



## Dr.G.R.Damodaran College of Science

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II MJMC [2016-2018]

SEMESTER III

ELECTIVE:INTEGRATED MARKETING COMMUNICATION - 364w1

Multiple Choice Questions.

1. Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also\_\_\_\_\_ with present and potential stakeholders, and the general public.

- A. attract.
- B. reach.
- C. advertise.
- D. communicate.

ANSWER: D

2. Marketing communications are the means by which firms attempt to\_\_\_\_\_, Persuade, and remind consumers about the product and brands that they sell.

- A. inform.
- B. reach.
- C. attract.
- D. interest.

ANSWER: A

3. Marketing communications can contribute to brand equity by establishing the brand in memory and\_\_\_\_\_ a brand image.

- A. create interest.
- B. communicate.
- C. create demand.
- D. crafting.

ANSWER: D

4. The marketing communications mix consists of six major modes of communications. Which of the following is NOT one of these modes?

- A. Personal selling.
- B. Direct marketing.
- C. Sales promotions.
- D. Packaging.

ANSWER: D

5. The Marcom imperative is to move brands from a state of unawareness to recognition is known as

- A. brand recall
- B. brand awareness
- C. TOMA
- D. brand equity

ANSWER: C

6. Brand equity is composed of four elements. Which of the following is NOT one of these elements?
- A. Brand performance.
  - B. Brand awareness.
  - C. Brand image.
  - D. Brand responses.

ANSWER: A

7. The brand positioned to provide solutions to consumers' current consumption related problem needs is based on
- A. symbolic needs
  - B. functional needs
  - C. experiential needs
  - D. attributes

ANSWER: B

8. The TEARS model relates to
- A. Consumer advertising
  - B. Endorser advertising
  - C. Image advertising
  - D. Print advertising.

ANSWER: B

9. Brand awareness is a function of the number of brand-related exposures and experiences. Anything that causes the consumer to notice and pay attention to the brand can \_\_\_\_\_ brand awareness.
- A. decrease.
  - B. increase.
  - C. effect.
  - D. affect.

ANSWER: B

10. The macro model of effective communications contains nine elements. Two elements represent the major parties in a communication. These two parties are called \_\_\_\_\_ and \_\_\_\_\_.
- A. sender/subject.
  - B. beginner/receiver.
  - C. receiver/starter.
  - D. sender/receiver.

ANSWER: D

11. According to the macro model of communication, the four major communications functions are decoding, response, feedback, and \_\_\_\_\_.
- A. message.
  - B. encoding.
  - C. response.
  - D. noise.

ANSWER: B

12. In communicating, selective attention, selective distortion, and \_\_\_\_\_ come into play.
- A. selective listening.
  - B. noise.

- C. selective retention.
- D. selective hearing.

ANSWER: C

13. In micro model of marketing communications the four classic response hierarchy model includes all of the following EXCEPT\_\_\_\_\_.

- A. communications model.
- B. hierarchy-of-effects.
- C. AIDA.
- D. BAMT.

ANSWER: D

14. The eight steps in developing effective communications starts with the basics: identifying the target audience, determining the objectives, designing the communications, \_\_\_\_\_, and establishing the budget.

- A. selecting the advertising copy.
- B. managing the process.
- C. choosing the media mix.
- D. selecting the channels.

ANSWER: D

15. A major part of audience analysis is assessing the current image of the company, its product, and its\_\_\_\_\_.

- A. reputation.
- B. competitors.
- C. markets.
- D. users.

ANSWER: B

16. \_\_\_\_\_ is the set of beliefs, ideas, and impressions a person hold regarding an object.

- A. Brand.
- B. Product.
- C. Image.
- D. Concept.

ANSWER: C

17. Formulating the communications to achieve the desired response will require solving three problems: message strategy, creative strategy, and\_\_\_\_\_.

- A. market specific advertising.
- B. media sources.
- C. advertising.
- D. message source.

ANSWER: D

18. Creative strategies are how marketers translate their messages into a specific communication. Creative strategies can be broadly classified as involving either informational or\_\_\_\_\_ appeals.

- A. branded entertainment
- B. point-of-purchase
- C. advertorials
- D. transformational

ANSWER: D

19. Communicators use positive emotional appeals to attract consumer attention and raise their \_\_\_\_\_ with an ad.

- A. emotions
- B. exposure
- C. involvement
- D. assessment

ANSWER: C

20. Messages delivered by attractive or popular sources can potentially achieve higher attention and recall. What is important is the spokespersons credibility. Source credibility consists of trustworthiness, likeability, and \_\_\_\_\_.

- A. celebrity status.
- B. experience.
- C. expertise.
- D. age.

ANSWER: C

21. Multinational companies wrestle with a number of challenges in developing global communications programs. These challenges include all of the following EXCEPT \_\_\_\_\_.

- A. produce the ad locally or at headquarters.
- B. if the ad style is acceptable.
- C. that the market segment is legal and customary.
- D. identifying the proper spokesperson.

ANSWER: D

22. Personal communications channels derive their effectiveness through \_\_\_\_\_, presentation and feedback.

- A. effective.
- B. individualized.
- C. group.
- D. canned.

ANSWER: B

23. PRIZM stands for

- A. Potential rating index for ZIP markets
- B. Potential Race index for ZIP markets
- C. Personal rating index for zone markets
- D. Potential rating Index for Zone markets

ANSWER: A

24. According to Maslows hierarchy of needs lower order would be \_\_\_\_\_.

- A. satisfied first.
- B. satisfied last.
- C. not satisfied.
- D. none of the above.

ANSWER: A

25. Personal influence carries especially great weight with consumers in two situations. The first is with products that are expensive, risky, or purchased infrequently. The second is where the product \_\_\_\_\_.

- A. suggests something about the users ethnic background.

- B. suggests something about the users education.
- C. suggests something about the users family.
- D. suggests something about the users status or taste.

ANSWER: D

26. Non-personal channels are communications directed to more than one person and include media, sales promotions, events, and\_\_\_\_\_.

- A. internet access.
- B. coupons.
- C. publicity.
- D. guerilla tactics.

ANSWER: C

27. Mass communications affect personal attitudes and behavior through a two-step process. Ideas often flow from radio, television, and print to opinion leaders and from these to the less\_\_\_\_\_involved population groups.

- A. media.
- B. advertising.
- C. informed.
- D. involved.

ANSWER: A

28. The two-step flow of information challenges the notion that consumption styles are \_\_\_\_\_ influenced by a trickle-down or trickle-up effect from mass media.

- A. secondarily.
- B. primarily.
- C. starts with.
- D. affected.

ANSWER: B

29. The four common methods that companies use to decide on a promotion budget includes the affordable method, the percentage-of-sales method, \_\_\_\_\_, and the objective-and-task method.

- A. financial method.
- B. incremental growth method.
- C. zero-based budgeting method.
- D. competitive-parity method.

ANSWER: D

30. Companies must allocate the marketing communications budget over the six major modes of communication advertising, sales promotion, public relations and publicity, events and experiences, sales force, and\_\_\_\_\_.

