

Chapter 16 - Marketing Communication

1. What is the term for communications by marketers that inform, persuade, and remind potential buyers of a product in order to influence an opinion or elicit a response?
 - a. advertising
 - b. public relations
 - c. promotion
 - d. publicity

ANSWER: c

2. Rose is responsible for developing a plan for the optimal use of advertising, personal selling, sales promotion, and public relations. What is Rose developing?
 - a. a promotional strategy
 - b. a set of promotion goals
 - c. a marketing mix
 - d. a communication mix

ANSWER: a

3. Saks used advertising, personal selling, public relations, and sales promotion to communicate with its target audience about their new stores opening in the Canadian marketplace. Which of the following describes Saks plan on how to use these tools most effectively?
 - a. a promotional strategy
 - b. a selling plan
 - c. a marketing mix
 - d. strategic goals

ANSWER: a

4. What is the main function of a promotional strategy?
 - a. to convince the target customers that a firm's products offer competitive advantages over those of its competition
 - b. to provide the firm with research information about the success of its marketing effort
 - c. to create efficient distribution channels
 - d. to guarantee control over the length of the stages of the product life cycle

ANSWER: a

Chapter 16 - Marketing Communication

5. Through its large-scale buying efforts, market research practices, and transport practices, Walmart is able to ensure that it keeps its prices low. What do these unique features provide Walmart with?
- a. competitive advantage
 - b. marketing mix
 - c. special benefit
 - d. promotional plan

ANSWER: a

6. Some people love Apple products. They see their quality, and image is something that appeals to them. What is the marketing term for this?
- a. publicity objective
 - b. marketing differentiator
 - c. competitive advantage
 - d. sales promotional theme

ANSWER: c

7. The ads for Don Francisco's ground coffee simply state, "The highest quality coffee doesn't have to be expensive." What is the product communicating with promotion?
- a. its marketing mix
 - b. its competitive advantage
 - c. its researchable objective
 - d. its promotional theme

ANSWER: b

8. Martin has just launched a new set of children's books called RugRatReaders. These books are largely indestructible due to the materials they are made from. What does this feature represent?
- a. the product's tactical advantage
 - b. the product's competitive advantage
 - c. the product's feedback
 - d. the product's objective strategy

ANSWER: b

Chapter 16 - Marketing Communication

9. Radio is most commonly used with which promotional mix element?

- a. public relations
- b. advertising
- c. direct marketing
- d. sales promotion

ANSWER: b

10. Koodo is attempting to add new customers, and retain current ones. Koodo has set out how it will use all of the elements of the promotional mix to create a coordinated plan that will become an integral part of the organization's marketing strategy. What is the name for this plan?

- a. a promotional strategy
- b. a tactic for communication
- c. a mass aggregation strategy
- d. a communication objective

ANSWER: a

11. What does the promotional mix consist of?

- a. advertising, publicity, direct marketing, and personal selling
- b. advertising, product, promotion, and place
- c. advertising, personal selling, sales promotion, and public relations
- d. advertising, telemarketing, public relations, and sales promotions

ANSWER: c

12. Koodo is promoting what it has coined as "shock-free data," which puts consumers in control of their own data usage by sending a text when they are at 50 percent and 100 percent of data used. What are they promoting?

- a. a promotional strategy
- b. a competitive advantage
- c. a mass aggregation strategy
- d. a communication objective

ANSWER: b

13. According to your textbook, what process is Koodo using to share their marketing message?

- a. a promotional strategy
- b. a competitive advantage
- c. a mass aggregation strategy
- d. a communication objective

ANSWER: d

Chapter 16 - Marketing Communication

14. What two major categories can marketing communication be divided into?

- a. interpersonal communication and mass communication
- b. advertising and sales presentations
- c. social media and press releases
- d. store displays and social media

ANSWER: a

15. What is the term for the process by which we exchange or share meanings through a common set of symbols?

- a. feedback
- b. promotion
- c. advertising
- d. communication

ANSWER: d

16. What is communication to large audiences, usually through a medium such as television or a newspaper called?

- a. mass communication
- b. feedback-proof communication
- c. referential communication
- d. public communication

ANSWER: a

17. Global Television uses billboard, television, magazine, and newspaper advertising to inform television viewers about new episodes of popular television series. Which type of communication does Global use?

- a. referential
- b. mass
- c. factual
- d. interpersonal

ANSWER: b

18. According to your textbook, which of the following companies continues to use mass marketing?

- a. Tim Hortons
- b. Country Time
- c. McDonalds
- d. Starbucks

ANSWER: d

Chapter 16 - Marketing Communication

19. Who is the originator of the message in the communication process?

- a. the communicator
- b. the encoder
- c. the channeller
- d. the sender

ANSWER: d

20. While talking to Mr. and Mrs. Knighton, the appliance salesperson described the refrigerator as “a real money saver” and “a true bargain.” What stage was this in the sales process?

- a. decoding
- b. encoding
- c. sending
- d. receiving

ANSWER: c

21. What is interpersonal communication?

- a. nonpaid information such as publicity
- b. paid communication placed in personal media
- c. direct face-to-face communication between two or more people
- d. words spoken between two people

ANSWER: c

22. What are the two major categories of communications?

- a. verbal and nonverbal
- b. long term and short term
- c. mass and interpersonal
- d. informative and persuasive

ANSWER: c

23. The manufacturer of Meridian food products spent \$25,000 to create an ad that ran in the Thanksgiving issue of a popular cooking magazine. Because it was the originator of the communication process, what role does Meridian play?

- a. channel
- b. noise filter
- c. receiver
- d. sender

ANSWER: d

Chapter 16 - Marketing Communication

24. The maker of Frank's RedHot pepper sauce spent \$25,000 to create an ad that was targeted to consumers. Because it created the ad itself and did not use an ad agency, what did Frank's RedHot sauce engage in?
- a. channelling
 - b. creating noise
 - c. receiving
 - d. encoding

ANSWER: d

25. Which of the following is the conversion of the sender's ideas and thoughts into a message?
- a. development
 - b. processing
 - c. decoding
 - d. encoding

ANSWER: d

26. What is encoding?
- a. the creation of the original ideas and thoughts of a message
 - b. the conversion of the sender's ideas and thoughts into a message
 - c. the transmission of a message
 - d. the deciphering and understanding of a message

ANSWER: b

Scenario 16-1

Bag Media is a British company that sells space on paper bags to advertisers who want to drive consumers to their websites. A Bag Media representative is making a presentation to several Internet entrepreneurs who are interested in getting traffic to their websites.

