

# Test Bank

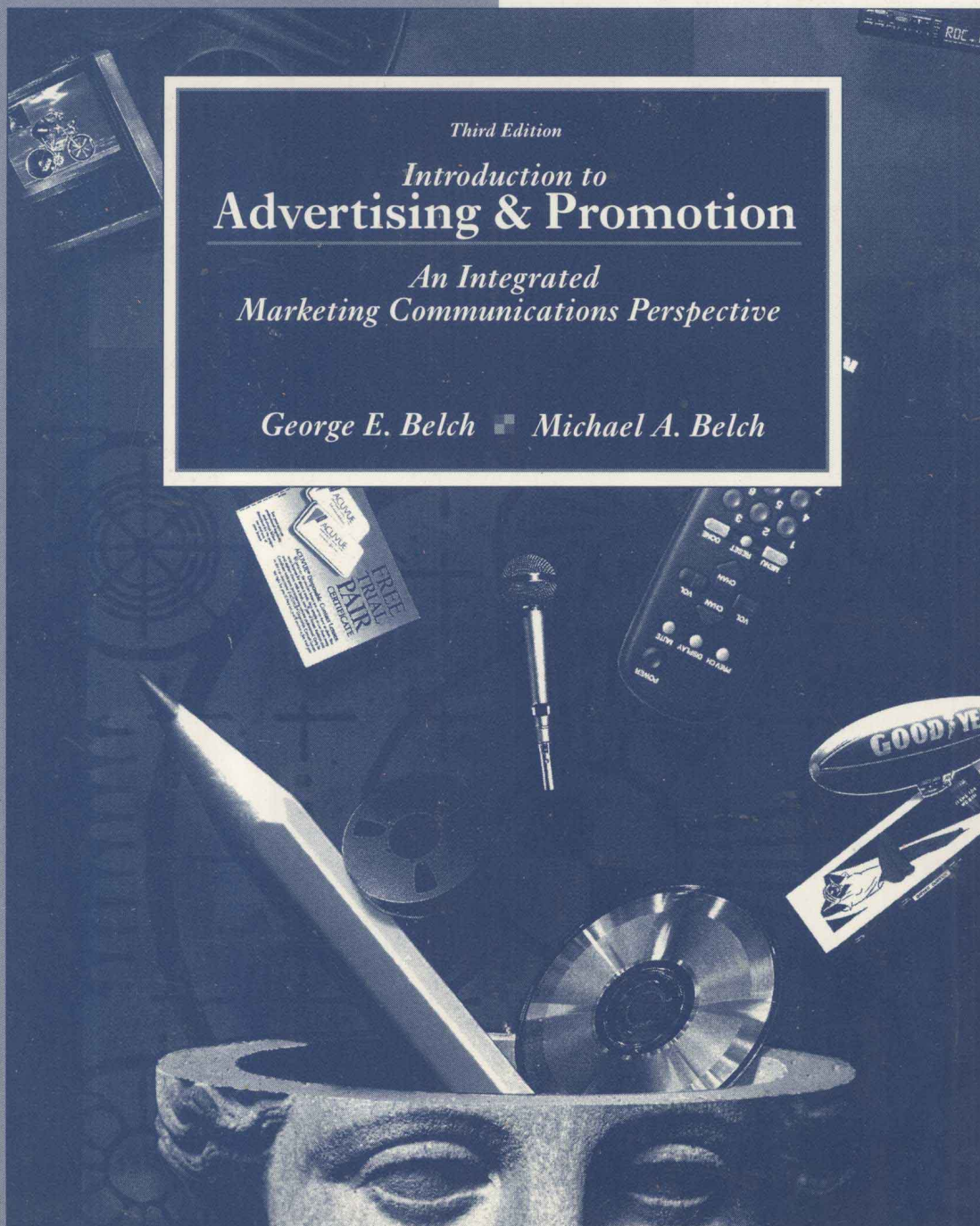
to accompany

*Third Edition*

## *Introduction to* **Advertising & Promotion**

*An Integrated  
Marketing Communications Perspective*

*George E. Belch ■ Michael A. Belch*



# TEST BANK

to accompany

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## INTRODUCTION TO ADVERTISING AND PROMOTION

AN INTEGRATED MARKETING  
COMMUNICATIONS PERSPECTIVE

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Third Edition

**George E. Belch**

**Michael A. Belch**

*Both of San Diego State University*

**IRWIN**

Chicago • Bogotá • Boston • Buenos Aires • Caracas  
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Number of Questions	Level of Difficulty
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True-False _____	_____
Multiple Choice _____	_____
Essay _____	_____

