

# Advertising & Promotion BUS210

Author: Melinda Salzer

Professor @Berkeley College

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## 4. Chapter: Unit 07: Advertising Strategy

### 1. Unit 07: Advertising Strategy Questions

#### 4.1.1. A company with little or no brand recognition has decided to use di...

Author: Melinda Salzer

A company with little or no brand recognition has decided to use direct response marketing. Which media outlet will provide them with the best ROI?

Please choose only one answer:

- Banner advertising
- Print media
- Social Media
- Email marketing
- None of the above

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#### 4.1.2. According to your Launch! textbook, "...a branding strategy creates a...

Author: Melinda Salzer

According to your Launch! textbook, "...a branding strategy creates a clear picture of the values your product or service represents." Coca-Cola is a strong American brand that creates value to the consumer by providing a lifestyle product. Yet, when Coca-Cola introduced New Coke in 1985, it was a colossal failure. The product was removed from the shelves within 3 months. What significant strategic mistake did the Coca-Cola company make?

Please choose only one answer:

- The company did not change the product's packaging to match the new product's image.
- The new brand was too similar to Pepsi's products.
- The company did not understand the relationship consumers had with the product and what the brand meant to consumers.
- The company's new advertising campaign did not effectively communicate the new product's attributes.
- The company was unable to obtain enough shelf space in stores. Retailers did not want to remove the very profitable original Coke product.

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### 4.1.3. Before industrialization, products were sold generically. Chocolate...

Author: Melinda Salzer

Before industrialization, products were sold generically. Chocolate was chocolate, butter was butter, and so on. Mass production made it possible to produce many products, resulting in branding, which eliminated the idea of generic products. However, some products have benefited from the consumer use of a generic. Which of the following brands' strategy has produced this result? How so?

Please choose only one answer:

- Verizon, because everyone knows they sell phones and phone service.
- Nike, because they are known for athletic shoes
- Kleenex, because that is what people say when they want a tissue
- Bic, because they are known for writing implements
- General Motors because that is how people relate to the automobile industry

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#### 4.1.4. Coach sells ladies handbags, wallets, and other accessories. These ...

Author: Melinda Salzer

Coach sells ladies handbags, wallets, and other accessories. These products are expensive and well-made. When Coach advertises its products as luxurious, sophisticated, and elegant, which characteristic of a branding strategy is the company using?

Please choose only one answer:

- Personality
- Accountability
- Consistency
- Differentiation
- Brand equity

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#### 4.1.5. Jim Thorpe was known as one of the greatest athletes of the 20th ce...

Author: Melinda Salzer

Jim Thorpe was known as one of the greatest athletes of the 20th century. He played professional baseball and football, and he won several Olympic gold medals. Why would a small town in Pennsylvania change its name (they actually purchased the rights to use it!) to Jim Thorpe, PA?

Please choose only one answer:

- Because they wanted to honor Mr. Thorpe's memory
- Because it is a good strategy to name a location after a famous athlete
- Because the strategy of branding places has proven to be effective and has shown to produce positive results in generating awareness and increasing business in that locale
- Because many sports are popular in the town
- None of the above

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#### 4.1.6. Many companies plan a branding strategy that will create a "barrier..."

Author: Melinda Salzer

Many companies plan a branding strategy that will create a "barrier to entry." What benefit does this provide for your brand?

Please choose only one answer:

- Other companies cannot launch a similar item in your product category.
- Your product has such a strong image that new entries in the marketplace will find it difficult to take your customers away from you.
- New companies cannot gain market share.
- You are able to steal customers away from your competition.
- All of the above

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Question: [Many companies plan a branding strategy Melinda Salzer @Berkeley](#)

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#### 4.1.7. Research has shown that the most lucrative target market for your p...

Author: Melinda Salzer

Research has shown that the most lucrative target market for your plumbing and carpentry products are professional contractors whose businesses are located in suburban and rural communities. This represents new information, because past sales have come mostly from urban do-it-your-selfers. You are planning your advertising strategy for next year and want to use the most cost effective advertising media for your plan. Which advertising medium should you include in your plan?

Please choose only one answer:

- Email marketing
- Radio advertising
- Print advertising
- Outdoor billboards
- All of the above

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#### 4.1.8. What is the importance of a value proposition?

Author: Melinda Salzer

What is the importance of a value proposition?

Please choose only one answer:

- It shows that your brand is on par with other products in your product category.
- A value proposition is not a necessary marketing tool.
- It demonstrates your product's benefits relative to the competition.
- It showcases your product's price point.
- It reports on your product's annual sales levels.

