

**MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.**

- 1) Integrated Marketing Communications involves the coordination of all forms of marketing communications in a(n) \_\_\_\_\_ program that maximizes the impact on the intended target market. 1) \_\_\_\_\_
- A) long
  - B) unified
  - C) exciting
  - D) unique
  - E) advertising
- 2) Which of the following is not an element of Integrated Marketing Communications? 2) \_\_\_\_\_
- A) direct response communications
  - B) event marketing
  - C) media advertising
  - D) packaging
  - E) sales promotions
- 3) A television commercial for the TD Bank discussing their extended hours, exceptional customer service and new web banking offering, is an example of 3) \_\_\_\_\_
- A) interactive communications.
  - B) product advertising.
  - C) customer relationship management.
  - D) direct response communications.
  - E) promotional advertising.
- 4) Advertising that provides information about a branded product to help build its image in the minds of customers is 4) \_\_\_\_\_
- A) predictive advertising.
  - B) product advertising.
  - C) attitude advertising.
  - D) direct advertising.
  - E) promotion advertising.
- 5) Shoppers Drug Mart often runs newspaper advertisements which include a coupon. This type of advertising is classified as 5) \_\_\_\_\_
- A) price advertising.
  - B) promotional advertising.
  - C) direct response advertising.
  - D) misleading advertising.
  - E) product advertising.

- 6) Advertising that communicates a specific offer to encourage an immediate response from the target audience is called 6) \_\_\_\_\_
- A) promotional advertising.
  - B) integrated marketing communications.
  - C) direct marketing.
  - D) product advertising.
  - E) progressive advertising.
- 7) All of the following are examples of direct response communications, except for 7) \_\_\_\_\_
- A) catalogues.
  - B) coupons.
  - C) DRTV.
  - D) direct mail.
  - E) telemarketing.
- 8) The new emphasis that business organizations place on customer relationship management (CRM) combined with their ability to manage internal databases, is forcing them toward 8) \_\_\_\_\_
- A) sales promotion.
  - B) direct response and interactive communications.
  - C) sponsorships.
  - D) promotional advertising.
  - E) product advertising.
- 9) Sales promotion is used to 9) \_\_\_\_\_
- A) stimulate an immediate reaction from consumers and distributors.
  - B) increase advertising dollars.
  - C) influence the attitudes and opinions of reference groups.
  - D) increase the product mix.
  - E) capture information.
- 10) When Kraft Foods often offers a price discount to large grocery chains to encourage them to purchase goods in large quantities they are implementing a 10) \_\_\_\_\_
- A) retailing strategy.
  - B) pricing adjustment.
  - C) trade promotion.
  - D) personal selling option.
  - E) direct marketing campaign.
- 11) A press release issued to newspaper editors by Heinz announcing the launch of a new type of ketchup is an example of 11) \_\_\_\_\_
- A) newspaper advertising.
  - B) promotion.
  - C) direct response communications.
  - D) promotional advertising.
  - E) public relations.

- 12) A form of communications designed to gain public understanding and acceptance is called 12) \_\_\_\_\_  
A) promotional advertising.  
B) sponsorship.  
C) advertising.  
D) goodwill marketing.  
E) public relations.
- 13) In 2009, Mazda paid to support the Canadian broadcast of "So You Think You Can Dance" on television. In return, they were allowed to showcase their products during the show. This element of Integrated Marketing Communications is called 13) \_\_\_\_\_  
A) public relations.  
B) direct marketing.  
C) sponsorship.  
D) event marketing.  
E) advertising.
- 14) All of the following have contributed to the emergence of Integrated Marketing Communications, except 14) \_\_\_\_\_  
A) the impact of the internet.  
B) the increasing role of traditional advertising.  
C) the strategic focus on customer relationship management.  
D) the greater demand for efficiency and accountability.  
E) the expanding role of database marketing.
- 15) An analysis of media consumption trends indicates a move away from \_\_\_\_\_ forms of advertising. 15) \_\_\_\_\_  
A) traditional  
B) interactive  
C) integrated  
D) personalized  
E) electronic
- 16) Air Miles and Canadian Tire money are two examples of 16) \_\_\_\_\_  
A) customer relationship management programs.  
B) sponsorship.  
C) loyalty programs.  
D) customized programs.  
E) both A and C
- 17) A system that collects information about customers for analysis by managers in order to facilitate sound decisions is called a 17) \_\_\_\_\_  
A) database management system.  
B) P.O.S. system.  
C) mailing list.  
D) promotional system.  
E) direct marketing system.