27. Refer to the scenario. What is the company rep engaged in?
- a. telemarketing selling
 - b. interpersonal communication
 - c. mass communication
 - d. crowd selling

ANSWER: b

Chapter 16 - Marketing Communication

28. Refer to the scenario. When one of the Internet entrepreneur ordered its Web address printed on 25,000 bags, what was it an example of?
- a. feedback
 - b. noise
 - c. indirect transmission
 - d. nonverbal communication

ANSWER: a

29. What does the communication process consist of?
- a. message, media, transmittal, and feedback
 - b. source, receiver, channel, and transaction
 - c. encoding, decoding, channel, sender, and receiver
 - d. comprehension, noise, feedback, and repeat

ANSWER: c

30. What is the term for anything that interferes with, distorts, or slows the transmission of information?
- a. media communication
 - b. feedback
 - c. static
 - d. noise

ANSWER: d

31. Just as Grace was in sight of a billboard for the Riverbend Antique Mall, a police car drove by with its lights flashing. Grace was so concerned with watching where the police car went that she missed seeing the mall's billboard. In terms of the communication process, what did the police car act as?
- a. implicit communication
 - b. static
 - c. explicit communication
 - d. noise

ANSWER: d

32. What is a channel in communication?
- a. the only source of noise
 - b. usually an ad agency or public relations firm
 - c. someone who places advertising into media
 - d. any communication medium

ANSWER: d

Chapter 16 - Marketing Communication

33. Campbell soup has been promoted with television commercials, radio spots, newspaper coupons, and magazine advertisements. In the communication process, what did these media serve as for transmitting the message?
- a. decoders
 - b. encoders
 - c. channels
 - d. receivers

ANSWER: c

34. When Castrol Syntec, a premium motor oil, sought a new way to reach its young, car-passionate audience, the brand found its mark with video games. In its first-ever attempt at in-game advertising, Castrol Syntec found a way to show consumers (in a virtual world) the brand's power and performance. In the communication process, what did the game serve as for transmitting the message?
- a. sender
 - b. decoder
 - c. encoder
 - d. channel

ANSWER: d

35. The marketing campaign for Alpo dog food uses posters in veterinarians' offices, radio and television ads, and a website to promote benefits of the dog food. In terms of the communication process, what did Alpo use?
- a. several different source of feedback
 - b. several different channels
 - c. several different encoders
 - d. several different decoders

ANSWER: b

36. What is the term for the interpretation of the language and symbols sent by the source through a channel?
- a. encoding
 - b. perceiving communication
 - c. decoding
 - d. channelling

ANSWER: c

Chapter 16 - Marketing Communication

37. For communication to be effective which of the following should happen?

- a. Marketing managers should use both interpersonal and mass communications.
- b. Marketing managers must ensure a proper match between the message to be conveyed and the target market's attitudes and ideas.
- c. Marketers advertising messages should be general enough to cover all ages, social classes, and education levels.
- d. Marketers should use televised instead of print communication.

ANSWER: b

38. Which of the following, to a source, is a receiver's response to a message?

- a. decoded
- b. noise
- c. feedback
- d. static filled

ANSWER: c

39. Vera ordered the Chihuahua Christmas ornament she saw advertised in the Saturday coupon supplement by phoning the Danbury Mint and placing her order. In terms of the communication process, what was Vera's purchase an example of?

- a. feedback
- b. noise
- c. channelled communication
- d. message encoding

ANSWER: a

40. Which of the following is one of the basic tasks typically performed by promotion?

- a. managing
- b. organizing
- c. rewarding
- d. persuading

ANSWER: d

Chapter 16 - Marketing Communication

41. In which of the following situations is informative promotion generally used?

- a. when memory stimulus is needed
- b. during the early stages of the product life cycle
- c. during an attempt to gain the immediate action of a consumer
- d. when advertising a simple, nontechnical, mature product

ANSWER: b

42. The Hollymatic Patty Machine grinds and shapes meat into perfectly sized patties using a revolutionary new process that decreases shrinkage. An advertising agency is writing copy for the Hollymatic Patty Machine. Which type of format is it likely to use because the product is so technical?

- a. influencer
- b. persuasive
- c. reminder
- d. informative

ANSWER: d

43. When Heinz introduced its ketchup globally, it first had to deal with the fact ketchup is not a household staple outside North America. Heinz had to show foreign users how ketchup can be used. Globally, which type of advertising did Heinz primarily have to rely on?

- a. reminder
- b. persuasive
- c. informative
- d. influential

ANSWER: c

44. Maddie's Beverage Company has recently introduced Wateroos, 250-millilitre servings of water in juice-style containers with straws, to encourage children to drink more water. What is the goal of promotion developed for this new healthy alternative beverage for children?

- a. to inform
- b. to remind
- c. to prompt
- d. to influence

ANSWER: a

Chapter 16 - Marketing Communication

45. The North American Plastics Council wants to stimulate more consumer demand for products that are packaged in plastic. The ads will explain how plastics protect families from food spoilage and contamination. By trying to change customers' perception of plastic packaging, which type of promotion is the council using?
- a. reminder
 - b. persuasive
 - c. mass
 - d. diffusive

ANSWER: b

46. What is the goal of persuasive promotion?
- a. to stimulate a purchase or other action
 - b. to describe available services
 - c. to remind the consumers of where to buy the product
 - d. to maintain top-of-mind consumer awareness

ANSWER: a

47. When does persuasion normally become the primary promotion goal?
- a. when trying to increase brand awareness
 - b. when the product enters the growth stage of the product life cycle
 - c. when selling a highly technical product
 - d. when reminding consumers where to buy the product

ANSWER: b

48. Innovyx is an email marketing service provider. It has a new ad campaign aimed at changing negative perceptions of email. The ads explain how much cheaper email advertising is than traditional advertising and the high return on investment it can generate if used properly. Finally, the message ends by suggesting that companies that want to promote their products give email a chance to show them what it can do. What does this promotion do?
- a. persuade
 - b. inform
 - c. remind
 - d. reward

ANSWER: a

Chapter 16 - Marketing Communication

49. What are the three basic tasks of promotion?

- a. informing, persuading, and convincing
- b. persuading, convincing, and reminding
- c. informing, persuading, and reminding
- d. persuading, comparing, and reminding

ANSWER: c

50. Snickers chocolate bars are advertised mainly during large occasions such as the Super Bowl or the Olympics. What is the objective of this type of promotion?

