSWER:* | Beginning in about 1990, the concept of mixing various promotional tools was referred to as integrated marketing communications (IMC). However, the reality of promotional strategies in the 21st century demands that the emphasis on communication give way to an emphasis on the brand. IMC emphasizes the communication effort per se and the need for coordinated and synergistic messages. IBP retains the emphasis on coordination and synergy of communication but goes beyond the parameters of IMC. In IBP, the emphasis is on the brand and not just communication. With a focus on building brand awareness, identity, and ultimately preference, the IBP perspective recognizes that coordinated promotional messages need to have brand-building effects in addition to the communication effects. | | *POINTS:* | 1 | | *DIFFICULTY:* | Moderate | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *LEARNING OBJECTIVES:* | AIBP..1-6 | | *NATIONAL STANDARDS:* | United States - BUSPROG: Analytic | | *STATE STANDARDS:* | United States - OH - DISC: Marketing Plan | | *KEYWORDS:* | Bloom's: Comprehension | | *DATE CREATED:* | 12/6/2017 4:17 PM | | *DATE MODIFIED:* | 12/6/2017 4:17 PM | |