- 18) One of the factors encouraging integrated marketing communications is the fact that senior management likes the idea of \_\_\_\_\_ results. 18) \_\_\_\_\_
- A) tangible
  - B) positive
  - C) integrated
  - D) intangible
  - E) progressive
- 19) Consumer behaviour can be defined as the combined acts carried out by individuals 19) \_\_\_\_\_
- A) that define mass consumption.
  - B) when choosing and using goods and services.
  - C) that are more obvious.
  - D) that defy logic.
  - E) that are characteristic of companies.
- 20) A motive is the condition that prompts the action that is taken to 20) \_\_\_\_\_
- A) determine market segments.
  - B) satisfy a need.
  - C) create store displays.
  - D) design packaging.
  - E) create an image.
- 21) A decision to invest in mutual funds could be motivated by this need in Maslow's hierarchy. 21) \_\_\_\_\_
- A) esteem
  - B) physiological
  - C) self-actualization
  - D) social
  - E) safety
- 22) The highest level of Maslow's hierarchy of needs is 22) \_\_\_\_\_
- A) safety.
  - B) self-actualization.
  - C) physiological.
  - D) esteem.
  - E) social.
- 23) A person's distinguishing psychological characteristics that lead to relative consistent and enduring responses to the environment in which that person lives is also called their 23) \_\_\_\_\_
- A) self concept.
  - B) demographics.
  - C) self image.
  - D) personality.
  - E) ideal self.
- 24) Self-concept theory states that the self has four components. These are 24) \_\_\_\_\_
- A) physiological, safety, social, and esteem.
  - B) real self, self-image, looking-glass self, and ideal self.
  - C) boomers, gen x, echo boomers, and busters.
  - D) users, influencers, buyers, and deciders.
  - E) when, how, why, and who buys.

- 25) Many important consumer decisions are based on 25) \_\_\_\_\_  
A) the intellectual self.  
B) the real and the self image.  
C) screened-out messages.  
D) significant exposure.  
E) the looking-glass self and the ideal self.
- 26) Based on what they hear, read and see about a product, as well as from the opinions of others they 26) \_\_\_\_\_  
have faith in, people form  
A) opinions.  
B) attitudes.  
C) a selective perception.  
D) a self image.  
E) a personality.
- 27) This level of selectivity causes us to screen out messages that conflict with previously learned 27) \_\_\_\_\_  
attitudes.  
A) selective exposure  
B) selective retention  
C) selective listening  
D) selective perception  
E) selective decision-making
- 28) This level of selectivity causes our minds to notice only information that interests us. 28) \_\_\_\_\_  
A) selective listening  
B) selective retention  
C) selective exposure  
D) selective decision-making  
E) selective perception
- 29) A student will tune out automobile advertising until he graduates and can then afford car 29) \_\_\_\_\_  
payments. This demonstrates the theory of  
A) self-concept.  
B) perception.  
C) Maslow's hierarchy.  
D) repositioning.  
E) positioning.
- 30) An individual's favourable or unfavourable feelings toward an idea or object are referred to as 30) \_\_\_\_\_  
A) motives.  
B) attitudes.  
C) perceptions.  
D) needs.  
E) impressions.

- 31) Many teenagers purchase products that they think will be perceived favourably by their friends. This is an example of the influence of a(n) 31) \_\_\_\_\_
- A) perception group.
  - B) reference group.
  - C) attitude.
  - D) safety need.
  - E) ideal self-concept.
- 32) Market segmentation is a three-step process of 1. identifying market segments by profiling the primary user 2. selecting the segments that offer the greatest profit potential and 3. 32) \_\_\_\_\_
- A) dividing the segment into homogeneous groups.
  - B) positioning the product so that it appeals to the target segment.
  - C) designing an ad to appeal to the segment.
  - D) using demographics to describe the segment.
  - E) using psychographics to describe the segment.
- 33) With demographic segmentation, target markets are identified and pursued on the basis of variables such as 33) \_\_\_\_\_
- A) opinions.
  - B) age.
  - C) lifestyle.
  - D) geographic location.
  - E) interests.
- 34) People born between 1946 and 1964 are and will continue to be a major buying influence for decades to come. Another name for this group is 34) \_\_\_\_\_
- A) the "net" generation.
  - B) the empty nesters.
  - C) the tweens.
  - D) the grey market.
  - E) the baby boomers.
- 35) Some companies focus on very small yet profitable market segments. This is called 35) \_\_\_\_\_
- A) direct segmentation.
  - B) micro-segmentation.
  - C) mini-segmentation.
  - D) demographic segmentation.
  - E) homogeneous segmentation.
- 36) A restaurant in downtown Vancouver has decided to sell only vegetarian sandwiches. They feel that this segment will be small, but very profitable. This is an example of 36) \_\_\_\_\_
- A) macro-segmentation.
  - B) target marketing.
  - C) geographic segmentation.
  - D) personality marketing.
  - E) micro-segmentation.