- a. influence
- b. amusement
- c. persuasive
- d. reminder

ANSWER: d

51. For many years Canadians have loved their Tim Hortons coffee. Recently, Tim Hortons has expanded its menu. The company has run advertisements that tell consumers they've "always got time for Tim Hortons." Which type of promotion is Tim Hortons using?

- a. influence
- b. amusement
- c. informative
- d. reminder

ANSWER: d

52. What is the collective name for the four major promotional tools (advertising, personal selling, sales promotion, and public relations)?

- a. the communication model
- b. the advertising model
- c. the marketing mix
- d. the promotional mix

ANSWER: d

Chapter 16 - Marketing Communication

53. According to its website, Old Navy shows the spirit and optimism of its clothes through the use of its new “spokesdog” Paco, a shaggy, free-spirited canine. In terms of its one-way communication strategy, how will Old Navy use Paco to reach a large number of people at one time?
- a. public relations
 - b. advertising
 - c. implicit communications
 - d. personal selling presentations

ANSWER: b

54. Which of the following is any form of sponsor-identified, impersonal paid mass communication?
- a. advertising
 - b. publicity
 - c. Facebook promotion
 - d. nonpaid communication

ANSWER: a

55. Which marketing function evaluates public attitudes, identifies areas within the organization that are of public interest, and executes a program of action to gain public understanding?
- a. public relations
 - b. advertising
 - c. implicit communications
 - d. personal selling

ANSWER: a

56. Which of the following statements best describes advertising?
- a. The signs on the outsides of buses and taxis are not a form of advertising.
 - b. The cost per contact in advertising is low.
 - c. Innovative media are not used in advertising.
 - d. Advertising is any form of communication in which the sponsor is identified.

ANSWER: b

Chapter 16 - Marketing Communication

57. Every year, the Discovery Channel has what it calls Shark Week, a weeklong marathon of programs on sharks. In New York, Discovery Channel street teams disguised as Surfers, Bight University faculty, and Bight University “chewleaders” will attack city streets in July visiting morning TV shows, landmarks, and high-traffic areas to promote the series. What would an article in *the New York Times* on Shark Week and the Discovery Channel’s street teams be an example of?
- a. a sales promotion
 - b. publicity
 - c. advertising
 - d. a personal sales presentation

ANSWER: b

58. Wine lovers visit the Summerhill Pyramid Winery in the Okanagan Valley in BC to look at the grapes on the vines, taste wine, and often ride bicycles through the Okanagan. Often there are biking and running events, with many people celebrating the new wines. In terms of a promotional mix, what is this celebration of wine, people, and exercise an example of?
- a. advertising and personal selling efforts
 - b. strategic product promotions and resulting sales
 - c. sales promotion efforts
 - d. a public relations strategy and resulting publicity

ANSWER: d

59. Recently a news report appeared in the mass media stating that the share price for the Best Beer company had reached a new high. What category of promotions would this fall under?
- a. personal selling
 - b. advertising
 - c. publicity
 - d. sales promotion

ANSWER: c

60. Which of the following best describes publicity?
- a. It is free communication.
 - b. It is not persuasive with customers.
 - c. It has to be purchased from the mass media.
 - d. It has many internal costs to the company associated with it.

ANSWER: d

Chapter 16 - Marketing Communication

61. The Steel Recycling Institute (SRI) is an industry association that promotes and sustains the recycling of all steel products. An article in *BusinessWeek* magazine about how the institute plans to stimulate consumer demand would be an example of which of the following?
- a. direct selling
 - b. publicity
 - c. event marketing
 - d. direct mail

ANSWER: b

62. To provide more delivery service to the consumer market, UPS created UPS stores. According to the AIDA model, to create attention for this more convenient and less expensive way to mail packages through UPS, its marketing department should have relied on which element of the promotional mix?
- a. public relations
 - b. sales promotion
 - c. event sponsorship
 - d. personal selling

ANSWER: a

63. Which of the following statements best describes sales promotions?
- a. Public relations cannot effectively be used with sales promotions.
 - b. Sales promotion is a type of direct marketing.
 - c. Trade shows, coupons, premiums, and vacation giveaways are types of sales promotions.
 - d. All sales promotions must be aimed outside the organization.

ANSWER: c

64. Which of the following consists of all marketing activities that stimulate consumer purchasing such as coupons, contests, free samples, and trade shows?
- a. sales promotion
 - b. publicity
 - c. personal selling
 - d. advertising

ANSWER: a

Chapter 16 - Marketing Communication

65. What is a \$1-off coupon for Colgate toothpaste a form of?

- a. public relations
- b. sales promotion
- c. personal selling
- d. advertising

ANSWER: b

66. During the summer of 2006, Volvo Cars of North America drove traffic to its dealerships via a sweepstakes tied to Walt Disney's summer blockbuster *Pirates of the Caribbean: Dead Man's Chest*. What was this an example of?

- a. a sales promotion
- b. publicity
- c. advertising
- d. a personal sales presentation

ANSWER: a

67. GM recently unveiled a GM Fuel Price Protection Program that caps the per-gallon price consumers pay for gas at \$1.99 when they purchase select GM full-size utility and mid-size cars. This is designed to stimulate consumer buying. What is it called?

- a. a sales promotion
- b. a public relations activity
- c. an implicit communication
- d. personal selling

ANSWER: a

68. Which of the following is a purchase situation in which two or more people communicate in an attempt to influence each other?