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#### 4.1.9. What is the purpose of branding?

Author: Melinda Salzer

What is the purpose of branding?

Please choose only one answer:

- To ensure a trademark for your company
- To use your organization's creative department
- To look similar to your competition
- To distinguish your brand from other products in the marketplace
- None of the above

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#### 4.1.10. When advertising is used to introduce a product and educate the con...

Author: Melinda Salzer

When advertising is used to introduce a product and educate the consumer about its features, at which stage is this product?

Please choose only one answer:

- Competitive stage
- Pioneering stage
- Inner brand stage
- Retentive stage
- None of the above

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#### 4.1.11. When communicating your company's value proposition, the focus shou...

Author: Melinda Salzer

When communicating your company's value proposition, the focus should be on which of the following?

Please choose only one answer:

- Company sales figures
- Marketing activities
- Elimination of the competition
- What is important to your customers
- None of the above

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#### 4.1.12. Which of the following factors supports brand equity as it relates ...

Author: Melinda Salzer

Which of the following factors supports brand equity as it relates to a brand's value proposition?

Please choose only one answer:

- Differentiation
- Accountability
- Consistency
- Personality
- All of the above

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#### 4.1.13. Why is accountability an important factor in developing a solid bra...

Author: Melinda Salzer

Why is accountability an important factor in developing a solid branding strategy?

Please choose only one answer:

- It helps a company evaluate their sales and profits.
- Accountability is not an important factor in developing a branding strategy.
- This is only important when developing a strategy for a high-end product.
- When consumers have a good experience with a brand, they are more likely to buy other products from that company, making the consumer decision-making process easier.
- It helps corporations develop effective image advertising.

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Question: [Why is accountability an important factor Melinda Salzer @Berkeley](#)

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#### 4.1.14. Why is an integrated marketing communications (IMC) approach effect...

Author: Melinda Salzer

Why is an integrated marketing communications (IMC) approach effective?

Please choose only one answer:

- Because it is the least expensive strategy
- Because all messages are directed to the consumer and build brand equity
- Because it is useful in planning a global strategy
- Because IMC addresses the emotional appeal of a brand
- None of the above

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#### 4.1.15. Why is Internet marketing less expensive than traditional media?

Author: Melinda Salzer

Why is Internet marketing less expensive than traditional media?

Please choose only one answer:

- Because fewer people are on the Internet than those who view traditional media
- Because there are more avenues for marketing exposure on the Internet, bringing the cost down
- Because Internet marketing use is declining and has brought the cost down
- Because many online publishers charge based on performance and not cost-per-thousand based models
- None of the above

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#### 4.1.16. You are the owner of the Bate's Motel in California. Your motel is o...

Author: Melinda Salzer

You are the owner of the Bate's Motel in California. Your motel is on the main road leading to a very popular amusement park. As a result, you have seen almost full occupancy year-round. Last year, a new highway was built, enabling drivers to get to the park more quickly using another road. Unfortunately, you have seen hotel occupancy rates drop significantly, and you are in danger of having to close down your hotel. What advertising medium might be most effective in directing drivers to your hotel?

Please choose only one answer:

- Local broadcast media
- Local newspapers
- Internet advertising
- Outdoor billboards
- Email marketing

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#### 4.1.17. You plan on marketing your new product solely on the Internet. Your...

Author: Melinda Salzer

You plan on marketing your new product solely on the Internet. Your website is up and running. You have a limited advertising budget, but you have set your objectives at a high level. Which method will be most cost effective in bringing customers to your website?

Please choose only one answer:

- Pay-per-click
- Banner advertising
- Email marketing
- Traditional broadcast media
- Print advertising

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#### 4.1.18. Your company manufactures a line of women's swimwear and related ac...

Author: Melinda Salzer

Your company manufactures a line of women's swimwear and related accessories. Your target markets have included women in all age groups from 25 years old and up. However, you are launching a new line of swimwear that will be targeted specifically to women over 70 years of age. What action should you take to be sure you will effectively reach this market?

Please choose only one answer:

- Launch an aggressive television campaign.
- Place ads in women's magazines.
- Prepare a media strategy to ensure that you are using the appropriate advertising media.
- Use the same actions you have used in the past for your other products.
- Use the same strategy that your competitors are using.

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#### 4.1.19. Your company produces small kitchen appliances. Founded in the mid-...