(Example: Chapter 1-3, 60 Total, 25 T/F any, 25 M/C medium, 10 essay difficult)

**SPECIFIC QUESTION SELECTION**

CHAPTER NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER	QUESTION NUMBER
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TOTAL QUESTIONS \_\_\_\_\_

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## Chapter 1. An Introduction to Advertising and Promotion

- 1-1  
C  
Med  
P. 3
- The joint promotion where stars of various NBC television programs were featured on boxes of Kellogg's cereals is an example of:
- The effective use of media advertising to promote NBC TV shows
  - The effective use of direct marketing to sell cereal
  - A joint promotional effort that effectively utilized integrated marketing communications to gain competitive advantage for both companies
  - The increasing importance of media advertising as the primary way of promoting a product
  - A promotional program based primarily on publicity
- 1-2  
C  
Easy  
P. 4
- The amount of money spent on advertising in the United States in 1993 was approximately:
- \$50 billion
  - \$80 billion
  - \$139 billion
  - \$170 billion
  - \$200 billion
- 1-3  
D  
Easy  
P. 4
- Advertising expenditures outside of the United States:
- Doubled between 1980 and 1993
  - Were approximately \$130 billion in 1993
  - Decreased slightly during the 1980s
  - Increased from \$55 billion in 1980 to \$170 billion in 1993
  - Are the same on a per capita basis as in the United States
- 1-4  
E  
Med  
P. 4
- Spending on advertising and other forms of promotion:
- Has been increasing in the U.S. but declining in the rest of the world
  - Has been decreasing in the U.S. but increasing in the rest of the world
  - Has been increasing in the U.S. as well as the rest of the world
  - Is higher on a per capita basis in the U.S. than in other countries of the world
  - Both c & d are correct
- 1-5  
D  
Easy  
P. 6
- The central concept of study in marketing is:
- Supply and demand
  - Economics
  - Advertising
  - Exchange
  - Promotion

- 1-6 Which of the following are necessary for exchange to occur:  
D a. There must be two parties with something of value to one another  
Easy b. Each party must have a desire to give something of value to the  
P. 6 other party  
c. The parties involved in the exchange process must have a way of communicating with one another  
d. All of the above are necessary for exchange to occur  
e. All except a are necessary for exchange to occur
- 1-7 The controllable elements of product, promotion, price and place  
B (distribution) which are used to facilitate exchange in a marketplace  
Med are commonly referred to as:  
P. 6 a. The promotional mix  
b. The marketing mix  
c. The advertising mix  
d. Exchange  
e. None of the above
- 1-8 That all of an organization's marketing and promotional elements and  
C activities communicate with its customers is the central theme of:  
Med a. The concept of the marketing mix  
P. 7 b. The concept of exchange  
c. The concept of integrated marketing communications  
d. The concept of the promotional mix  
e. The advertising concept
- 1-9 A concept of marketing communications planning that recognizes the  
D added value of a comprehensive plan that evaluates the strategic role  
Easy of a variety of communication disciplines and combines them to provide  
P. 7 clarity, consistency and maximum impact is:  
a. The marketing concept  
b. The promotional mix concept  
c. The exchange concept  
d. Integrated marketing communications  
e. Promotional planning
- 1-10 Advocates of integrated marketing communications would argue that:  
D a. A company communicates with its customers primarily through media  
Med advertising  
P. 7-8 b. A company communicates with its customers primarily through sales promotion  
c. Package design is the most important way of communicating with customers  
d. All of a company's marketing activities are a way of communicating with its customers  
e. None of the above