- 37) When devising a communications strategy for their new SUV, Jeep focused on the lifestyle and interests of their target group. This is an example of 37) \_\_\_\_\_
- A) psychological segmentation.
  - B) psychographic segmentation.
  - C) psychosocial segmentation.
  - D) lifestyle segmentation.
  - E) demographic segmentation.
- 38) Many companies devise a separate marketing campaign for Quebec. This is an example of 38) \_\_\_\_\_
- A) geographic segmentation.
  - B) demographic segmentation.
  - C) micro-segmentation.
  - D) psychographic segmentation.
  - E) provincial segmentation.
- 39) Lifestyle segments in Canada include the category "mavericks". People in this group tend to engage in risky activities, be leaders and seek 39) \_\_\_\_\_
- A) success.
  - B) solitude.
  - C) the respect of the friends.
  - D) responsibility.
  - E) influence and power.
- 40) A company that provides differentiated products and services, prices and delivery strategies for each customer is practising 40) \_\_\_\_\_
- A) micro-segmentation.
  - B) psychographic segmentation.
  - C) direct segmentation.
  - D) mass marketing.
  - E) market segmentation.
- 41) Blockbuster Video has a large amount of data collected for each customer – which videos are rented, when they are rented, other products purchased with rentals etc. Recently, a new children's DVD was launched and Blockbuster developed a promotional package to send to customers that had rented two or more children's videos or DVDs in the past year. This illustrates the use of 41) \_\_\_\_\_
- A) database marketing.
  - B) data mining.
  - C) demographic segmentation.
  - D) both A and B
  - E) lifestyle marketing.
- 42) The analysis of information to determine relationships among pieces of information so that more effective marketing strategies can be identified and implemented is called 42) \_\_\_\_\_
- A) relationship marketing.
  - B) direct marketing.
  - C) cluster profiling.
  - D) data mining.
  - E) ratio analysis.

- 43) The identification of target markets according to geographic and demographic variables and based on the assumption that people who live in the same neighborhood share many demographic and lifestyle characteristics is called 43) \_\_\_\_\_
- A) psychodemographic segmentation.
  - B) demographic segmentation.
  - C) psychographic segmentation.
  - D) geographic segmentation.
  - E) geodemographic segmentation.
- 44) The business market has several characteristics that distinguish it from consumer markets, including all of the following except 44) \_\_\_\_\_
- A) the buying criteria for business buyers are more practical.
  - B) business buyers are more concentrated.
  - C) business markets have more buyers.
  - D) businesses exhibit more rational behaviour.
  - E) business buyers usually have a formalized buying process.
- 45) In a business buying situation, the \_\_\_\_\_ are those who control the flow of information to the members of the buying centre. 45) \_\_\_\_\_
- A) deciders
  - B) users
  - C) gatekeepers
  - D) controllers
  - E) influencers
- 46) An online, business-to-business marketplace through which participants can purchase goods and services from one another is called 46) \_\_\_\_\_
- A) e-processing.
  - B) e-marketing.
  - C) e-prosperity.
  - D) e-procurement.
  - E) e-business.
- 47) Which of the following phenomena have changed business buying behaviour the most significantly? 47) \_\_\_\_\_
- A) mass customization
  - B) geodemographic segmentation
  - C) advanced technology and the internet
  - D) data mining
  - E) customer relationship management
- 48) A recent survey by the Center for Media Research found that the most important influence for business buyers was 48) \_\_\_\_\_
- A) the Internet.
  - B) the Government of Canada.
  - C) sales promotion.
  - D) Canadian Institute of Advertising.
  - E) the advice of others.

49) Business buyers buying requirements are typically 49) \_\_\_\_\_  
A) quality, service, packaging, and price.  
B) quality, price, delivery, and continuity of supply.  
C) quality, service, continuity of supply, and price.  
D) quantity discounts, service, continuity of supply, and price.  
E) price, quality, delivery, and storage.

50) A formal buying structure in an organization that brings together expertise from the various 50) \_\_\_\_\_  
functional areas to share in the buying decision process is called a  
A) buying committee.  
B) reference group.  
C) target market.  
D) market committee.  
E) buying centre.

**TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.**

51) The primary function of advertising is to influence the behaviour of the audience. 51) \_\_\_\_\_

52) A \$2.00 coupon for Tide laundry detergent is an example of product advertising. 52) \_\_\_\_\_

53) Direct response communications is growing at a much slower pace than traditional forms of 53) \_\_\_\_\_  
advertising.