Author: Melinda Salzer

Your company produces small kitchen appliances. Founded in the mid-1950's, your company's high -priced products have gained a reputation as being durable, reliable, and dependable. As a result, you are the market leader in your product category. One of your managers has suggested that since you occupy the number 1 spot in the market, sales might increase if prices dropped to your nearest competitor's price point. Do you think this is a good idea? Why, or why not?

Please choose only one answer:

- Yes. Consumers will always purchase the lower priced product.
- No. It is never a good idea to sell your products at the same price as your competition.
- No. You have the trust of your customers, and they are willing to pay the higher price for a product they know and believe in.
- Yes. You can drop the price as long as the price change is not permanent.
- Yes. You should drop the price, because your only goal is to make a profit.

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#### 4.1.20. Your gift shop has been expanding even though you have not develope...

Author: Melinda Salzer

Your gift shop has been expanding even though you have not developed a solid marketing plan. You recognize that you must be more proactive in your marketing efforts. After conducting research, you realize that one of the first steps in your plan is to determine your boutique's value proposition. Which of the following factors should you consider when developing this statement?

Please choose only one answer:

- How your customers feel about shopping in your store
- What advantages you have over other area stores that sell similar merchandise
- Your store's reputation in the community
- How you treat your customers
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Your gift shop has been expanding even Melinda Salzer @Berkeley Advertising](#)

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## 4. Chapter: Unit 09: Media Planning

### 1. Unit 09: Media Planning Questions

#### 4.1.1. A company that sells flower seeds is evaluating its media plan. One...

Author: Melinda Salzer

A company that sells flower seeds is evaluating its media plan. One of the planners has determined that magazine ads, although expensive, might be extremely effective in helping the company reach its sales goals. Why is this a good idea?

Please choose only one answer:

- Because magazines can be targeted to people interested in gardening
- Because magazines can reach a national audience
- Because magazines may be passed from one reader to another, resulting in multiple impressions per copy
- Because the visual quality of magazines is high, creating a more favorable impression
- All of the above

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Question: [A company that sells flower seeds is Melinda Salzer @Berkeley Advertising](#)

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#### 4.1.2. How can a company increase the impact of its social media efforts w...

Author: Melinda Salzer

How can a company increase the impact of its social media efforts when using print ads?

Please choose only one answer:

- Print ads should not be a part of a social media campaign.
- Leave out a "call to action," forcing consumers to look at the other advertising vehicles that the company is using.
- Include exclusive offers for the company's Twitter and Facebook followers.
- Use only one social media vehicle for maximum effectiveness.
- Make sure that the company eliminates any references to traditional advertising media.

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Question: [How can a company increase the impact of Melinda Salzer @Berkeley](#)

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### 4.1.3. How can a company integrate its advertising messages with social me...

Author: Melinda Salzer

How can a company integrate its advertising messages with social media?

Please choose only one answer:

- Eliminate traditional advertising methods, forcing consumers to focus on your social media efforts.
- Insert a "call to action" in advertising messages, directing viewers to follow the company on social media sites.
- Use only radio advertising to promote social media activities.
- Use only outdoor advertising to promote social media activities.
- None of the above

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#### 4.1.4. Interactive media trends continue to have an impact on the methods ...

Author: Melinda Salzer

Interactive media trends continue to have an impact on the methods companies use in their media planning strategies. Those in the advertising and marketing industries must expect to make changes to their business models. Why?

Please choose only one answer:

- While marketing budgets may stay the same, advertising budgets will decline.
- Traditional agencies that cannot adapt will be forced to close their doors.
- Media budget shifts will force publishers to look at their audiences in new and contemporary ways.
- Search engines will need to partner in order to gain access to all consumers in more efficient ways.
- All of the above

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#### 4.1.5. Social media such as Facebook and Twitter have proven to be valuabl...

Author: Melinda Salzer

Social media such as Facebook and Twitter have proven to be valuable marketing tools. Does CRM, used for traditional media, have any value in this new arena?

Please choose only one answer:

- No. CRM can only provide valuable information for traditional television advertising efforts.
- No. CRM can only provide results when conducting Direct Mail campaigns.
- No. CRM can provide valuable information, but there is no effective way of integrating it with social media data.
- Yes. The technology exists, and marketers need to use this technology to analyze the data.
- No. There are no effective ways to address the privacy issue on social media.

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Question: [Social media such as Facebook and Twitter Melinda Salzer @Berkeley](#)

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#### 4.1.6. The head of your company has been in his position for 40 years. He ...