- 1-11 The goal of an integrated marketing communications program is:  
A a. To have all of a company's marketing and promotional activities  
Med project a consistent image to its customers  
P. 7-8 b. To distribute a product through upscale retail outlets  
c. To communicate with customers primarily through advertising  
d. To use high price to connote quality  
e. All of the above
- 1-12 Which of the following is (are) a reason(s) why marketers are adopting  
E the concept of integrated marketing communications?  
Med a. They recognize the value of strategically integrating the  
P. 8-9 various communication functions  
b. Traditional media advertising has become too expensive and less  
cost effective  
c. The shift in marketplace power from manufacturers to retailers  
is leading marketers to allocate less money to advertising and  
consider promotional tools that can provide immediate results  
d. The rapid growth and development of database marketing is  
prompting firms to target consumers through a variety of direct  
marketing methods  
e. All of the above are reasons
- 1-13 Which of the following entities is being threatened the most by the  
D marketing revolution and growth of integrated marketing  
Med communications?  
P. 9 a. Direct marketing companies  
b. Consumer product companies  
c. Business-to-business marketers  
d. Traditional advertising agencies  
e. Sales promotion firms
- 1-14 The coordination of all seller initiated efforts to set up channels of  
D information and persuasion to sell goods and services is a definition  
Med of:  
P. 9 a. Publicity  
b. Advertising  
c. Sales promotion  
d. Promotion  
e. Marketing
- 1-15 Which of the following is NOT an element of the promotional mix?  
A a. Price  
Med b. Advertising  
P. 9-16 c. Personal Selling  
d. Sales promotion  
e. Public relations

- 1-16 The basic elements that are used to accomplish an organization's  
C communication objectives are referred to as:  
Med a. The marketing mix  
P. 9 b. Marketing strategy  
c. The promotional mix  
d. Advertising  
e. Public relations
- 1-17 Any paid form of nonpersonal presentation of ideas, goods, or services  
A by an identified sponsor using predominantly the media of mass  
Easy communication is:  
P. 11 a. Advertising  
b. Personal selling  
c. Selling support by resellers in a channel of distribution.  
d. Publicity  
e. Sales promotion
- 1-18 Advertising may be defined as:  
A a. Paid forms of nonpersonal communication about a product, service  
Med or company.  
P. 11 b. Any communication about a product, service or company.  
c. Multi-level marketing.  
d. Personal communication from a company representative to  
prospective buyers.  
e. Nonpersonal communication about a product or service that is not  
paid for or run under identified sponsorship.
- 1-19 If a company wanted to reach a large consumer audience and create a  
A symbolic image or appeal for a new brand, which promotional mix  
Med element would probably be used?  
P. 11 a. Advertising  
b. Personal selling  
c. Sales promotion  
d. Publicity  
e. Public relations
- 1-20 A system of marketing by which organizations communicate directly with  
C target customers to generate a response and/or a transaction is:  
Med a. Advertising  
P. 11 b. Sales promotion  
c. Direct marketing  
d. Publicity  
e. Public relations



- 1-21 Which of the following is correct regarding direct marketing?  
E a. Direct marketing and direct mail are synonymous  
Med b. Direct marketing includes a variety of techniques and activities  
P. 11-12 such as direct mail, telemarketing, direct selling and direct-response advertising  
c. Direct marketing is rarely used by consumer product companies who distribute their products through retail stores  
d. Business-to-business marketers often use direct marketing to identify potential sales lead, communicate with customers and provide them with information about their products or services  
e. Both b and d are correct
- 1-22 Those marketing activities that provide extra value or incentives for purchasing a product such as coupons and premiums are called:  
D a. Direct marketing  
Med b. Advertising  
P. 12 c. Public relations  
d. Sales promotion  
e. Brand equity
- 1-23 Sales promotions targeted to the ultimate users of a product such as sampling, coupons, contests or sweepstakes are known as:  
A a. Consumer-oriented sales promotion  
Med b. Trade-oriented sales promotion  
P. 12 c. Direct marketing incentives  
d. Public relations  
e. Short-term promotions
- 1-24 Sales promotion programs targeted toward marketing intermediaries such as wholesalers, distributors and retailers are known as:  
B a. Consumer-oriented sales promotion  
Med b. Trade-oriented sales promotion  
P. 12 c. Dealer incentives  
d. Direct marketing  
e. Integrated promotions
- 1-25 Nonpersonal communication not directly paid for nor run under identified sponsorship is known as:  
C a. Advertising  
Med b. Sales promotion  
P. 15 c. Publicity  
d. Public relations  
e. Personal selling