- a. implicit communication
- b. personal selling
- c. mass communication
- d. synergistic communication

ANSWER: b

Chapter 16 - Marketing Communication

69. Java Jacket is a company that designs and prints ads on the paper jackets that go around hot coffee cups sold in coffee shops. To find clients to advertise on the coffee cup jackets, the company sent a representative to companies like *The Wall Street Journal* to tell them how their ads on coffee cup jackets would give them inexpensive exposure to a large number of potential customers. How can Java Jacket's activities best be described?
- a. as mass communication
 - b. as implicit communication
 - c. as personal selling
 - d. as relationship selling

ANSWER: c

70. Which of the following statements best describes the characteristics of the elements in the promotional mix?
- a. The speed of feedback is delayed in sales promotion, advertising, and personal selling.
 - b. Message flexibility is greatest with advertising.
 - c. The message flow is two-way in public relations, sales promotions, and personal selling.
 - d. The most feedback is available with personal selling.

ANSWER: d

71. Which of the following statements best describes the characteristics of the elements in the promotional mix?
- a. Control over message content is greatest when public relations is used.
 - b. The fastest feedback occurs with personal selling.
 - c. The mode of communication for sales promotion is usually direct and personal.
 - d. The message flow with advertising is two-way.

ANSWER: b

72. Which of the following outlines a sequential four-step process for achieving promotional goals?
- a. the communication model
 - b. the hierarchy of impacts
 - c. the AIDA concept
 - d. Maslow's hierarchy of needs

ANSWER: c

Chapter 16 - Marketing Communication

73. What does AIDA stand for?

- a. attitude, interest, demand, activity
- b. attention, interest, desire, action
- c. avoidance, interest, desire, acceptance
- d. attitudes in developing acquisitions

ANSWER: b

74. Which of the following best describes the AIDA concept?

- a. a promotional tool to reach your target market
- b. a model effectively showing that advertising can move people to the purchase stage
- c. a model for reaching promotional objectives that outlines a sequential process for effective promotion
- d. a budget plan based on the effectiveness of various promotional mixes in achieving certain objectives

ANSWER: c

75. Lyndon went to a website that sells barbecue grills and read reviews of several different models. He has requested more information about a Weber grill that appeared to meet his needs, but he is not yet willing to give up his search to find the perfect grill. As far as Weber is concerned, which step of the AIDA concept is Lyndon in?

- a. attention
- b. liking
- c. interest
- d. desire

ANSWER: c

76. According to the AIDA concept, what is the first step a marketer must achieve with potential customers?

- a. attention
- b. action
- c. adaptation
- d. adoption

ANSWER: a

77. Point-of-purchase displays in grocery stores, coupons, premiums, and trial-size packages are most useful when the consumer is near which stage of the AIDA model?

- a. liking
- b. awareness
- c. action
- d. knowledge

ANSWER: c

Chapter 16 - Marketing Communication

78. When Vincent saw Mike's new Iron Horse Yakuza Aniki mountain bike, Vincent immediately knew he wanted to own one just like it someday. According to the AIDA concept, which stage did Vincent enter?
- a. action
 - b. attention
 - c. interest
 - d. desire

ANSWER: d

79. Which of the following best describes the AIDA concept?
- a. It assumes that the second step in the purchase-decision process is inertia.
 - b. It does not explain how all promotions influence purchase decisions.
 - c. It assumes that consumers regularly go through each stage of the process during all purchases.
 - d. It indicates that the purchase decision is the same for high-involvement and low-involvement products.

ANSWER: b

80. In terms of the AIDA concept, what is sales promotion most effective at creating?
- a. strong desire and purchase intent
 - b. positive attitudes toward a brand
 - c. awareness of a product
 - d. awareness of a product and purchase intent

ANSWER: a

81. For which of the following purchases is Gordon most likely to pass through all four stages of the AIDA process?
- a. a pair of white socks
 - b. a two-pack of light bulbs
 - c. a loaf of bread
 - d. gear for mountain climbing

ANSWER: d

82. Which of the following statements best describes the AIDA model?
- a. The AIDA model explains why public relations is the most important element in the promotional mix.
 - b. Advertising is most effective at the purchase stage of the AIDA model.
 - c. Certain promotional tools are more effective at certain stages of the AIDA model.
 - d. The promotional mix should not be influenced by the AIDA model.

ANSWER: c

Chapter 16 - Marketing Communication

83. Which of the following do NOT determine the nature of the promotional mix?

- a. stage in the product life cycle
- b. target market characteristics
- c. funds available for promotion
- d. size of the company

ANSWER: d

84. Which of the following elements of the promotional mix would be most effective for helping highly involved consumers make complex buying decisions?

- a. personal selling
- b. reminder advertising
- c. sales promotion
- d. public relations

ANSWER: a

85. Fans of Cott's black cherry soda are able to explain why Cott's is superior to any other type of black cherry soda. Fans are scattered and are extremely brand loyal. The characteristics of this target market indicate that which type of promotional mix should be used?

- a. one with less publicity and sales promotion and more personal selling
- b. one with more advertising and sales promotion and less personal selling
- c. one with less sales promotion and more advertising and personal selling
- d. one with more advertising and less sales promotion and public relations

ANSWER: b

86. The various *Survivor* shows have been promoted through personal appearances by show participants, websites, and merchandise with the *Survivor* logo as well as print and broadcast advertising. To ensure that all of the promotional messages are coordinated, what should the network on which the show is broadcast in Canada use?

- a. the integrated marketing communications approach
- b. the AIDA concept approach
- c. the interpersonal and mass communications approach
- d. the coordinated market management approach

ANSWER: a

Chapter 16 - Marketing Communication

87. When Lee Apparel introduced Lee Dungarees, it carefully coordinated posters, radio and television commercials, and a Web-based interactive game that drove customers to off-line stores and back to the website. All of these elements produced a consistent, unified, customer-focused message. What did Lee Apparel use?
- a. coordinational communications
 - b. promotional selling
 - c. integrated marketing communications
 - d. creative selling

ANSWER: c

88. In January 2005, Burger King sponsored the opener of the third season of *The Apprentice*. The *Apprentice* sponsorship was an important element in Burger King's overall marketing strategy to build social currency for the brand through contests, advertising, and other sales promotion. In 2002, the brand set out to reverse negative perceptions of Burger King through the use of a consistent and coordinated promotional message. What was Burger King using?
- a. coordinational promotion
 - b. promotional mixing
 - c. integrated marketing communications
 - d. processed marketing