Author: Melinda Salzer

The head of your company has been in his position for 40 years. He is comfortable with traditional advertising methods and resists taking on a social media presence. Which of the following benefits might persuade him to embrace social media activities?

Please choose only one answer:

- Social media allows customers to interact with the company.
- Social media enables companies to connect with consumers through several channels.
- A combined effort of traditional and social media methods have shown to lead to successful brand awareness.
- A combined effort of traditional and social media methods increases the impact of the advertising message.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [The head of your company has been in his Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/the-head-of-your-company-has-been-in-his-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-head-of-your-company-has-been-in-his-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. The supermarket industry traditionally has very low profit margins....

Author: Melinda Salzer

The supermarket industry traditionally has very low profit margins. The local supermarket you own has competition from several major supermarket chains. You are looking at ways to take advantage of new, low-cost media options. Which of the following might be an effective method of generating immediate sales?

Please choose only one answer:

- Place coupons on the store's website.
- Increase your budget for search ads.
- Create an online ad to run on food-related websites.
- Use mobile couponing and other phone technology to offer coupons and discounts.
- Use product placement ads.

Check the answer of this question online at QuizOver.com:

Question: [The supermarket industry traditionally Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/the-supermarket-industry-traditionally-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-supermarket-industry-traditionally-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.8. What has had the most significant impact on the decline of newspaper...

Author: Melinda Salzer

What has had the most significant impact on the decline of newspaper readership?

Please choose only one answer:

- People no longer like to get their news from a printed source.
- Advertisers do not feel that print advertising is effective.
- Existing readers are declining, and younger readers are getting their news from Internet sources.
- Newspapers do not allow advertisers to target a specific demographic.
- Print is ineffective in communicating complex products.

Check the answer of this question online at QuizOver.com:

Question: [What has had the most significant impact Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-has-had-the-most-significant-impact-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-has-had-the-most-significant-impact-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. What is one of the reasons interactive marketing tools have grown i...

Author: Melinda Salzer

What is one of the reasons interactive marketing tools have grown in popularity?

Please choose only one answer:

- Interactive tools are more measurable.
- Interactive tools are more expensive and provide greater revenue for advertising agencies.
- Not many companies are taking advantage of these tools, making for less competition.
- It enables companies to spend less time on strategic planning.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is one of the reasons interactive Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-one-of-the-reasons-interactive-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-one-of-the-reasons-interactive-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.10. What is the first step in developing an effective media plan?

Author: Melinda Salzer

What is the first step in developing an effective media plan?

Please choose only one answer:

- Identifying media objectives
- Determining which media vehicles will be used
- Developing the media budget
- Identifying the reach and frequency
- Assessing the plan's share of voice

Check the answer of this question online at QuizOver.com:

Question: [What is the first step in developing an Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-first-step-in-developing-an-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-first-step-in-developing-an-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. What is the purpose and value of measuring media coverage?

Author: Melinda Salzer

What is the purpose and value of measuring media coverage?

Please choose only one answer:

- To confirm that your advertisements actually appeared
- To provide support for future advertising budget requests
- To measure business outcomes
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose and value of measuring Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-purpose-and-value-of-measuring-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-purpose-and-value-of-measuring-melinda-salzer-berkeley?pdf=1505>

#### 4.1.12. When evaluating the cost effectiveness of one media vehicle compare...

Author: Melinda Salzer

When evaluating the cost effectiveness of one media vehicle compared to another, planners use which of the following measures?

Please choose only one answer:

- Gross rating points
- Cost per thousand
- Reach
- Frequency
- Market coverage

Check the answer of this question online at QuizOver.com:

Question: [When evaluating the cost effectiveness of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-evaluating-the-cost-effectiveness-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-evaluating-the-cost-effectiveness-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.13. Which advertising vehicle is most effective when trying to reach co...

Author: Melinda Salzer

Which advertising vehicle is most effective when trying to reach consumers nationwide?

Please choose only one answer:

- Newspapers
- Direct mail
- Radio
- Television
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which advertising vehicle is most effective Melinda @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/which-advertising-vehicle-is-most-effective-melinda-berkeley-promotion?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-advertising-vehicle-is-most-effective-melinda-berkeley-promotion?pdf=1505>

#### 4.1.14. Which of the following describes the purpose of a media plan?

Author: Melinda Salzer

Which of the following describes the purpose of a media plan?

