

Sample Questions for Chapter 9 IMC

1. As the number of communication media has increased, the task of understanding how best to reach target customers has become easier.

True False*

2. Encoding means converting the sender's ideas into a message, which could be verbal, visual or both.

True* False

3. Though a picture may be worth a thousand words, the most important facet of encoding is not what is received but what is sent.

True False*

4. If there is a difference between the message that is sent and the message that is received, it is probably due to noise.

True* False

5. Though advertising experts wish it were true, there is not always a direct link between a particular marketing communication and a consumer's purchase.

True* False

6. "Top-of-mind awareness" is when consumers indicate that they know the brand when the name is presented to them.

True False*

7. Betty is assessing the effect of her firm's marketing communications. She should remember that the ultimate goal is to drive the receiver to action.

True* False

8. Mobile marketing involves marketing to customers through wireless handheld devices such as mobile phones.

True* False

9. Because the goals of IMC are only part of the overall promotional plan, they do not need to be explicit or measurable.

True False*

10. It may take several exposures to marketing communications before consumers are moved to buy.

True* False

11. When a company's communications budget is based on a percentage of forecasted sales, this is known as competitive parity.

True False*

12. Gross Rating Points (GRP) measure how often the audience is exposed to a communication within a specified period of time.

True False*

13. Frequency describes the percentage of the target population exposed to a specific marketing communication, such as advertisement, at least once.

True False*

14. Integrated marketing communications represents the _____ P in the four Ps of a firm's marketing mix.

- A. Pricing
- B. Product
- C. Promotion*
- D. Place
- E. Partnering

15. Integrated marketing communications include all of the following EXCEPT:

- A. personal selling.
- B. advertising.
- C. public relations.
- D. supply chain management.*
- E. direct marketing.

16. Garrett works for a small chain of convenience stores. He is trying to coordinate his firm's IMC efforts. Garrett's IMC goal is to:

- A. overwhelm the competition.
- B. overwhelm the consumer.
- C. integrate supply chain efficiency into the marketing mix communication lagged effect model.
- D. maximize noise and avoid using rule-of-thumb encoding.
- E. provide clarity, consistency, and maximum communicative impact.*

17. Carlos owns a chain of retail electronic stores. He is evaluating how he allocates his firm's IMC budget. He receives offers from a variety of advertising media, spends money on his firm's public relations efforts, and is considering electronic media alternatives. Carl recognizes each IMC alternative:

- A. can be evaluated using Web-tracking software.
- B. is part of the whole.*
- C. is part of noncommercial free speech.
- D. is less important than stealth marketing.
- E. is dictated by the nature of the supply chain.

18. Gerald knows which IMC communication channels are available and knows how he will measure the results of his IMC efforts. To implement his IMC efforts, Gerald also needs to:

- A. integrate his pricing strategy with his event sponsorships.
- B. effectively decode his communications.
- C. maximize stealth marketing efforts.
- D. focus his efforts on his target audiences(s).*
- E. all of these.

19. In the IMC communication process, the _____ encodes the marketing communication message.

- A. instructor
- B. sender
- C. transmitter*
- D. communication channel
- E. receiver

20. _____ means converting the sender's ideas into a message, which could be verbal, visual or both.

- A. Decoding
- B. Stealth marketing
- C. Precoding
- D. Encoding*
- E. Tracking

21. _____ refers to the process by which the receiver interprets the sender's message.

- A. Decoding*
- B. Stealth marketing
- C. Precoding
- D. Encoding
- E. Tracking

22. _____ is any interference in the IMC process.

- A. Translation
- B. Looping
- C. Excessive reach
- D. Noise*
- E. Feedback

23. In the IMC process, noise can occur as a result of lack of message clarity, a poor choice of medium, and:

- A. competing messages.*
- B. an extended feedback loop.
- C. indirect encoding.
- D. inhibited decoding.
- E. excessive reach.

24. National manufacturers and retailers often pay a service provider to monitor television ads around the country, in order to ensure that their ads are seen in their entirety during the time frames that were purchased. This service provider is monitoring for IMC noise problems associated with:

- A. competing messages.
- B. lack of clarity in the message.
- C. a poor choice of medium.
- D. a flaw in the medium.*
- E. an extended feedback loop.

25. Which of the following is NOT one of the steps in the AIDA model?

- A. Awareness
- B. Intention*
- C. Action
- D. Desire
- E. Interest

26. In the AIDA model, marketing communications move consumers stepwise:

- A. through an integrated lagged effect simulation process.
- B. from attention to awareness.
- C. decoding to encoding.
- D. through a series of mental stages.*
- E. all of these.

27. _____ refers to a potential customer's ability to recall that the brand name is a particular type of retailer, product or service.