ANSWER: c

89. What is the term for the careful coordination of all promotional activities to produce a consistent, unified message that is customer focused?
- a. promotional selling
 - b. integrated marketing communications
 - c. creative selling
 - d. relationship marketing

ANSWER: b

90. Molson beer is produced in Canada. Coors is manufactured in the United States. A merger of the two breweries would give each brand access to a significantly larger market. To effectively reach both markets, the merged company would need to coordinate its promotional mix so as to produce a consistent, unified, and customer-focused message. In other words, what would the brewery need to use?
- a. coordinational promotion
 - b. integrated marketing communications
 - c. creative selling
 - d. transactional communications

ANSWER: b

Chapter 16 - Marketing Communication

91. Which of the following tools does social media NOT include?

- a. podcasts
- b. on-demand zines
- c. micoblogs
- d. social networks

ANSWER: b

92. Because automobile tires are in the maturity stage of their product life cycle, which of the following elements in the promotional mix should NOT be emphasized in the marketing of this product?

- a. public relations
- b. sales promotion
- c. reminder advertising
- d. personal selling

ANSWER: a

93. Which of the following best describes what occurs when a product is in the growth stage of its product life cycle?

- a. all elements of the promotional mix are equally important
- b. heavy advertising is used to build brand loyalty
- c. persuasive and reminder advertising is decreased
- d. personal selling and sales promotions are the major elements of the promotional mix used

ANSWER: b

94. What is probably the most important factor in determining the promotional mix?

- a. the need for feedback
- b. money
- c. media availability
- d. message flexibility

ANSWER: b

Chapter 16 - Marketing Communication

95. Petra McCoy has developed a product for cleaning grout called Grout-Chee. Everyone who has tried the product really appreciates how quickly it works, but McCoy is having trouble getting retail stores to carry the product. She has decided to send retailers free samples and use other trade promotions to encourage stores to carry her product. Which type of promotional strategy is McCoy using?

- a. kinetic
- b. inert
- c. push
- d. pull

ANSWER: c

96. An ad in a trade magazine targeted to veterinarians urges them to prescribe Hepato for cats and dogs with damaged livers. This ad was placed by the product's manufacturer. Which strategy is the manufacturer using?

- a. kinetic
- b. inertia
- c. advertorial
- d. push

ANSWER: d

97. Shannon Murphy wanted to increase sales at his jewellery store, Murphy the Jeweller. After analyzing his sales figures, he decided to give away \$50 gift certificates for local businesses to give to their employees. "Many people used the gift certificates as credit toward more expensive items," explains Murphy. Which strategy is Murphy using?

- a. pull
- b. push
- c. inertia
- d. cash-flow

ANSWER: a

98. Slatescape sells crushed slate to be used as a decorative, permanent mulch to keep weeds out of flower beds. Initially, Slatescape was marketed heavily to home owners, but after years of radio and television advertising, Slatescape has decided to put a majority of its promotion budget into personal selling and sales promotion to lawn and garden supply stores and large discount stores such as Walmart. What is this new strategy called?

- a. kinetic
- b. push
- c. pull
- d. reinforcement

ANSWER: b

Chapter 16 - Marketing Communication

99. Which promotional strategy involves a manufacturer focusing its promotional efforts on the consumer?

- a. reinforcement
- b. personal selling
- c. push
- d. pull

ANSWER: d

100. Procter & Gamble uses cents-off campaigns, couponing, and free samples to increase sales of Tide detergent. Which type of promotional strategy is it using?

- a. personal selling
- b. pull
- c. reinforcing
- d. kinetic

ANSWER: b

101. To get more retailers to stock its products, Rust-Oleum paint developed a strong advertising campaign aimed at consumers. The ads show creative ways to use paint to make homes more attractive and emphasizes that the paint doesn't chip, peel, or fade. Which type of promotional strategy is Rust-Oleum using?

- a. push
- b. reinforcement
- c. pull
- d. kinetic

ANSWER: c

102. Promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response.

- a. True
- b. False

ANSWER: True

103. Black & Mild FT are the only cigars on the market made with "a skilful blend of premium pipe tobaccos and a filter tip for extra smoothness." This feature creates a competitive advantage for the product.

- a. True
- b. False

ANSWER: True

Chapter 16 - Marketing Communication

104. The North American manager is working with some Indonesians who do not speak English. In attempting to exchange information, they are using symbols to assign meanings to the facts the manager hopes to convey. This is an example of communication.

- a. True
- b. False

ANSWER: True

105. Nature Valley uses popular magazines, radio, and television to promote its brand of trail mix. Nature Valley uses mass communication.

- a. True
- b. False

ANSWER: True

106. When a marketer sends a message to the target market, the marketer must first decode the symbols used.

- a. True
- b. False

ANSWER: False

107. NutriFoods is concerned that its advertising messages are not getting through to the target market as intended. Its radio ads contain music that its target market does not like, and its spokesperson has a very nasal voice that sounds as though he has a perpetual cold. These are examples of noise in the communications process.

- a. True
- b. False

ANSWER: True

108. Even though a message is received, it will not necessarily be properly decoded; receivers interpret messages based on their own frames of reference.

- a. True
- b. False

ANSWER: True

109. If a Mutual Funds Investment Broker were to study its promotional strategies by looking at sales trends and market research, it would be using direct feedback to evaluate its promotional strategies.

- a. True
- b. False

ANSWER: False

Chapter 16 - Marketing Communication

110. All promotions are designed to either inform, persuade, or remind the target audience.

- a. True
- b. False

ANSWER: True

111. The promotional mix is the combination of promotional tools used to reach the target market and fulfill the organization's overall goals.

- a. True
- b. False

ANSWER: True

112. Advertising is any form of impersonal, one-way mass communication in which the sponsor is identified.

- a. True
- b. False

ANSWER: True

113. Benedick and Taapo are arguing about newspaper publicity. Benedick says favourable publicity is free—hence the phrase “free publicity.” Taapo says that publicity is not free because costs were incurred in developing the public relations materials used by the newspapers. Benedick has a more accurate grasp of the definition of publicity.