- A. direct marketing.
- B. couponing.
- C. integrated marketing communications.
- D. internet marketing.

ANSWER: A

31. The\_\_\_\_\_ among communications tools explains why marketing functions need to be coordinated.

- A. significant costs.
- B. power.
- C. importance.

D. substitutability.

ANSWER: D

32. Advertising can be used to build up long-term image for a product and usually contains the qualities of impersonality, amplified expressiveness, and\_\_\_\_\_.

- A. invitation.
- B. motion.
- C. pervasiveness.
- D. intrusion.

ANSWER: C

33. Sales promotions tools offer three distinctive benefits to marketers. Among these benefits are communication, invitation, and\_\_\_\_\_.

- A. incentive.
- B. impersonality.
- C. exclusion.
- D. inclusion.

ANSWER: A

34. A research technique that has been developed to identify linkages between attributes, consumers and values are termed as

- A. scaling
- B. laddering
- C. involving.
- D. relevance

ANSWER: B

35. Companies must consider several factors in developing their communications mix: type of product market, consumer readiness to make a purchase, and the stage in the \_\_\_\_\_.

- A. product life cycle.
- B. marketing mix.
- C. advertising mix.
- D. buying process.

ANSWER: A

36. An effectively trained company sales force can make four important contributions. These are increased stock position, missionary selling, key account management, and \_\_\_\_\_.

- A. customer contacts.
- B. relationship selling.
- C. direct sales contacts.
- D. enthusiasm building.

ANSWER: D

37. Segmentation based on classifying customers in terms of their attitudes, interests and opinions and other lifestyle activities is known as .

- A. geodemographics
- B. beneficial segmentation
- C. psychographic segmentationb
- D. behavioral segmentation.

ANSWER: C

38. In measuring the effectiveness of a firm's communications investment, ultimately \_\_\_\_\_ measures capture the real payoff.

- A. behavior-change.
- B. purchases.
- C. action.
- D. inaction.

ANSWER: A

39. Integrated marketing communications is a concept of marketing communications planning that recognizes the added value of a \_\_\_\_\_ plan.

- A. integrated.
- B. coherent.
- C. complete.
- D. comprehensive.

ANSWER: D

40. Which of the following is not a function of advertising? a.

- A. persuade the customer.
- B. understanding the buying capacity of the customer.
- C. Informing the customer.
- D. reminding the customer for a repeat purchase.

ANSWER: C

41. A multiple media campaign deployed within a tightly defined time frame can increase message \_\_\_\_\_ and impact.

- A. delivery.
- B. awareness.
- C. reach.
- D. impact.

ANSWER: C

42. The revenue differential between a branded item and a corresponding private labeled item is known as

- A. Revenue premium
- B. Brand Premium
- C. Brand equity
- D. Brand value

ANSWER: C

43. Usage of the brand name of a product component in the promotion of another company's product is known as

- A. Integrated branding
- B. Co-branding
- C. Joint ventures
- D. brand value

ANSWER: A

44. In assessing the collective impact of an IMC program, the overriding goal is to create the most effective and efficient communications program possible. Six criteria can be used to help determine whether communications are truly integrated. Which of the following is NOT one of these six criteria?

- A. Clutter.
- B. Coverage.

- C. Contribution.
- D. Commonality.

ANSWER: A

45. A one-time mailing offering a cookware item to a consumer is an example of a \_\_\_\_\_.

- A. single-vehicle, single-stage campaign.
- B. direct campaign.
- C. single-vehicle, multiple-stage campaign.
- D. multiple-vehicle, multiple-stage campaign.

ANSWER: A

46. Communication tools vary in cost-effectiveness at different stages of buyer readiness. \_\_\_\_\_ and publicity play the most important role in the awareness-building stage.

- A. direct marketing.
- B. sales promotion.
- C. advertising.
- D. publicity.

ANSWER: A

47. Groups of people who focus on certain online activities and establish relationships with one another is known as

- A. relationship marketing
- B. Virtual marketing
- C. viral marketing.
- D. virtual communities

ANSWER: D

48. The appeal of public relations and publicity is based on three distinctive qualities. These include \_\_\_\_\_, the ability to catch buyers off guard, and dramatization.

- A. invitation.
- B. high credibility.
- C. exposure.
- D. low cost.

ANSWER: B

49. Many companies set promotion expenditures at a specified percentage of sales either current or anticipated or of the sales price. This method of budgeting is called \_\_\_\_\_.

- A. objective-and-task method.
- B. percentage-of-sales method.
- C. affordable method.
- D. competitive parity method.

ANSWER: B

50. Any discussion about the effectiveness of mass communication has to take into account the dramatic changes that have \_\_\_\_\_ the effectiveness of the mass media.

- A. eroded.
- B. increased.
- C. expanded.
- D. supplemented.

ANSWER: A



51. Who amongst the following is not a part of distribution channel?

- A. Packaging firm.
- B. Wholesaler.
- C. Retailer.
- D. Shipper.

ANSWER: A

52. Internet marketers are using \_\_\_\_\_ as a form of word of mouth, or word of mouse, to draw attention to their sites.

- A. event marketing.
- B. subliminal marketing.
- C. viral marketing.
- D. place marketing.

ANSWER: C

53. Communication researchers are moving toward a social-structure view of interpersonal communication. They see society as consisting of \_\_\_\_\_, small groups whose members interact frequently.

- A. targets.
- B. communities.
- C. cliques.
- D. clubs.

ANSWER: C

54. A well-chosen celebrity can draw attention to a product or brand. The choice of the celebrity is critical. The celebrity should have high recognition, high positive affect, and high \_\_\_\_\_ to the product.

- A. interest.
- B. attachment.
- C. relevancy.
- D. appropriateness.

ANSWER: D

55. Communicators use \_\_\_\_\_ appeals such as fear, guilt, and shame to get people to things or stop doing things.

- A. destructive.
- B. scary.
- C. attractive.
- D. negative.

ANSWER: D

56. John Maloney saw buyers as expecting one of four types of reward from a product. These include rational, social, ego satisfying, and \_\_\_\_\_.

- A. exciting.
- B. sensory.
- C. low costs.
- D. safety.

ANSWER: B

57. The two scales that when combined can develop insight into the nature of the communication challenge facing marketers includes the familiarity scale and the \_\_\_\_\_ scale.

- A. usage.
- B. favorability.

- C. targeted.
- D. selectivity.

ANSWER: B

58. The hierarchy-of-effects model contains awareness, knowledge, liking, \_\_\_\_\_, conviction, and purchase.

- A. cognitive response.
- B. preference.
- C. interest.
- D. attitude.

ANSWER: B

59. Senders know that to effectively communicate they must encode their messages so that the target audience can decode them; they must transmit the message through the media that reach the target audience and develop \_\_\_\_\_ channels to monitor the responses.

- A. feedback.
- B. interest.
- C. response.
- D. decoding.