54) The Eddie Bauer Company sends out thousands of catalogues to past and potential customers 54) \_\_\_\_\_  
This is an example of advertising.

55) The new emphasis that business organizations place on customer relationship management is 55) \_\_\_\_\_  
forcing them to move toward advertising and sales promotion.

56) Public relations messages have traditionally focused on products rather than issues. 56) \_\_\_\_\_

57) The trend away from customer relationship management is fuelling the trend towards integrated 57) \_\_\_\_\_  
marketing communications.

58) Customer relationship management programs involve collecting information about customers that 58) \_\_\_\_\_  
can be used to develop and sustain long term relationships.

59) Database management systems are growing more slowly than expected. 59) \_\_\_\_\_

60) Style-conscious youth buy clothes that they think will allow them to fit in with their peers. This is 60) \_\_\_\_\_  
an example of an esteem need, according to Maslow's Hierarchy of Needs.

61) The perception of the absence of something useful is called a motive. 61) \_\_\_\_\_

62) Many communications revolve around the "real-self" because that is our objective evaluation of 62) \_\_\_\_\_  
ourselves.

63) An individual's feelings, favourable or unfavourable, toward an idea or object is called an attitude. 63) \_\_\_\_\_

- 64) Most consumers only notice information that interests them. This is called selective perception. 64) \_\_\_\_\_
- 65) Older age segments are growing the slowest in Canada. 65) \_\_\_\_\_
- 66) Older age segments in Canada tend to be wealthier, with more disposable income to spend. 66) \_\_\_\_\_
- 67) When comparing Canada in 2001 to Canada in 1996, an increasing number of Canadians live in urban areas. 67) \_\_\_\_\_
- 68) Psychographics allow a company to position their products better in the marketplace. 68) \_\_\_\_\_
- 69) A beer company that depicts young men enjoying the active, outdoor, cottage lifestyle, is using psychographic segmentation. 69) \_\_\_\_\_
- 70) The main difference between organizations and consumers as buyers, is that organizational buyers exhibit more rational behaviour, while consumers do a lot of buying based on emotion. 70) \_\_\_\_\_
- 71) In a business buying situation, those in the organization who define the product specifications are called the "gatekeepers". 71) \_\_\_\_\_
- 72) An online, business-to-business marketplace through which participants can purchase goods and services from one another is called eprocurement. 72) \_\_\_\_\_

**SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.**

- 73) Identify and briefly explain the components of integrated marketing communications. 73) \_\_\_\_\_
- 74) Explain the difference between product advertising and promotional advertising and give an example of each. 74) \_\_\_\_\_
- 75) How does direct response communications differ from traditional advertising? 75) \_\_\_\_\_
- 76) Discuss the difference between consumer sales promotion and trade sales promotion and give an example of each. 76) \_\_\_\_\_
- 77) Define public relations and give an example of public relations. 77) \_\_\_\_\_
- 78) What is CRM? Describe a company that demonstrates CRM. 78) \_\_\_\_\_
- 79) What is the difference between needs and motives? 79) \_\_\_\_\_
- 80) Describe the assumptions behind Maslow's Hierarchy of Needs. 80) \_\_\_\_\_
- 81) List the five levels of Maslow's Hierarchy of Needs and give an example of each. 81) \_\_\_\_\_
- 82) According to the self-concept theory, the self has four components. Name and describe them. 82) \_\_\_\_\_

- 83) Describe the three levels of selectivity. 83) \_\_\_\_\_
- 84) What is market segmentation? 84) \_\_\_\_\_
- 85) What is psychographic segmentation? Give an example. 85) \_\_\_\_\_
- 86) What are the key factors that distinguish the business to business market from the consumer market? 86) \_\_\_\_\_
- 87) Describe the key roles in a buying center for business to business markets. 87) \_\_\_\_\_

**ESSAY. Write your answer in the space provided or on a separate sheet of paper.**

- 88) Discuss why more and more companies are shifting to integrated marketing communications? Describe a company that demonstrates integrated marketing communications.
- 89) Discuss customer relationship management. What does it involve and how is it impacting communications?
- 90) Identify the basic demographic trends in Canada and describe how marketing communicators are responding to them.
- 91) Discuss the key requirements of business markets and how they buy differently than consumer markets.
- 92) Discuss how consumer behaviour knowledge is applied to the development of marketing communication strategies.