- 1-26 Which of the following is correct in comparing publicity and public relations?  
C  
Hard  
P. 15-16
- Publicity generally has a broader purpose and objective than public relations.
  - Publicity is the only tool used in a firm's public relations efforts.
  - Publicity is one of the most important communication techniques used in public relations.
  - Publicity has more of a long term on-going purpose than public relations.
  - None of the above.
- 1-27 Which of the following is a disadvantage associated with publicity?  
C  
Med  
P. 15-16
- High cost of implementation.
  - Relatively low credibility.
  - Lack of control afforded the company.
  - Problems related to market segmentation.
  - Problems related to market aggregation.
- 1-28 Which of the following is NOT a technique used to generate publicity?  
E  
Med  
P. 15
- New releases
  - Feature articles
  - Films/tapes
  - Photographs
  - All of the above can be used to generate publicity.
- 1-29 Because of the perceived objectivity of the source, which element of the promotional mix is usually regarded as most credible?  
B  
Med  
P. 15
- Advertising
  - Publicity
  - Price
  - Sales promotion
  - Direct marketing
- 1-30 Public relations involves all of the following except:  
C  
Med  
P. 16
- Sponsorship of charity events.
  - Execution of programs to gain consumer acceptance of the company.
  - Product design.
  - Evaluating public attitudes.
  - Publicity.
- 1-31 When an organization systematically plans and distributes information in an attempt to control and manage the nature of the publicity it receives and its image, it is engaging in a function known as:  
D  
Med  
P. 16
- Image management
  - Advertising
  - Integrated marketing
  - Public relations
  - Sales promotion

- 1-32 This promotional mix element allows for direct contact between a buyer  
E and seller and allows a message to be modified according to the needs  
Med or reactions of the customer:  
P. 16 a. Advertising  
b. Direct mail  
c. Public relations  
d. Sales promotion  
e. Personal selling
- 1-33 Promotional management can best be described as:  
C a. Placing coupons in each Sunday edition of major newspapers.  
Med b. Combining price lining with concentrated marketing.  
P. 16-17 c. Effectively coordinating the promotional mix elements to develop  
an effective communication program.  
d. Promoting sales personnel with an MBO approach.  
e. Advertising on broadcast and in print media.
- 1-34 Business-to-business marketers rely heavily on which of the following  
D promotional tools?  
Med a. Advertising  
P. 17 b. Coupons  
c. Direct mail  
d. Personal selling  
e. Public service announcements
- 1-35 The framework for developing, implementing and controlling an  
B organization's integrated marketing communications program and  
Med activities is known as:  
P. 18 a. The integrated plan  
b. The promotional plan  
c. The internal analysis  
d. The external analysis  
e. The communications process
- 1-36 A written document that describes the overall marketing strategy and  
B programs developed for an organization, product line or brand is known  
Med as:  
P. 18 a. The promotional plan  
b. The marketing plan  
c. The communications plan  
d. The internal analysis  
e. The external analysis
- 1-37 A marketing plan usually includes all of the following except:  
B a. A program for implementing marketing strategy.  
Med b. A method of hiring all personnel.  
P. 18 c. A way to monitor and evaluate performance.  
d. The establishment of marketing objectives.  
e. A detailed situation analysis.

- 1-38 The first step in the promotional planning process is:  
C a. Situation analysis.  
Med b. Budget determination.  
P. 18 c. A review of the marketing plan.  
d. Specification of communications objectives.  
e. Develop promotional mix strategies.
- 1-39 An internal situation analysis includes all of the following except:  
A a. Competitive analysis.  
Med b. Corporate and brand image analysis.  
P. 21 c. Organization of the promotional department.  
d. Results of the firm's previous promotional programs.  
e. Ability of the firm to implement new promotional programs.
- 1-40 An external situation analysis could include all of the following  
B except:  
Med a. Competitive analysis.  
P. 21 b. Organization of a firm's promotional department.  
c. A review of legal and regulatory factors.  
d. Analysis of overall economic trends in society.  
e. Analysis of consumer purchase patterns and behavior.
- 1-41 The situation analysis stage of the promotional planning process helps  
C to:  
Hard a. Specify the media to be used in the promotions strategy.  
P. 19-23 b. Designate the pricing strategy and tactics that a firm should use.  
c. Accurately assess the relevant problems and opportunities that confront a firm in developing marketing and promotional plans.  
d. Decide on channels of distribution.  
e. All of the above.
- 1-42 Criteria such as sales, market share and profitability are often  
B utilized as:  
Med a. Communication objectives  
P. 22 b. Marketing objectives  
c. Advertising platforms  
d. Segmentation approaches  
e. External analysis factors
- 1-43 Communications objectives include all of the following except:  
E a. Creating awareness of the attributes of a brand or product.  
Med b. Creating a favorable attitude about a product.  
P. 22-23 c. Helping to develop consumers' intentions to purchase a product.  
d. Creating awareness about a new brand.  
e. Increasing sales volume.