- A. Product familiarity
- B. Brand association
- C. Brand awareness*
- D. Marketing recall
- E. Cognitive association

28. If the marketing communication has captured the interest of its target market, the goal of subsequent IMC messages should be to move the consumer from:

- A. "I want it" to "I like it."
- B. action to desire.
- C. "I like it" to "I want it."*
- D. awareness to action.
- E. feeling to thinking.

29. The tactical goal of any marketing communication is to:

- A. maximize sales.
- B. increase public relations click-through rates.
- C. overwhelm negative publicity with commercial speech.
- D. replace cause-related marketing with non-cause-related marketing.
- E. get the right message to the right audience through the right media.*

30. The ultimate objective of any marketing communication strategy is to:

- A. maximize the achievement of the sender's goals (e.g., profits, sustainable competitive advantage).
- B. increase public relations click-through rates.
- C. overwhelm negative publicity with commercial speech.
- D. replace cause-related marketing with non-cause-related marketing.
- E. get the right message to the right audience through the right media.*

31. Many marketers are shifting marketing communication resources away from advertising and toward:

- A. direct marketing.
- B. website development.
- C. product placement.
- D. Internet advertising.
- E. all of these.*

32. One of the benefits of media fragmentation is it has allowed IMC planners to:

- A. target their desired audience more precisely.*
- B. reduce their promotional expenditures.
- C. simplify IMC decoding.
- D. reduce the lagged effect.
- E. expand the use of rule-of-thumb budgeting.

33. Compared to other IMC alternatives, advertising is extremely effective for:

- A. closing a sale.
- B. efficient message decoding.
- C. reducing the potential for noise.
- D. creating awareness and generating interest in a product.*
- E. repositioning consumers in the AIDA model.

34. Public relations is the component of IMC that:

- A. supports other promotional efforts by generating "sponsor-free" media attention.*
- B. has received the greatest increase in spending.
- C. converts mass media advertising into direct marketing.
- D. most effectively uses IMC encoding.
- E. generates the most gross rating points.

35. Marketers use corporate blogs to:

- A. create positive word of mouth.
- B. build customer loyalty.
- C. gather feedback.
- D. respond directly to customers.
- E. all of these.*

36. Lamar is assessing the **long-term** effectiveness of his firm's IMC efforts. He will probably analyze the firm's success in:

- A. expanding customer loyalty by closing the feedback loop.
- B. increasing market share, profitable sales, and customer loyalty.*
- C. increasing inquires, awareness, and trial of her firm's services.
- D. shifting customers to rule-of-thumb budgeting.
- E. increasing the lagged effect.

37. Julie is developing a budget for her firm's IMC program. First she sets objectives. Then she chooses media, and finally she determines the cost for each product to be promoted. Julie is using the _____ method of establishing an IMC budget.

- A. reach and frequency
- B. track and decode
- C. objective-and-task*
- D. rule-of-thumb
- E. sender-receiver

38. Yolanda asked her firm's advertising agency to estimate how often consumers saw her firm's IMC message and what percentage of the target audience was exposed to the message. Yolanda is asking for _____ data.

- A. parity and affordability
- B. sales and promotion
- C. attitude change
- D. rule-of-thumb
- E. frequency and reach*

39. When Yolanda asked her firm's advertising agency to estimate how often consumers saw her firm's IMC message and what percentage of the target audience was exposed to the message, she was told the reach was 40, the frequency was 4 and the competitive parity was 10. The gross rating points for her firm's campaign were:

- A. 160*
- B. 1600
- C. 400
- D. 40
- E. The answer cannot be determined from this information.

40. Jim was asked to determine the ROI for a particular advertising effort. To do so, he needs to know:

- A. the internal rate of return and the projected expenditure level.
- B. the total number of units sold and the total cost of sales.
- C. sales revenue and advertising cost.
- D. gross margin of sales due to advertising and advertising cost.*
- E. the advertising cost and the total communications expenditures.

41. If a company sets the communication budget so that the firm's share of communication expenses equals its share of the market, what IMC budgeting method is it using?

- A. Competitive parity*
- B. Percentage of sales
- C. Available budget
- D. Objective and task
- E. None of these

42. Budgeting for marketing expenses by using money available after operating costs and profits have been budgeted is known as the _____ method.

- A. available budget*
- B. competitive parity
- C. percentage of sales
- D. objective and task
- E. none of these.

43. An ad for Bud Light ran six times during a recently televised football game. When measuring IMC results for this ad, six would be the ____ for this telecast.

- A. frequency*
- B. reach
- C. gross rating points
- D. ROI
- E. click-through rate

44. If you send an email and include a link, you can track how many people took the desired action of clicking on the link. This is known as:

- A. the click through rate.*
- B. impressions.
- C. frequency.
- D. gross rating points.
- E. reach.

45. Which of the following is being used by a store owner who sends out a text message to all of her preferred customers announcing the arrival of this season's new clothing?

- A. Mobile marketing*
- B. Public relations
- C. Personal selling
- D. Sales promotions
- E. None of these