ANSWER: A

60. One implication of the concept of brand equity is that the manner in which brand associations are formed does not matter. In other words, if a consumer has an equally strong, favorable, and unique brand association the impact in terms of brand equity should be \_\_\_\_\_.

- A. prominent.
- B. identical.
- C. different.
- D. measurable.

ANSWER: B

61. Marketing communications mix includes mail, telephone, fax, e-mail, or the Internet to communicate directly with or solicit responses or dialogue from specific customers and prospects. Which of the six major modes of communication are you using?

- A. Sales promotions.
- B. Advertising.
- C. Direct marketing.
- D. Personal selling.

ANSWER: C

62. A strategy that encourages individuals to pass on a marketing message to others creating the potential for growth in the message exposure and influence is known as

- A. viral marketing
- B. Relationship marketing
- C. direct marketing
- D. word of mouth

ANSWER: A

63. In the process of buying a new car, a consumer might talk to others; research the car on the Internet, visit showrooms, and buy magazines dedicated to the automobile industry. Where would you start in developing your marketing communication planning?

- A. Appoint an ad agency.

- B. Conduct an audit of all the potential interactions the target market has with the brand.
- C. Create message strategy.
- D. Create the creative strategy.

ANSWER: B

64. Your responsibility is to spend the companies communications budget efficiently. As a result, you have collected the costs of the various forms of the communications mix. Your decision on where to spend your company funds will be determined\_\_\_\_\_.

- A. according to its ability to build brand equity and drive brand sales.
- B. according to its ability to reach the most consumers.
- C. according to its ability to return the most bang for the buck.
- D. according to its ability to communicate the message most creatively.

ANSWER: A

65. For target audience of new parents, communicating to them via newsletters, parenting magazines, baby clubs, and through hospitals, is an example of what element of the macro model of the communications process?

- A. Response.
- B. Receiver.
- C. Decoding.
- D. Media.

ANSWER: D

66. In the cognitive stage of the AIDA model, campaign is designed just to \_\_\_\_\_.

- A. gain attention.
- B. stimulate interest.
- C. gain exposure.
- D. increase knowledge.

ANSWER: A

67. Consumer research has indicated that your target markets consumers are aware of your product, have sufficient knowledge of the products capabilities, like the product and established a preference for it, but have not developed a \_\_\_\_\_ about buying it.

- A. cognitive response.
- B. liking.
- C. preference.
- D. conviction.

ANSWER: D

68. In developing effective communications, the first step that you have to take is to identify your target audience. It is often useful to define target audience in terms of\_\_\_\_\_ and loyalty.

- A. exposure.
- B. image.
- C. usage.
- D. reach.

ANSWER: C

69. Advertising has been criticized because \_\_\_\_\_.

- A. it generated the demand not needed by consumers.
- B. it motivates consumers to try new products.
- C. it is high profile and glossy and therefore, it enthralls to win customers.

D. all the above.

ANSWER: A

70. Establishing a product category, such as electric cars, as necessary to remove or satisfy a perceived discrepancy between a current motivational state and a desired emotional state is an example of a\_\_\_\_\_.

- A. category need.
- B. brand awareness.
- C. brand attitude.
- D. cognitive dissonance.

ANSWER: A

71. The commercials for pain remedies that promise quick relief to your aches and pains is an example of what type of creative strategy?

- A. Informational appeal.
- B. Transformational appeal.
- C. Collective appeal.
- D. Personal appeal.

ANSWER: A

72. The famous commercial that showed frying eggs and the tag line this is your brains on drugs is an example of\_\_\_\_\_.

- A. interactive marketing.
- B. transformational appeal.
- C. informational appeal.
- D. fear advertising.

ANSWER: B

73. The recent Tiger Woods scandal and his losing millions of dollars in endorsements is an example of the risk of using celebrities as product endorsers. Of the three elements of source credibility, which one was affected most by Tiger Woods actions?

- A. Appropriateness.
- B. Recognition.
- C. Expertise.
- D. Trustworthiness.

ANSWER: D

74. A visit by a textbook publishers sales representative is an example of\_\_\_\_\_.

- A. advocate channels.
- B. expert channels.
- C. social channels.
- D. interactive marketing.

ANSWER: A

75. Company wants to increase and stimulate personal influence channels to work on its behalf. One of the suggestions was to contract with a known celebrity for a testimonial. This suggestion depends upon the celebrity being \_\_\_\_\_ and believable.

- A. available.
- B. interested.
- C. influential.
- D. attractive.

ANSWER: C

76. Consumers ' desire for products that provide sensory pleasure , variety and sometimes cognitive stimulation is positioning based on

- A. Symbolic needs
- B. functional needs
- C. experiential needs
- D. user needs

ANSWER: C

77. When a communications director presents senior management with such things as press clipping counts, the number of ads placed, media costs, and such, he is supplying\_\_\_\_\_.

- A. feedback.
- B. revenues.
- C. inputs.
- D. outputs and expenses.

ANSWER: D

78. We find that 80 percent of the consumers in the total market are aware of brand A, 60 percent have tried it, and only 20 percent who have tried it are satisfied. This indicates that the communications program is effective in creating awareness, but the product fails to meet consumer\_\_\_\_\_.

- A. effect on complementary products.
- B. expectations.
- C. awareness.
- D. interests.

ANSWER: A

79. In the market that your product competes within, there is very low channel support and many hard-to-reach customers. As a rule then, your budget for your marketing communications program should be\_\_\_\_\_.

- A. higher.
- B. lower.
- C. equal.
- D. same as competition.

ANSWER: A

80. The premise surrounding public relations and publicity is that news stories and features about your companys product is more authentic and\_\_\_\_\_ to readers than advertisements.

- A. true.
- B. influenced.
- C. credible.
- D. effective.

ANSWER: C

81. Which of the following statements is correct?

- A. Marketing is the term used to refer only to the sales function within a firm.
- B. Marketing managers usually don't get involved in production or distribution decisions.
- C. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole.
- D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

ANSWER: D

82. The term marketing refers to

- A. New product concepts and improvements.
- B. Advertising and promotion activities.
- C. A philosophy that stresses customer value and satisfaction.
- D. Planning sales campaigns.

ANSWER: C

83. In the history of marketing, when did the production period end?

- A. In the late 1800s.
- B. In the early 1900s.
- C. In the 1920s.
- D. After the end of the Second World War.

ANSWER: C

84. A marketing philosophy summarized by the phrase a good product will sell itself is characteristic of the \_\_\_\_\_ period.

- A. production.
- B. sales.
- C. marketing.
- D. relations hip.

ANSWER: A

85. Which of the following factors contributed to the transition from the production period to the sales period?

- A. Increased consumer demand.
- B. More sophisticated production techniques.
- C. Increase in urbanization.
- D. The Great Depression.

ANSWER: B

86. An organization with a \_\_\_\_\_ orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising.

- A. production.
- B. marketing.
- C. relations hip.
- D. sales.

ANSWER: D

87. In the relationship marketing firms focus on \_\_\_\_\_ relationships with \_\_\_\_\_.

- A. short term; customers and suppliers.
- B. long term; customers and suppliers.
- C. short term; customers.
- D. long term; customers.