Please choose only one answer:

- To decide which media vehicles to use
- To decide when to use various media vehicles
- To decide where to use various media vehicles
- To devise a media strategy that will meet message objectives
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following describes the Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-describes-the-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-describes-the-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.15. Why is it imperative for companies to use social media advertising ...

Author: Melinda Salzer

Why is it imperative for companies to use social media advertising opportunities?

Please choose only one answer:

- It is not necessary for companies to take advantage of social media in order to stay current.
- This is the only way that consumers are currently getting their information.
- Only social media will give consumers a total advertising experience.
- 88% of companies are expected to be using social media, and companies must enter this arena in order to remain competitive.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Why is it imperative for companies to use Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/why-is-it-imperative-for-companies-to-use-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-is-it-imperative-for-companies-to-use-melinda-salzer-berkeley?pdf=1505>

#### 4.1.16. Your advertising agency is putting together the media plan for one ...

Author: Melinda Salzer

Your advertising agency is putting together the media plan for one of your clients who sells surfboards. The client is located in southern California. Your agency has suggested that the advertising be planned according to a flight scheduling pattern. Is this an effective strategy for this client?

Please choose only one answer:

- Yes, because a flight pattern will enable the company to advertise during the summer months.
- Yes, because a flight pattern should be used at all times for companies in this industry.
- No, because this client would be better served by using a continuity pattern.
- No, because flight scheduling will not enable the company to use longer length commercials.
- No, because flight scheduling will not allow for varied media to be used.

Check the answer of this question online at QuizOver.com:

Question: [Your advertising agency is putting together Melinda @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/your-advertising-agency-is-putting-together-melinda-berkeley-promotion?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-advertising-agency-is-putting-together-melinda-berkeley-promotion?pdf=1505>

#### 4.1.17. Your company sells backpacks and other accessories to college stude...

Author: Melinda Salzer

Your company sells backpacks and other accessories to college students. In evaluating various media outlets, advertising on network television continues to come up in the discussions. Your budget is limited, and you feel that network TV can produce sales results. Your media planner does not feel that this is an effective way of spending the company's advertising dollars. Why wouldn't this media vehicle be the most cost effective for your company?

Please choose only one answer:

- Younger consumers are spending less time watching television.
- In general, consumers are spending less time watching television commercials.
- Because more people are watching cable television, the number of network TV viewers has declined.
- Network television is very expensive and may not produce a satisfactory reach for your target market.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Your company sells backpacks and other Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-sells-backpacks-and-other-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-sells-backpacks-and-other-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.18. Your new scooter is the ideal item for business city dwellers to ma...

Author: Melinda Salzer

Your new scooter is the ideal item for business city dwellers to make their way around the city. Your advertising campaign efforts are being evaluated. Which of the following traditional media outlets will likely provide your company with the most exposure for your product among your target market in these geographic areas?

Please choose only one answer:

- Television
- Out-of-Home
- Radio
- Newspapers
- Magazines

Check the answer of this question online at QuizOver.com:

Question: [Your new scooter is the ideal item for Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-new-scooter-is-the-ideal-item-for-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-new-scooter-is-the-ideal-item-for-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.19. Your television campaign has been running for 5 weeks. All of your ...

Author: Melinda Salzer

Your television campaign has been running for 5 weeks. All of your commercials have been 30 seconds long. What method should you use to evaluate your media value and audience estimates?

Please choose only one answer:

- You should use the same method as for radio except substitute 30 second increments for 60 second increments.
- You should use the PRtrak conversion method.
- You should use the Ad Value Equivalency method.
- You should use the Article Counts method.
- You should use the Content Analysis method.

Check the answer of this question online at QuizOver.com:

Question: [Your television campaign has been running Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-television-campaign-has-been-running-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-television-campaign-has-been-running-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. Your toy store client has been in business for over 50 years. The c...

Author: Melinda Salzer

Your toy store client has been in business for over 50 years. The company has consistently used a traditional media mix for their media plans. The company insists that you take the same approach in the plan you are currently developing for it. Is this a sound strategy?

Please choose only one answer:

- Yes, because this approach has been effective in the past and should be expected to do the same in the future.
- No, because a traditional media mix is ineffective.
- No, because only one media vehicle should be selected for maximum effectiveness.
- No, a multiplatform approach should be used, which will take advantage of new media and increase effectiveness of the campaign.
- No, because this diverse mix will confuse consumers.