- a. True
- b. False

ANSWER: False

114. Sales promotion is a promotional tool generally used to stimulate consumer buying and dealer effectiveness.

- a. True
- b. False

ANSWER: True

115. Communication via telephone is not considered personal selling because it is not face to face.

- a. True
- b. False

ANSWER: False

116. AIDA is an acronym for Attention-Interest-Desire-Action.

- a. True
- b. False

ANSWER: True

Chapter 16 - Marketing Communication

117. A person buying a Valentine's Day gift for his significant other is more likely to go through all of the steps in the AIDA process than a person buying a gift certificate for her mail carrier.

- a. True
- b. False

ANSWER: True

118. The AIDA concept can be used to explain how all promotions influence purchase decisions.

- a. True
- b. False

ANSWER: False

119. Allyson Brown is trying to develop a promotional mix for her firm's new product, a sophisticated sun porch designed for use all year. She reasons that because her product is complex and carries high financial risks for consumers, the mix should concentrate on personal selling.

- a. True
- b. False

ANSWER: True

120. In terms of the AIDA process, public relations has its greatest impact in gaining attention for a company, good, or service.

- a. True
- b. False

ANSWER: True

121. One of the reasons for the growing popularity of integrated marketing communications is the proliferation of thousands of new media choices.

- a. True
- b. False

ANSWER: True

122. Maddie's Beverage Company has recently introduced Wateroos, 250-millilitre servings of water in juice-style containers with straws, to encourage children to drink more water. Since this product is in the introductory stage of the product life cycle and as yet has no direct competition, Maddie's promotional objective should be persuasion.

- a. True
- b. False

ANSWER: False

Chapter 16 - Marketing Communication

123. It's been a few years since odour-free paint hit the market, and a paint manufacturer estimates the paint to be in the growth stage of its product life cycle. With all the competition in the industry today, the manufacturer should use promotions that persuade buyers of odour-free paint to purchase its brand over all others.

- a. True
- b. False

ANSWER: True

124. A blend of more advertising and sales promotion and less personal selling is useful when the target market is informed, loyal to the product in question, and geographically widely scattered.

- a. True
- b. False

ANSWER: True

125. Lansky sells 60 different knife and garden tool sharpeners. It uses aggressive personal selling and sales promotions to encourage intermediaries to carry and sell its sharpener. Lansky is using a push strategy.

- a. True
- b. False

ANSWER: True

126. Marketers typically use either a push or a pull strategy exclusively.

- a. True
- b. False

ANSWER: False

127. Money, or the lack of it, may be the most important factor in determining the promotional mix.

- a. True
- b. False

ANSWER: True

128. What is promotion? Why is it a vital part of a company's marketing mix?

ANSWER: Promotion is communication by marketers that informs, persuades, and/or reminds potential buyers of a product to influence an opinion or elicit a response. It is a vital part of the marketing mix because few goods or services, no matter how well developed, can survive in the marketplace without effective promotion. It also informs the consumer of the product's benefits, thus positioning it in the marketplace. The main function of promotion is to convince target customers that the goods and services offered provide a competitive advantage over the competition.

Chapter 16 - Marketing Communication

129. What is the basic definition of communication? What are two forms of communication? Give specific examples of these two forms and indicate how a company could use each of them. Then explain how the company can avoid miscommunication.

ANSWER: Communication is the process by which individuals exchange or share meanings through a common set of symbols. Individuals assign meanings to feelings, ideas, facts, and attitudes.

Interpersonal communication is direct face-to-face communication between two or more people. With this communication people know whom they are communicating with and can respond to the other person's reaction almost immediately. An example of this is a salesperson speaking directly with a client.

Mass communication is communication with large audiences, usually through a mass medium such as television, radio, magazine, or a newspaper. In this case, the company does not know individually the people with whom it is communicating, and there is no way to respond immediately to the consumers' reactions.

Common understanding between two communicators is required for effective communication. Bright colours and graphics have been shown to increase consumers' comprehension of marketing communication. Factors that can lead to miscommunication are differences in age, social class, education, culture, and ethnicity. Marketing managers must ensure a proper match between the message to be conveyed and the target market's attitudes and ideas. Additionally, both print and televised marketing communications are often misunderstood.

130. Draw a diagram that illustrates the communication process.

ANSWER: See Exhibit 16.2 on page 298.

Chapter 16 - Marketing Communication

131. You are the promotions director for Sunland Farm cholesterol-free eggs. Describe the steps in the communication process in your promotion campaign, using specific examples of the actions that will take place in promoting the eggs.

- ANSWER:*
1. The sender encodes ideas into a promotional message. In this case, the promotions director at Sunland Farm is the sender of the message and may hire an advertising agency to create or encode an advertising message.
 2. The message is transmitted through a channel, or communication medium. Sunland Farm's promotion may be carried by television, radio, magazines, newspapers, billboards, or other media.
 3. The message may or may not be received by the intended target market. The audience may not be exposed to the channel.
 4. Receivers decode the message by interpreting the contents of the promotion. Messages may or may not be properly decoded. When people receive messages, they tend to manipulate, alter, and modify the messages to reflect their own biases, needs, knowledge, and culture.
 5. The receiver's response to a message is feedback to the source. In mass communications, feedback is indirect rather than direct. Sunland Farm may need to conduct marketing research to see if the audience can recognize, recall, or state that they have been exposed to the message.
 6. Any phase of this process may be hindered by noise, such as competitors' advertisements.

Chapter 16 - Marketing Communication

132. What are the three basic tasks of promotion? For each of these three tasks, give two specific promotions examples of how that task might be accomplished.

ANSWER: 1. INFORM

- increase awareness of a new product or brand
- inform the market of new product attributes
- suggest new uses for a product
- reduce consumers' anxieties
- tell the market about a price change
- describe available services
- correct false impressions
- explain the way a product or service works
- build a company image

2. PERSUADE

- build brand preference
- encourage brand switching
- change customers' perceptions of product attributes
- influence consumers to buy now
- persuade customers to receive a sales call

3. REMIND

- remind consumers that the product may be needed in the near future
- remind consumers where to buy the product
- keep the product in consumers' minds during off times
- maintain consumer awareness

Chapter 16 - Marketing Communication

133. The promotional mix is made up of a blend of six promotional tools. Name and briefly define each of these six tools.

