

Chapter 9 Sample Questions

1. The growth in the use of public relations is directly related to the development of which marketing era?
 - a. Production Era
 - b. Sales Era
 - c. Market Orientation Era
 - d. Social Orientation Era
2. A marketing plan includes several basic elements. Which of the following is NOT a basic element of a marketing plan?
 - a. situation analysis
 - b. specific marketing objectives
 - c. a program for implementing the strategy
 - d. procedures for developing a new marketing program
3. Advertisements by the Home Builders Association (HBA) of Reno telling consumers that now is a great time to buy a home is what form of advertising?
 - a. Universal Advertising
 - b. Primary Demand Advertising
 - c. Targeted Advertising
 - d. Selective Demand Advertising
4. Which of the following forms of IMC does NOT involve direct, real time interactions between the marketer and the customer?
 - a. sales promotion
 - b. personal selling
 - c. interactive marketing
 - d. all of the above involve direct, real time interactions
5. A source's credibility is determined by several factors. A source's knowledge, skill, and experience is known as
 - a. expertise
 - b. believability
 - c. trustworthiness
 - d. objectivity
6. Consumers often think that political ads lack credibility. However, when consumers eventually adopt the position shared in the ad, this is known as
 - a. subconscious attitude influence
 - b. cognitive dissonance
 - c. the sleeper effect
 - d. disparity of influence

7. Companies spend millions of dollars a year on celebrity endorsers because they are attractive to regular consumers. Which of the following dimensions of attractiveness do celebrity endorsers NOT appeal to?

- a. likeability
- b. similarity
- c. familiarity
- d. celebrity endorsers appeal to all of the dimensions of attractiveness

Answers

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