## Answer Key

Testname: UNTITLED1

- 1) B
- 2) D
- 3) B
- 4) B
- 5) B
- 6) A
- 7) B
- 8) B
- 9) A
- 10) C
- 11) E
- 12) E
- 13) C
- 14) B
- 15) A
- 16) E
- 17) A
- 18) A
- 19) B
- 20) B
- 21) E
- 22) B
- 23) D
- 24) B
- 25) E
- 26) B
- 27) D
- 28) C
- 29) B
- 30) B
- 31) B
- 32) B
- 33) B
- 34) E
- 35) B
- 36) E
- 37) B
- 38) A
- 39) E
- 40) C
- 41) D
- 42) D
- 43) E
- 44) C
- 45) C
- 46) D
- 47) C
- 48) E
- 49) C
- 50) A

## Answer Key

Testname: UNTITLED1

- 51) TRUE
- 52) FALSE
- 53) FALSE
- 54) FALSE
- 55) FALSE
- 56) FALSE
- 57) FALSE
- 58) FALSE
- 59) FALSE
- 60) FALSE
- 61) FALSE
- 62) FALSE
- 63) TRUE
- 64) FALSE
- 65) FALSE
- 66) TRUE
- 67) TRUE
- 68) TRUE
- 69) TRUE
- 70) TRUE
- 71) FALSE
- 72) FALSE
- 73) Advertising, public relations, sales promotion, personal selling, event marketing, sponsorship, direct response, interactive communications.
- 74) Product advertising provides information that helps build an image for the product. Promotional advertising is advertising that communicates a specific offer to encourage an immediate response from the target audience.
- 75) Direct response communications involves the delivery of a message to a target audience of one. Advertising delivers a message to a mass audience.
- 76) Consumer sales promotions are targeted to the final consumer and include coupons, free samples and contests. Trade sales promotions involve offering price discounts to distributors for purchasing goods in large quantities or for performing some kind of marketing or merchandising task.
- 77) Public relations is a form of communications designed to gain public understanding and acceptance. An example is a press release.
- 78) CRM is a practice that is designed to attract, cultivate, and maximize the return from individual customers.
- 79) A need is the perception of the absence of something useful. A motive is a condition that prompts the individual to take action to satisfy the need.
- 80) Maslow's theory is based on two assumptions – a) when lower-level needs are satisfied, a person moves up to higher-level needs and b) satisfied needs do not motivate. Instead, behaviour is influenced by needs yet to be satisfied.
- 81) Physiological needs (hunger, thirst), safety needs (security, protection), Social needs (belonging), Esteem needs (recognition, achievement), Self-actualization (fulfillment)
- 82) Real self, self image, looking-glass self and ideal self
- 83) Selective Exposure (our eyes and minds notice only information that interests us, Selective Perception (we screen out messages that conflict with our attitudes), Selective Retention (we remember only what we want to remember.
- 84) The division of a large market into smaller homogeneous markets based on common needs and characteristics. It is a three step process: identifying market segments by profiling the primary user, selecting the segments that offer the greatest profit potential and positioning the product so it appeals to the target market.
- 85) Psychographic segmentation is the identification of a target market according to lifestyle characteristics such as activities, interests, and opinions. An example is McDonald's targeting consumers trying to practice a healthy lifestyle with their new healthy alternatives.

## Answer Key

Testname: UNTITLED1

- 86) Business markets have fewer buyers and those buyers tend to be concentrated in industrial areas in and near large cities; the buying criteria are very practical, with decisions based on the best buy according to predetermined requirements, and there is usually a formal buying process for business markets.
- 87) Users, influencers, buyers, deciders, gatekeepers.
- 88) The main reasons for the shift to IMC are: 1) consumer media habits are changing 2) the strategic focus on CRM, 3) the expanding role of database marketing 4) the sudden and dramatic impact of the Internet and other communications technologies and 5) greater demand for efficiency and accountability.
- 89) Customer Relationship Management programs are concerned with establishing, maintaining and enhancing long-term relationships; they involve collecting information about customers that can be used to develop and sustain those relationships. These programs call for marketing and marketing communications programs that are designed to approach customer groups (targets) collectively and each customer individually. CRM has resulted in the shift from more traditional forms of communications to other forms of communication such as direct response or interactive marketing.
- 90) The basic trends are: an aging population, trend towards urbanization, different household formations, ethnic diversity, gender economics.
- 91) Business markets demand quality (consistent quality on every order), service (reputable suppliers with prompt service), continuity of supply (a steady source of supply) and price (buyers evaluate price in conjunction with other criteria). To ensure that the right buying decision is made, organizations employ a formal (buying committee) or informal (buying centre) approach.
- 92) Consumer behaviour knowledge in the areas of needs and motives, personality and self concept, attitudes and perceptions, reference groups and families are considered when an organization plans its marketing communications strategies.