ANSWER: 1. *Advertising* is a form of impersonal, one-way mass communication that is paid for by the sponsor. Advertising is transmitted by different media, including television, radio, newspapers, magazines, books, direct mail, billboards, and transit cards.

2. *Public relations* is the marketing function that evaluates public attitudes, identifies the policies and procedures of the organization, and executes programs to earn public understanding and acceptance. A solid public relations program can generate favourable publicity.

3. *Personal selling* involves a planned face-to-face presentation to one or more prospective purchasers for the purpose of making sales. Personal selling was initially more prevalent in the industrial goods field, but now plays an important role in relationship marketing.

4. *Sales promotion* includes a wide variety of activities for stimulating consumer purchasing and dealer effectiveness. Examples include free samples, contests, bonuses, trade shows, and coupons.

5. *Direct-response* communication is communication of a message directly from a marketing company and directly to an intended individual target audience.

6. *Social media* is a collection of online communication tools that facilitate conversations online; when used by marketers, social media tools encourage consumer empowerment.

134. You are the promotions manager for a new weight-loss program that is based on a low-carbohydrate diet. Describe how you might use four tools of the promotional mix to promote the product.

ANSWER: Promotion tools should be directed toward a weight-conscious target audience. General examples of tools are the following:

1. Advertising could take place in many different media, including television, radio, newspapers, magazines, books, direct mail, billboards, and transit cards.
2. Public relations could be used to generate publicity for the new product in the form of news items, feature articles, or sporting event sponsorship.
3. Personal selling may be needed to encourage wholesalers and/or retailers to carry the product. However, personal selling may not be feasible to reach a large target audience.
4. Sales promotion could include free samples, contests, bonuses, trade shows, and coupons.

Chapter 16 - Marketing Communication

135. Choose two of the six tools of the promotional mix and use them as column headings in the table that follows. Then fill in the rest of the table by using the characteristics listed in the left column to describe the two tools.

PROMOTION TOOL:

Direct or indirect communication?

Impersonal or personal?

Amount of feedback?

Speed of feedback?

Content control?

Sponsor identified?

Speed in reaching large audience?

ANSWER: See Exhibit 16.4 (textbook page 306).

PROMOTION TOOL:	ADVERTISING	PUBLIC RELATIONS
Direct or indirect communication?	Indirect	Usually indirect
Impersonal or personal?	Impersonal	Impersonal
Amount of feedback?	Little	Little
Speed of feedback?	Delayed	Delayed
Content control?	Yes	No
Sponsor identified?	Yes	No
Speed in reaching large audience?	Fast	Usually fast

Direct or indirect communication?

Direct

Usually indirect

Impersonal or personal?	Personal	Impersonal
Amount of feedback?	Much	Little/moderate
Speed of feedback?	Immediate	Varies
Content control?	Yes	Yes
Sponsor identified?	Yes	Yes
Speed in reaching large audience?	Slow	Fast

Chapter 16 - Marketing Communication

136. Discuss online marketing and social media marketing, illustrating them as strong communication tools.

ANSWER: **Online marketing** is communication delivered through the Internet. The rapid growth of consumers' use of the Internet and its pervasive impact on consumers' daily lives have led to new communication opportunities for marketers. The Internet creates real-time, two-way communication with consumers. This allows the marketer to alter the message to better suit the consumer. Not only can consumers immediately respond to the marketer's message with further inquiries or even a purchase, but as a result of email and social media, they can also share it instantly with their friends and family. The penetration of Internet usage has also created the opportunity for marketers to become publishers of content that is easily accessible to consumers through marketers' email marketing, search engine optimization, paid search, and display advertising strategies that pull the consumer to the company's website or social media channels, to engage them with the content and thus the brand. Content created by marketers adds value to a brand and can help to reinforce a brand's positioning in the marketplace relative to competition. In 2015 Nike launched a campaign targeting women entitled "Better for It." The campaign was a global effort to encourage women to push themselves to see how far they could go, no matter how far that was. The launch of the campaign relied heavily on traditional media, including print and digital ads. A year after the launch, Nike created an eight-episode YouTube series in support of the message, which they believed was highly authentic and relatable and would thus create conversation and connection among the intended target. Content created by marketers for their brands is typically distributed through social media.

Social media are promotion tools used to facilitate conversations and other interactions among people. Consumers can hold intimate conversations with companies that can be shared through "likes" on Facebook and Instagram and retweets on Twitter. In the same way, social media allow consumers to speak to one another often in a public forum, such as on Facebook, providing instantaneous and wide-reaching word of mouth.

Social media include blogs; microblogs, like Twitter; video platforms, such as YouTube and Vine; podcasts; vodcasts; and social networks, such as Facebook, Pinterest, Snapchat, and LinkedIn. The consumer who uses social media is in control of the message, the medium, and the response. This increased consumer empowerment can be frightening for companies, but they have come to see that when used properly, social media have value. Indeed, social media have become a "layer" in promotional strategies. Social media are ubiquitous—it just depends on how deep that layer goes for each brand. The various social media tools have created a completely new way for marketers to manage their image, connect with consumers, and generate interest in and desire for their products. If the marketer can listen and learn, he or she can engage more successfully. Marketers are using social media as an integral aspect of their campaigns and as a way to extend the benefits of traditional media.

Chapter 16 - Marketing Communication

137. The ultimate objective of any promotion is a purchase or some other activity. A model for reaching promotional objectives is called the AIDA concept. What does this acronym stand for? Describe what marketing actions might take place in each stage of this model.

ANSWER: AIDA stands for Attention-Interest-Desire-Action. A promotion manager attracts a person's attention by a greeting and approach (personal selling) or loud volume, unusual contrasts, bold headlines, movement, bright colours, and so on (advertising and sales promotion). Second, a good sales presentation, demonstration, or promotional copy creates interest in the product. Third, desire is created by illustrating how the product's features will satisfy the consumer's needs. Finally, a special offer or a strong closing sales pitch may be used to obtain purchase action.

138. The ultimate objective of any promotion is a purchase or some other activity. One model for reaching promotional objectives is called the AIDA concept. This model proposes that consumers are moved through four stages by the promotional mix. Suppose you are the promotional manager for the new B-Gone squirrel-proof bird feeders. (Before the B-Gone, there were no feeders on the market that were really squirrel-proof.) This bird feeder is guaranteed to prevent squirrels from reaching and eating its contents. Describe the promotional activities you would recommend in each stage of AIDA model for the B-Gone feeder. Assume that personal selling will not be used.