ANSWER: D

88. Political campaigns are generally examples of:

- A. Cause marketing.
- B. Organization marketing.

- C. Event marketing.
- D. Personal marketing.

ANSWER: D

89. The Coca-Cola organization is an official sponsor of the Olympics. In this, the firm is engaging in:

- A. Place marketing.
- B. Event marketing.
- C. Person marketing.
- D. Organization marketing.

ANSWER: B

90. Today marketers need \_\_\_\_\_.

- A. neither creativity nor critical thinking skills.
- B. both creativity and critical thinking skills.
- C. critical thinking skills but not creativity.
- D. creativity but not critical thinking skills.

ANSWER: B

91. Which of the following is NOT an element of the marketing mix

- A. Distribution.
- B. Product.
- C. Target market.
- D. Pricing.

ANSWER: C

92. The term marketing mix describes:

- A. A composite analysis of all environmental factors inside and outside the firm.
- B. A series of business decisions that aid in selling a product.
- C. The relationship between firm marketing strengths and its business weaknesses.
- D. A blending of four strategic elements to satisfy specific target markets.

ANSWER: D

93. The Internet impacts on marketing in two main ways, communications and \_\_\_\_\_.

- A. research.
- B. service support.
- C. distribution.
- D. product development.

ANSWER: C

94. What form of exchange is most typical in commerce?

- A. Mutually, reciprocal exchanges.
- B. Short-term, market exchanges.
- C. Long-term, relational exchanges.
- D. Centralized, re-distributive exchanges.

ANSWER: B

95. Price, promotion, product & place are the defining elements of the \_\_\_\_\_.

- A. promotional mix.
- B. marketing mix.
- C. marketing communications mix.
- D. advertising.

ANSWER: B

96. Potential target audiences for marketing communications do include \_\_\_\_\_.
- A. trade channel partners.
  - B. suppliers.
  - C. customers.
  - D. 1,2and 3.

ANSWER: D

97. Which marketing communications tool is characterized by low interaction, high credibility, low costs and high wastage?
- A. Advertising.
  - B. Public relations.
  - C. Personal selling.
  - D. Direct marketing.

ANSWER: B

98. Which marketing communications tool is best for awareness?
- A. Advertising.
  - B. Sales promotion.
  - C. Public relations.
  - D. Personal selling.

ANSWER: A

99. Which marketing communications tool best encourages action?
- A. Personal selling.
  - B. Direct marketing.
  - C. Public relations.
  - D. Advertising.

ANSWER: A

100. The Internet is an example of\_\_\_\_\_.
- A. a context.
  - B. a marketing medium.
  - C. a market place.
  - D. a promotional tool.

ANSWER: B

101. Which of the following is regarded as a key criterion when selecting a marketing communications tool?
- A. Level of available human resources.
  - B. Level of competitor activity.
  - C. Level of agency influence.
  - D. Level of available financial resources.

ANSWER: D

102. Which of the following is a key characteristic of business-to-business marketing communications?
- A. Use of information-based and rational messages.
  - B. Short purchase decision times.
  - C. Small number of people involved with the decision.
  - D. Informality of communications.



ANSWER: A

103. Which of the following are not principal marketing communications organisations?

- A. Media agencies.
- B. Production companies.
- C. Advertising agencies.
- D. Customer call centers. .

ANSWER: D

104. The notion that buyer behaviour is a function of personality is founded in:

- A. Psychographics.
- B. Trait theory.
- C. Psychoanalysis.
- D. Cognitive psychology.

ANSWER: B

105. Advertising that encourages customers to imitate the actors (by using the product) and be rewarded is said to be learning by \_\_\_\_\_.

- A. reasoning.
- B. rote.
- C. experience.
- D. modelling.

ANSWER: D

106. Research suggests that consumers recall marketing communications best when messages are transmitted\_\_\_\_\_.

- A. monthly.
- B. weekly.
- C. daily.
- D. at random intervals.

ANSWER: A

107. Which of these is a better indicator of likely buyer behaviour?

- A. Personality.
- B. Intention to act.
- C. Attitude.
- D. Observation.

ANSWER: B

108. Which of these is not a method of changing attitudes?

- A. Change brand associations.
- B. Change the priority of attributes.
- C. Introduce a new attribute.
- D. Change the media.

ANSWER: D

109. Which of these is not an environmental influence?

- A. Price.
- B. Group.
- C. Culture.
- D. Class.

ANSWER: A

110. The ultimate goal of marketing is \_\_\_\_\_.
- A. to satisfy consumer needs for information.
  - B. to facilitate consumer experimentation.
  - C. to ensure long run consumer behaviour.
  - D. to raise consumer awareness.

ANSWER: C

111. Print media are more effective for marketing communications concerning \_\_\_\_\_.
- A. high involvement purchase decisions.
  - B. low involvement purchase decisions.
  - C. medium involvement purchase decisions.
  - D. only for high brand perception.

ANSWER: A

112. Broadcast media are more effective for marketing communications concerning \_\_\_\_\_.
- A. low involvement purchase decisions.
  - B. high involvement purchase decisions.
  - C. medium involvement purchase decisions.
  - D. only for high brand perception.

ANSWER: A

113. Price is generally more important in \_\_\_\_\_.
- A. high involvement purchase decisions.
  - B. low involvement purchase decisions.
  - C. higher brand perception.
  - D. low involvement but high brand perception.

ANSWER: B

114. Long run consumer behaviour in the context of both low and high involvement decision making is positively influenced by \_\_\_\_\_.
- A. information.
  - B. price.
  - C. quality.
  - D. image.

ANSWER: A

115. New buy and re-buy are types of \_\_\_\_\_.
- A. marketing media.
  - B. consumer classification.
  - C. product classification.
  - D. organizational buy classes.

ANSWER: D

116. Users, influencers & deciders are roles taken by people in organizational \_\_\_\_\_.
- A. buy classes.
  - B. buying centers.
  - C. buy phases.
  - D. buyer dept.

ANSWER: B

117. Hedonic consumption is about \_\_\_\_\_.

- A. hysterical imagery.
- B. fantastic images.
- C. hair care products.
- D. emotional impact of purchases.

ANSWER: D

118. A USP refers to a:

- A. Unique selling proposition
- B. Unique sales proposition
- C. Unique selling proposal
- D. Unique substitution proposal

ANSWER: A

119. An ESP refers to an \_\_\_\_\_.

- A. emotional selling proposition.
- B. emotional sales proposal.
- C. elaborate sales proposal.
- D. elaborate selling proposition.

ANSWER: A

120. The promotional mix is capable of delivering two main solutions. Which one of the following is not a main solution?

- A. To change behaviour and deliver calls to action.
- B. To develop brand associations.
- C. To develop and maintain brand values.
- D. To develop market area.

ANSWER: B

121. The AIDA model was developed in \_\_\_\_\_.

- A. 1925.
- B. 1955.
- C. 1935.
- D. 1995.

