

Chapter 10 Sample Questions

1. A firm's advertising budget is impacted by all of the following EXCEPT
 - a. the nature of the target market
 - b. the importance of advertising to the firm's image and positioning
 - c. the stage of the firm's product in the product life cycle
 - d. the marketing activities of the competition
2. Seasonal products such as ski apparel and beach products should use what type of advertising schedule?
 - a. continuous
 - b. flighting
 - c. pulsing
 - d. weekly
3. Several activities define public relations. The most important of those activities and the main reason why public relations exists is to
 - a. develop relationships with the media
 - b. manage unfavorable stories and events
 - c. build and maintain a positive image
 - d. generate buzz about advertising when no product news exists
4. When beginning a new public relations program, the first step is to
 - a. determine existing attitudes of customers and the general public
 - b. review existing PR practices
 - c. contact the media to generate buzz
 - d. define the problems that currently exist with PR activities
5. Sales promotions provide all of the following EXCEPT
 - a. an extra incentive for consumers to buy
 - b. a tool to generate sales now as opposed to later
 - c. a device to target different customer groups
 - d. sales promotions provide all of the above
6. Assume that Samsung develops a new tablet computer with 3D capabilities. In order to stimulate trial, Samsung should use which of the following promotional tools?
 - a. an initial discount such as a rebate
 - b. a loyalty program which offers future discounts on Samsung purchases
 - c. a trade allowance on future purchases
 - d. a contest to describe what Samsung means to consumers

7. Several promotional techniques are capable of building involvement and attachment with the brand. Which of the following promotional tactics does NOT increase brand equity?
 - a. contests such as “What Makes a Brawny Man?”
 - b. rebates
 - c. self-liquidating premiums
 - d. loyalty programs for repeat buyers

8. A major weakness of using coupons as a promotional tool is
 - a. consumers are unlikely to redeem them
 - b. companies typically use other promotional tools to reach consumers
 - c. coupons do not encourage immediate purchase
 - d. coupons reduce profit margins if loyal customers use them

9. If a marketer is interested in collecting information on potential customers as part of a sales promotion, they should consider using a
 - a. coupon
 - b. free premium
 - c. rebate
 - d. price discount

Answers

1. D
2. B
3. C
4. A
5. D
6. A
7. B
8. D
9. C