ANSWER:

Attention: General awareness could be created with heavy publicity, advertisements on television during nature shows, and print ads in birdwatching magazines.

Interest: Simple awareness generally does not result in a sale. The target market should be informed about the product's benefits. Print advertisements could detail features of the B-Gone, including price, availability, construction material, installation instructions, and so forth. These ads could also explain how the feeder keeps squirrels out. To generate a favourable attitude, birdwatching clubs could be sent a sample B-Gone and then be asked to recommend the feeders in television, radio, and magazine advertisements. Managers of stores catering to nature lovers could also be sent free samples and then be asked to recommend the B-Gone to their customers.

Desire: In this stage, promotion should create brand preference. Promotions should tell bird lovers how much better off the birds will be if they install a B-Gone feeder. Promotions should also emphasize that bird lovers will spend fewer aggravating hours trying to chase squirrels away. The fact the feeder is squirrel-proof should be promoted as the competitive advantage.

Action: Catchy displays in stores targeted to nature lovers, coupons in birdwatching magazines, premiums (such as free seed or bird food), a display of how a B-Gone feeder works in some public park, or other forms of sales promotion could be used to encourage a consumer to purchase.

Chapter 16 - Marketing Communication

139. What is integrated marketing communications (IMC)? How is IMC implemented?

ANSWER: Integrated marketing communications is the careful coordination of all promotional activities to produce a consistent, unified message that is consumer focused. To implement IMC, marketing managers carefully work out the roles that the various promotional elements will play in the marketing mix. Timing of promotional activities is coordinated, and the results of each campaign are carefully monitored to improve future use of the promotional mix tools. Typically, one individual in the firm is given the overall responsibility for integrating the company's marketing communications.

140. Several factors affect the choice of promotional mix. Name five of these factors.

ANSWER:

- nature of the product (consumer or industrial)
- stage in the product life cycle
- target market characteristics
- type of buying decision
- available funds for promotion
- use of a push or pull strategy

141. Several factors inherent to the product itself influence the promotional mix. Name and briefly describe three of these factors.

ANSWER: 1. *Costs and risks:* When the costs or risks of a product's use increase, personal selling becomes more important.

2. *Stage in product life cycle:* During the introduction stage, emphasis is placed on advertising and public relations as well as some sales promotion and personal selling. During growth, sales promotion efforts are reduced, while advertising and public relations continue. At maturity, sales promotion and advertising become the focus. All promotion is reduced during the decline stage.

3. *Nature of product:* If the product is a business product, it is less likely to be well suited for mass communication. Since they are often custom-tailored, business products are better suited for personal selling. Consumer products are designed to appeal to a large audience, so advertising and sales promotion are more appropriate.

Chapter 16 - Marketing Communication

142. List the four stages of the product life cycle. Then describe the promotional strategies used in each stage.

- ANSWER:*
- 1. Introduction.* During the introduction stage, emphasis is placed on general product-class factors and informative messages. Heavy advertising and public relations are used to build awareness, while sales promotion can be used to induce trial. Personal selling is used in this stage to obtain distribution.
 - 2. Growth:* In this stage, promotion emphasizes the product's competitive advantage over the competition. Heavy advertising and public relations are used to build brand loyalty. Sales promotion decreases, while personal selling is used to maintain distribution.
 - 3. Maturity:* With increased competition, advertising may decrease slightly, and the advertising used is more often the persuasive and/or reminder type. Sales promotion increases to build market share, and personal selling is used to maintain distribution.
 - 4. Decline:* In general, all products decline, and promotional messages may be focused on other firm products. Because of expense, advertising and public relations are dramatically decreased. Sales promotion and personal selling may be maintained at low levels.

143. Target market characteristics and the type of buying decision the target market is making can affect the mix of promotional elements. Describe how differences in each factor change the promotional mix.

ANSWER: Target market characteristics: Widely scattered customers, highly informed buyers, and brand-loyal repeat purchasers generally require a blend of more advertising and sales promotion and less personal selling. Personal selling is required for industrial installations, even if buyers are extremely competent. Print advertising can be used when potential customers are difficult to locate.

Type of buying decision: Advertising and sales promotion are the most effective promotional tools for routine purchase decisions, such as buying toothpaste. A decision that is neither routine nor complex may be influenced by advertising and public relations that create awareness of a product. For complex, high-involvement decisions, personal selling and print advertising are effective and provide the information needed.

144. You are the promotions manager for a small, financially strapped company. Describe how a lack of funds affects the use of each of the promotional tools. Describe the trade-offs that occur between funds available and other aspects of promotion.

ANSWER: A firm with limited funds can rely heavily on publicity if the product is unique. If personal selling is necessary, the firm may use manufacturers' agents who work on a commission basis. Some sales promotions can also be inexpensive. Although advertising is very expensive, it has low cost per contact, which may be necessary for a large potential market. There is usually a trade-off among the funds available, the number of people in the target market, the quality of communication needed, and the relative costs of the various promotional elements.

Chapter 16 - Marketing Communication

145. You are the promotions manager for Pyrolave, a company that turns lava rock into counter tile. The company's counter tile is easy to clean and resistant to scratches, but more expensive than other materials used for countertops. You need to decide whether to implement a push or a pull promotional strategy. Define and describe both the push and the pull strategy, and describe what promotions might be used in each strategy.

ANSWER: A push strategy is when manufacturers use aggressive personal selling and trade advertising to convince a wholesaler or a retailer to carry and sell their merchandise. The wholesaler, in turn, must push the merchandise forward by persuading the retailer to handle the goods. The retailer then uses advertising, displays, and so on to convince the consumer to buy the pushed products.

A pull strategy stimulates consumer demand to obtain product distribution. In this case, the manufacturer focuses its promotional efforts on final consumers, usually with mass media. As consumers demand the product, the retailer orders the merchandise from the wholesaler. As the wholesaler is confronted with rising demand, it places orders for the merchandise from the manufacturer. Stimulating final consumer demand pulls the product through the distribution channel. Consumer advertising, cents-off campaigns, and couponing are part of a pull strategy.