ANSWER: A

122. Sequential models regard \_\_\_\_\_ as a prerequisite to purchase.

- A. attitude to the price
- B. attitude towards the product
- C. attitude to the ad
- D. attitude to the retailer

ANSWER: B

123. To be successful marketing communication messages need to be \_\_\_\_\_.

- A. memorable, significant and timely.
- B. personally significant, memorable and attractive.
- C. interesting, new and personally significant.
- D. new, different and agreeable.

ANSWER: C

124. To be effective marketing communications should be used to complement the \_\_\_\_\_.

- A. marketing, organizational and operational strategies.
- B. marketing, business and corporate strategies.
- C. marketing, production and corporate strategies.
- D. marketing financial and operational strategies.

ANSWER: B

125. Mass media based communications generate one-way communication, which is based on:

- A. Listening, empathising and dialogue.
- B. Informing, listening and reacting.
- C. Instructing, telling and elaborating.
- D. Informing, telling and persuading.

ANSWER: D

126. To be successful marketing communication messages need to be \_\_\_\_\_.

- A. new, involving and recognizable to the receiver.
- B. new, familiar and significant to the receiver.
- C. new, interesting and familiar to the receiver.
- D. new, stimulating and significant to the receiver.

ANSWER: D

127. Effective messages have two main factors. These are \_\_\_\_\_.

- A. relevance and likeability.
- B. relevance and interest.
- C. motivation and a call to action.
- D. likeability and contextual compatibility.

ANSWER: D

128. The realization by the consumer that there is a difference between what is and what should be is known as

- A. need recognition
- B. conditional recognition
- C. A desire
- D. want

ANSWER: A

129. With interactive communications, message receivers become \_\_\_\_\_.

- A. more passive.
- B. more active.
- C. less active.
- D. less passive.

ANSWER: B

130. For sellers, e-commerce \_\_\_\_\_.

- A. has no impact on transaction costs.
- B. increases transaction costs.
- C. reduces transaction costs.
- D. reduce advertising cost.

ANSWER: C

131. For buyers, e-commerce\_\_\_\_\_.

- A. has no impact on product prices.
- B. increases product prices.
- C. reduces product prices.
- D. none of the above.

ANSWER: C

132. A group of individuals born over a relatively short period of time are known as

- A. gen y
- B. pensioners
- C. tweens
- D. cohorts

ANSWER: D

133. Interactive technology \_\_\_\_\_.

- A. prohibits integrated marketing communications.
- B. disables integrated marketing communications.
- C. distorts integrated marketing communications.
- D. enables integrated marketing communications.

ANSWER: D

134. Digital communications \_\_\_\_\_.

- A. not applicable to rural areas.
- B. a substitute for traditional marketing communications.
- C. additional to traditional marketing communications.
- D. its utility is marginal.

ANSWER: C

135. SMS communications can be used as an effective way of delivering \_\_\_\_\_.

- A. leaflets.
- B. word-of-mouth communications.
- C. public relations.
- D. sales promotions.

ANSWER: D

136. One of the major benefits for dotcom brands is the ability to \_\_\_\_\_.

- A. de-centralize.
- B. de-personalize.
- C. personalize.
- D. centralize.

ANSWER: C

137. A research service that tracks marketing relevant shifts on the beliefs , values and lifestyles of psychological segments of the American population is known as

- A. Beneficial system
- B. value and lifestyle system
- C. Interactive system.
- D. feedback system

ANSWER: B

138. A company total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to

communicate customer value and build customer relationships. This is also called \_\_\_\_\_.

- A. integrated marketing.
- B. direct marketing.
- C. the promotion mix.
- D. competitive marketing.

ANSWER: C

139. Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor is called \_\_\_\_\_.

- A. direct marketing.
- B. public relations.
- C. personal selling.
- D. advertising.

ANSWER: D

140. Which of the following is not an aspect of the promotion mix?

- A. Strategic positioning.
- B. Direct marketing.
- C. Sales promotions.
- D. Public relations.

ANSWER: A

141. All of the following are reasons that marketers are losing confidence in television advertising except \_\_\_\_\_.

- A. mass media costs continue to increase.
- B. younger consumers are using different media.
- C. many viewers are using video on demand and tivo-like systems.
- D. television offers a high cost per exposure.

ANSWER: D

142. Which promotional tool is most effective in building up buyers preferences, convictions, and, most importantly, actions?

- A. Segmented advertising.
- B. Personal selling.
- C. Sales Promotion.
- D. Mass-market advertising.

ANSWER: B

143. Which of the following is not considered part of the carefully blended mix of promotion tools?

- A. Sales promotion.
- B. Personal selling.
- C. Relationship marketing.
- D. Public relations.

ANSWER: C

144. Why would Cadburys make more use of direct marketing to consumers?

- A. Attempt to build relationships with the consumer.
- B. Attempt to deliver a more focused message to the target consumers.
- C. Sabre rattling with competitors.
- D. Attempt to build relationships and deliver a more focused message.

ANSWER: D

145. What are the advantages of using radio advertising?

- A. Controlled message.
- B. Reaches target market.
- C. Cheap and effective.
- D. Reinforce print campaign.

ANSWER: D

146. What are the disadvantages of advertising in the newspaper?

- A. Not difficult to accurately target the specific audience.
- B. Two dimensional messages.
- C. One dimensional message.
- D. Three dimensional messages.

ANSWER: C

147. Retention depends on \_\_\_\_\_.

- A. time gap.
- B. clarity of the message.
- C. values.
- D. all the above.

ANSWER: D

148. Marketing intelligence is everyday information about developments in the marketing environment that assists marketers in their preparation of their plans and strategies. This information is obtained from a number of sources and includes which of the following?

- A. Rural advertising.
- B. Urban advertising.
- C. Metro advertising.
- D. Customer feedback.

ANSWER: D

149. The marketing research process consists of four steps. Which of the following is not one of these steps?

- A. Defining the problem and research objectives.
- B. Developing the research plan for collecting information.
- C. Evaluating the competitor strategies.
- D. None of the above

ANSWER: C

150. Qualitative research is exploratory research used to uncover consumer attitudes, motivations and behaviour. What techniques can be applied to obtain qualitative research?

- A. One to two interviews.
- B. One to four interviews.
- C. One to three interviews.
- D. One to one interviews.

ANSWER: D

151. What are the two types of research data?

- A. Primary and secondary.
- B. Qualitative and quantitative.
- C. Predictive and quantitative.

D. Qualitative and predictive.

ANSWER: B

152. What are examples of techniques of obtaining qualitative data?

A. Video conferencing; focus groups; in-depth interviews; observational techniques.

B. Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; experimentation.

C. Survey research/questionnaires; focus groups; in-depth interviews; observational techniques; call centre feedback.

D. Survey research/questionnaires; in-depth interviews; focus groups observational techniques; call center feedback.

ANSWER: B

153. What are four methods of continuous research?

A. Consumer panels; home audits; personal interviews; in-store video footage of consumer behaviour.

B. Home audits; omnibus surveys; personal interviews; in-store video footage of consumer behaviour.

C. Consumer panels; home audits; omnibus surveys; retail audits.

D. Consumer panels; home audits; personal interviews; omnibus surveys.

ANSWER: C

154. Sources of marketing information are categorized into two groups - what are they?

A. Macro environmental sources.

B. Micro environmental sources.

C. Causal resources

D. External sources; internal sources.

ANSWER: D

155. What are the criteria for evaluating secondary data sources?

A. Source of data; who collects the data; method of data collection; construct of data.

B. Relevance of data; that collects the data; method of data collection; evidence of careful work.

C. Source of data; who collects the data; method of data collection; construct of research.

D. Relevance of data; who collects the data; method of data collection; who paid for the research.

ANSWER: B

156. What are three popular methods for obtaining primary data?

A. Interviews and surveys; observation; Harrison methodology.

B. Experimentation; personal interview; Delphi technique.

C. Interviews and surveys; observation; experimentation.

D. Survey; interviews; experimentation.

ANSWER: C

157. The definition of market segmentation can best be described as?

A. A means of identifying sub groups from the larger population based upon clearly identified common traits and characteristics.

B. Identifying the distinct profile of a portion of the population, based upon a single characteristic.

C. Identifying the distinct profile of a portion of the population, based upon a number of characteristics.

D. none of the above.

ANSWER: A

158. Which of the following are not considered part of psychographic segmentation?

A. Demographics.



- B. Interests.
- C. Gender.
- D. Activities.

ANSWER: C

159. What are the characteristics of the undifferentiated approach to market segmentation?

- A. Assumes market is homogenous; single marketing mix for entire market; emphasis on mass communication; relatively low cost; resultant lower response.
- B. Assumes market is heterogeneous; single marketing mix for entire market; emphasis on mass communication; relatively low cost; resultant lower response.
- C. Assumes market is homogenous; single marketing mix for entire market; emphasis on segmented communication; relatively high cost; resultant good response.
- D. None of the above.

ANSWER: B

160. Which of the following do not form part of the criteria for successful segmentation?

- A. Measurability.
- B. Transferability.
- C. Distinctiveness.
- D. Substantiability.

ANSWER: B

161. Each segment has its own distinct profile defined in terms of a number of criteria referred to as which of the following?

- A. Multiples.
- B. Variables.
- C. Segments.
- D. Slots.

ANSWER: B

162. In international segmentation, which of the following is not a member of the Group of Eight?

- A. America.
- B. Russia.
- C. Spain.
- D. Canada.

ANSWER: C

163. Advertising agencies are an example of \_\_\_\_\_.

- A. marketing services agency.
- B. physical distribution firm.
- C. supplier.
- D. financial intermediary.

ANSWER: B

164. Environmental groups are one kind of which of the following?

- A. Government public.
- B. Citizen-action public.
- C. Media public.
- D. Local public.

ANSWER: C

165. The \_\_\_\_\_ consists of the factors that affect consumer purchasing power and spending patterns.

- A. consumer environment
- B. cultural environment
- C. economic environment
- D. demographic environment

ANSWER: A

166. \_\_\_\_\_ beliefs and values are passed on from parents to children and are reinforced by schools, churches, business and government.

- A. Core
- B. Primary
- C. Secondary
- D. Crucial

ANSWER: A

167. That people use products, brands, and services as a means of self expression reflects which aspect of the cultural environment?

- A. Peoples view of others.
- B. Peoples view of themselves.
- C. Peoples view of organizations.
- D. Peoples view of nature.

ANSWER: B

168. The increasingly bright future for social support like health clubs and vacation packages that improve direct communication between people can be identified with which area of cultural values?

- A. Peoples view of others.
- B. Peoples view of themselves.
- C. Peoples view of the universe.
- D. Peoples view of society.

ANSWER: A

169. Which of the following is not part of the micro environment?

- A. Marketing channel firms.
- B. Cultural forces.
- C. Customer markets.
- D. Suppliers.

ANSWER: B

170. Finance, research and development, purchasing, and manufacturing are all activities of which element of the micro environment?

- A. The public.
- B. The suppliers
- C. The marketing channel firms.
- D. The company.

ANSWER: D

171. Which demographically significant group of individuals were born between 1946 and 1964?

- A. Generation Xers.
- B. Baby boomers.
- C. The boot leggers.

D. The echo boomer.

ANSWER: B

172. Which of the following factors do not affect the economic environment for organizations?

- A. Exchange rates.
- B. Inflation.
- C. Value added tax.
- D. Donations to charities.

ANSWER: D

173. Which of the following statements regarding environmental factors is incorrect?

- A. Increasing governmental intervention in natural resource management.
- B. Decreased pollution.
- C. Increasing ecological awareness.
- D. There are shortages of raw materials.

ANSWER: B

174. Which of the following statements on the technological environment is incorrect?

- A. The growth of the Internet is well structured and regulated.
- B. The technological environment is changing rapidly.
- C. Research and development is critical to innovation.
- D. There is increasing regulation pertaining to new innovative technologies.

ANSWER: A

175. Newsletters, catalogues, and invitations to organization sponsored events are most closely associated with the marketing mix activity of:

- A. Pricing.
- B. Distribution.
- C. Product development.
- D. Promotion.

ANSWER: D

176. Ethical concepts change with \_\_\_\_\_.

- A. situation.
- B. place.
- C. time.
- D. all the above.

ANSWER: D

177. In the process of new product development the commercialization step would follow \_\_\_\_\_.

- A. business analysis.
- B. test marketing.
- C. screening and evaluation of ideas.
- D. generation of new product ideas.

ANSWER: B

178. What is space marketing?

- A. The tendency of the buyer to purchase the cheapest brand available in the market.
- B. Promotional effort of the firm through which it buys space in newspapers.
- C. Set of those bargaining tools that a buyer uses to get the best deal from the seller.
- D. Pre-purchase research activity carried out by a prospective customer.

ANSWER: B

179. According to Maslows theory of needs higher order of needs:
- A. Satisfied first.
  - B. Satisfied last.
  - C. There is no satisfaction of needs of an individual.
  - D. Wants have to be satisfied before needs.

ANSWER: B

180. The basic objective of marketing segmentation is \_\_\_\_\_.
- A. to identify target market niches.
  - B. to define clearly such market niches as have similar characteristics and features.
  - C. to divide the market into few geographical sections so that logistics operations could be facilitated.
  - D. to make easy for the company to sell its products.

ANSWER: B

181. The societal marketing perspective is different from the marketing perspective as
- A. The former concentrates on the product while the latter concentrates on the market.
  - B. The former also adopts the needs of the society while the latter addresses the need of the market.
  - C. The former is slightly amorphous due to its broad approach while the latter is specific due its focus on the targeted markets.
  - D. The former concentrates on the market and the latter concentrates on the product.

ANSWER: B

182. \_\_\_\_\_ is the manner which an individual interprets stimuli from their environment.
- A. Perception.
  - B. Picturing.
  - C. Framing.
  - D. None of the above.

ANSWER: A

183. POP means \_\_\_\_\_.
- A. point of perception.
  - B. point of proposition.
  - C. point of personal selling.
  - D. point of purchase.

ANSWER: D

184. During a lean period a firm should \_\_\_\_\_.
- A. increase the price of the product.
  - B. decrease the price of the product.
  - C. keep the price at the same level.
  - D. none of the above.

ANSWER: B

185. The final marketing mix should be decided according to \_\_\_\_\_.
- A. the commands of the top brass.
  - B. needs of the marketing manager.
  - C. results of mr surveys and interviews of prospective clients.
  - D. limitations imposed by promotion mix and product mix.

ANSWER: C

186. \_\_\_\_\_ is unpaid for media coverage of events related to a firm's products or activities.

- A. Promotion.
- B. Publicity.
- C. Planning.
- D. None of the above.

ANSWER: B

187. Which of the following is not a part of the communication mix?

- A. PR.
- B. Publicity.
- C. Group discussion.
- D. Sales promotion.

ANSWER: C

188. During the post purchase phase, the maximum effectiveness is that of \_\_\_\_\_.

- A. sales promotion.
- B. personal selling.
- C. advertising.
- D. publicity.

ANSWER: C

189. Which one of the following is not a basis for the demographic segmentation of a market?

- A. Age.
- B. Income.
- C. User status.
- D. Nationality.

ANSWER: C

190. PR aims to build a favourable opinion. This can be achieved by \_\_\_\_\_.

- A. giving eloquent speeches.
- B. increasing production.
- C. genuine action and honest communication.
- D. advertising.

ANSWER: C

191. \_\_\_\_\_ a relatively small group of consumers with a unique set of needs who are typically willing to pay a premium price to firms specializing those needs.

- A. Market segment.
- B. Market niche.
- C. Market mix.
- D. None of the above.

ANSWER: B

192. A skeptic buyer is one who \_\_\_\_\_.

- A. makes impulsive purchases.
- B. carefully weighs the cost and pros and cons of the product being offered.
- C. has a negative image about the seller.
- D. is keen to return the product if it does not work properly.

ANSWER: B

193. Everyday information about developments in the marketing environment that helps managers prepare and marketing plan is \_\_\_\_\_.

- A. internal records.
- B. marketing intelligence.
- C. marketing research.
- D. information analysis.

ANSWER: B

194. Which of the following is best suited for descriptive information?

- A. Survey research.
- B. Experimental research.
- C. Demographic research.
- D. Historiography research.

ANSWER: A

195. Which of the following is best suited for causal information?

- A. Survey research.
- B. Experimental research.
- C. Demographic research.
- D. Historiography research.

ANSWER: B

196. Characteristic affecting consumer behaviour is \_\_\_\_\_.

- A. radio.
- B. television
- C. social networking sites.
- D. culture.

ANSWER: D

197. IMC means \_\_\_\_\_.

- A. integrated market consumer.
- B. international market consumer.
- C. international market communication.
- D. integrated marketing communication.

ANSWER: D

198. \_\_\_\_\_ is the blend of different media that will be used to effectively reach target audience.

- A. Marketing mix.
- B. Promotion mix.
- C. Media mix.
- D. None of the above.

ANSWER: C

199. \_\_\_\_\_ is the graphic mark that identifies a company and other visual representations that promote firm identity.

- A. Advertisement.
- B. Logo.
- C. USP.
- D. Both 1 & 2.

ANSWER: B

200. \_\_\_\_\_ plan specify the media in which advertisement messages will be placed to reach the target audience.

- A. Promotional.
- B. Media.
- C. Marketing.
- D. Advertising.

ANSWER: B

201. Message impression actual exposure to \_\_\_\_\_.

- A. media.
- B. advertisement.
- C. marketing.
- D. all the above.

ANSWER: B

202. \_\_\_\_\_ is securing the electronic media time and print media space specified in a given accounts schedule

- A. Market buying.
- B. Media buying.
- C. Buying audience.
- D. Television buying.

ANSWER: B

203. A technique that entails assessing the strength and weakness of the sales forcing and corporate support for selling effort is \_\_\_\_\_.

- A. external situational analysis.
- B. internal situational analysis.
- C. swat analysis.
- D. none of the above.

ANSWER: B

204. TRP means \_\_\_\_\_.

- A. television research point.
- B. television rating point.
- C. television research purchase.
- D. television rating purchase.

ANSWER: B

205. A market segment made up of consumers who repeatedly buy same brand of a product is called \_\_\_\_\_.

- A. brand royal user.
- B. brand loyal user.
- C. brand purchaser.
- D. stable consumer.

ANSWER: B

206. Good feeling that come from post purchase experience is called as \_\_\_\_\_.

- A. customer satisfaction.
- B. customer value.
- C. customer retention.
- D. none of the above.

ANSWER: A

207. In promotion research consistency of finding over time is \_\_\_\_\_.

- A. reach.
- B. rational.
- C. readability.
- D. reliability.

ANSWER: D

208. The mind capacity to screen out information that is deemed irrelevant is \_\_\_\_\_.

- A. selective exposure.
- B. selective attention.
- C. selective retention.
- D. none of the above.

ANSWER: B

209. The ability to allow stimuli into the field of awareness is \_\_\_\_\_.

- A. selective retention.
- B. selective attention.
- C. selective exposure.
- D. all the above.

ANSWER: C

210. STP means \_\_\_\_\_.

- A. service, target and purchase.
- B. segment, target and position.
- C. segment, trade and position.
- D. segment, trend and purchase.

ANSWER: B

211. \_\_\_\_\_ is a basic human requirement.

- A. Desire.
- B. Wants.
- C. Needs.
- D. Satisfaction.

ANSWER: C

212. \_\_\_\_\_ is needs directed to a product.

- A. Interest.
- B. Desire.
- C. Wants.
- D. Demand.

ANSWER: C

213. Which one of the following is not a basis for the demographic segmentation of a market

- A. Age.
- B. Income.
- C. User status.
- D. Nationality.

ANSWER: C



214. \_\_\_\_\_ transaction could result in mutual satisfaction of both buyer and seller.

- A. Buying
- B. Selling
- C. Marketing.
- D. Purchasing.

ANSWER: C

215. A particular group of consumer singled out for an advertisement campaign is \_\_\_\_\_.

- A. segment audience.
- B. target audience.
- C. target segment.
- D. segment group.

ANSWER: B

216. \_\_\_\_\_ is a want accomplished by buyers ability to pay.

- A. Desire.
- B. Demand.
- C. Development.
- D. None of these.

ANSWER: B

217. Everyday information about developments in the marketing environment that helps managers prepare and marketing plan is \_\_\_\_\_.

- A. internal records
- B. marketing intelligence
- C. marketing research
- D. information analysis

ANSWER: B

218. The sub group chosen as the focal point for the marketing program and advertisement campaign is \_\_\_\_\_.

- A. target segment.
- B. target audience.
- C. segment group.
- D. target group.

ANSWER: A

219. The process of consumer marketing to consumer over the internet through word of mouth via email and leisters is \_\_\_\_\_.

- A. online advertisement.
- B. viral.
- C. pop up.
- D. all the above.

ANSWER: B

220. Characteristic not affecting consumer behaviour is \_\_\_\_\_.

- A. culture.
- B. family.
- C. social class.
- D. placement of products.

ANSWER: D

221. \_\_\_\_\_ is the picture and impression that other people have of the business.

- A. Business Image .
- B. Tools of promotion.
- C. Promotional budget.
- D. Marketing mix.

ANSWER: A

222. \_\_\_\_\_ is about bringing your product/service to the attention of your target market, and reminding them or persuading customers to purchase that product/service.

- A. Production
- B. Promotion
- C. Budget
- D. Image

ANSWER: B

223. The \_\_\_\_\_ you select to communicate your product/service to customers forms your promotional mix.

- A. marketing
- B. product
- C. promotional methods
- D. promotional budget

ANSWER: C

224. The purpose of \_\_\_\_\_ is to inform customers of the features and benefits of a product/service and persuading them to purchase it in preference to the products/services of competitors.

- A. marketing
- B. image
- C. marketing plan
- D. advertising

ANSWER: D

225. \_\_\_\_\_ involves targeting specific areas where potential customers are likely to be, using public information lists to help identify prospective clients.

- A. Direct mail
- B. Radio
- C. Point of sales display
- D. Community directories

ANSWER: A

226. \_\_\_\_\_ provides an opportunity to demonstrate the features and benefits of a product/service directly to the customers who may be in a position to make an immediate purchase.

- A. Direct mail
- B. Radio
- C. Point of sales display
- D. Community directories

ANSWER: C

227. The selection of the \_\_\_\_\_ will depend upon your target market, the message you wish to convey, and the relative costs of the different media.

- A. market gap

- B. mission vision
- C. objective
- D. advertising medium

ANSWER: D

228. What does AIDA stand for?

- A. Advertisement, Interest, Demand, Acquire.
- B. Advertisement, Interest, Desire, Attention.
- C. Attention, Interest, Desire, Action.
- D. Action, Interest, Demand, Attention.

ANSWER: C

229. \_\_\_\_\_ is the material supplied to the magazine or newspaper to use in the production of the advertisement.

- A. Data
- B. Artwork
- C. Copy
- D. Text

ANSWER: B

230. The words used in an advertisement is referred to as \_\_\_\_\_

- A. data.
- B. artwork.
- C. copy.
- D. text.

ANSWER: C

231. A black and white photographic print of the final artwork used to reproduce the advertisement is called \_\_\_\_\_

- A. artwork.
- B. layout.
- C. copy.
- D. bromide.

ANSWER: D

232. \_\_\_\_\_ is the appearance of the advertisement, which should be attention grabbing, attractive and appealing to your customers.

- A. Message design.
- B. Physical design.
- C. Informational advertising.
- D. Transformational Advertising.

ANSWER: B

233. \_\_\_\_\_ aims to transform the perception, attitude, or action of the prospective customer.

- A. Message design.
- B. Physical design.
- C. Informational advertising.
- D. Transformational advertising.

ANSWER: D

234. \_\_\_\_\_ is commercially significant news regarding a product/service, which appears in the

commercial media at no cost to the business. It is not considered to be a. advertising.

- A. Publicity.
- B. Public relations.
- C. Promotion.
- D. Advertising tools.

ANSWER: A

235. \_\_\_\_\_ is about direct person to person selling, or voice to voice, or digital to digital communication designed to explain how products, services, or ideas fit the needs of a prospective customer.

- A. Publicity.
- B. Public relation.
- C. Personal selling.
- D. Promotion.

ANSWER: C

236. \_\_\_\_\_ refers to the screening of the potential customers identified, to determine which of these are most likely to buy.

- A. Prospecting.
- B. Qualifying.
- C. Approach.
- D. The close.

ANSWER: B

237. A \_\_\_\_\_ approach involves carefully listening to the buyers needs and then clearly explaining how the product can satisfy them.

- A. AIDA principle.
- B. presentation.
- C. need-satisfaction.
- D. vanity.

ANSWER: C

238. A \_\_\_\_\_ is a factual statement about a characteristic of the product or service being sold.

- A. feature.
- B. benefit.
- C. confirmed benefit.
- D. potential benefit.

ANSWER: A

239. A \_\_\_\_\_ describes how the product or service may meet a particular customer need that is assumed to be important by the salesperson.

- A. potential benefit.
- B. confirmed benefit.
- C. feature.
- D. attribute.

ANSWER: A

240. The \_\_\_\_\_ is a useful tool which allows you to take advantage of the buyers comparisons, while avoiding danger involved in knocking the competition.

- A. comparison statement.
- B. potential benefit.

C. confirmed benefit.

D. feature.

ANSWER: A

241. \_\_\_\_\_ represents honest points of difference between the customer and the salesperson.

A. Objections.

B. Comparison statement.

C. Weaknesses.

D. Threats.

ANSWER: A

242. The \_\_\_\_\_ allows the customer to use your product for a specific period of time with the understanding that payment will be made at the end of the trial period.

A. immediate close.

B. concession close.

C. fear-factor close.

D. trial close.

ANSWER: D

243. \_\_\_\_\_ is a means of helping customers to identify a particular suppliers product/service and to create and maintain the confidence of customers in the performance of the brand.

A. Branding.

B. Selling.

C. Supplying.

D. Planning.

ANSWER: A

244. \_\_\_\_\_ method of setting promotional budgets is when you spend what you can afford.

A. Competitive.

B. Percentage of sales.

C. Objective and tasks.

D. Arbitrary.

ANSWER: D

245. \_\_\_\_\_ is that function of business management concerned with how customers feel about the place of business, its personnel, products and services.

A. Direct marketing.

B. Customer relations.

C. Product mix.

D. Management.

ANSWER: C

246. \_\_\_\_\_ refers to all the features, behaviors and information which facilitate a customers appreciation of the benefits and value of a particular business and its products/services.

A. Customer relations.

B. Customer service.

C. Retailing.

D. Benefits.

ANSWER: B

247. \_\_\_\_\_ category comprises of individuals who have indicated that they are interested in your

product/services.

- A. Suspects.
- B. Prospects.
- C. Customers.
- D. Advocates.

ANSWER: C

248. \_\_\_\_\_ customers, make a point of explaining the reasons for their dissatisfaction, and perhaps even suggest possible ways in which to remedy the situation.

- A. Aggressive.
- B. Passive.
- C. Constructive.
- D. Potential.

ANSWER: C

249. P and L means \_\_\_\_\_.

- A. production and loss.
- B. product and less.
- C. profit and loss.
- D. promotion and loss.

ANSWER: C

250. The \_\_\_\_\_ is a combination of product, brand name, packaging, advertising, distribution and so on. market response.

- A. market response.
- B. market stimuli.
- C. market segment.
- D. market service.

ANSWER: B

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