Check the answer of this question online at QuizOver.com:

Question: [Your toy store client has been in business Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-toy-store-client-has-been-in-business-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-toy-store-client-has-been-in-business-melinda-salzer-berkeley?pdf=1505>

## 4. Chapter: Unit 02: Advertising and Society

### 1. Unit 02: Advertising and Society Questions

#### 4.1.1. Advertising has been a major source of information since colonial t...

Author: Melinda Salzer

Advertising has been a major source of information since colonial times. According to your course textbook, advertising's role in society includes which of the following?

Please choose only one answer:

- Advertising is a tool of competition.
- Advertising keeps prices low.
- Advertising facilitates the introduction of new products.
- Advertising helps the economy run smoothly.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Advertising has been a major source of Melinda Salzer @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/advertising-has-been-a-major-source-of-melinda-salzer-berkeley-promoti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/advertising-has-been-a-major-source-of-melinda-salzer-berkeley-promoti?pdf=1505>

#### 4.1.2. As a new musician, you are finding it difficult to break into the c...

Author: Melinda Salzer

As a new musician, you are finding it difficult to break into the competitive arena of the music business. How can you take advantage of the advertising industry to help boost your career?

Please choose only one answer:

- Start your career by writing commercial jingles like Barry Manilow did to start his career.
- Obtain corporate sponsorship for your group.
- Pitch your music to companies for inclusion in their commercials.
- Write commercial jingles, even if you have an established reputation.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [As a new musician you are finding it Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/as-a-new-musician-you-are-finding-it-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-a-new-musician-you-are-finding-it-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.3. As consumers, we may be influenced by products that we see in areas...

Author: Melinda Salzer

As consumers, we may be influenced by products that we see in areas other than traditional advertising venues. Product placement, discussed in Unit 1, is an example of this type of situation. How might the FCC's investigation of this strategy impact the advertising industry?

Please choose only one answer:

- Advertisers will have to pay for the investigation.
- It will create greater competition between advertisers.
- An advertiser might be required to disclose its sponsorship while the product is being shown.
- It will provide another mass-media outlet.
- Programmers have no artistic rights, giving advertisers more control.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [As consumers we may be influenced by Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/as-consumers-we-may-be-influenced-by-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-consumers-we-may-be-influenced-by-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.4. As described in your book, the perspective called "economics of inf..."

Author: Melinda Salzer

As described in your book, the perspective called "economics of information" explains how consumers benefit from viewing advertising. Which of the following is an example of this perspective?

Please choose only one answer:

- Critiquing the creativity of a laundry detergent's advertising campaign
- Viewing commercials for the new product introduction of Apple's iPad
- Telling consumers what to buy without providing information about product benefits
- Anticipating that consumers will find out on their own where products/services may be purchased
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [As described in your book the perspective Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/as-described-in-your-book-the-perspective-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-described-in-your-book-the-perspective-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. As part of the advertising industry's efforts to ensure honest prac...

Author: Melinda Salzer

As part of the advertising industry's efforts to ensure honest practices, it has created several agencies to self-police its members. So, if your company has developed a new sports drink, and you wanted to begin your promotional campaign by having amateur athletes share information about the product with their colleagues, which agency's rules would you be required to follow?

Please choose only one answer:

- The Direct Marketing Association
- The National Advertising Review Council
- The Interactive Advertising Bureau
- The Word of Mouth Marketing Association
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [As part of the advertising industry's Melinda Salzer @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/as-part-of-the-advertising-industry-s-melinda-salzer-berkeley-promotio?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-part-of-the-advertising-industry-s-melinda-salzer-berkeley-promotio?pdf=1505>

#### 4.1.6. By the year 2013, the amount of time American Internet users at age...

Author: Melinda Salzer

By the year 2013, the amount of time American Internet users at ages 12 and older will spend watching television (both live and recorded) is expected to grow from 4 hours per day to 8 hours per day. Which of the following accounts for this expected growth?

Please choose only one answer:

- More hours in front of the television
- Mobile devices
- Online videos
- Video games
- DVDs

Check the answer of this question online at QuizOver.com:

Question: [By the year 2013 the amount of time American Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/by-the-year-2013-the-amount-of-time-american-melinda-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/by-the-year-2013-the-amount-of-time-american-melinda-berkeley-advertis?pdf=1505>

#### 4.1.7. Dove products include a long list of soaps, body lotions, deodorant...

Author: Melinda Salzer

Dove products include a long list of soaps, body lotions, deodorants, and hair care items. In their advertising efforts, Dove commercials feature actors who do not look like the typical models we are used to seeing (i.e. skinny, muscular, heavily made-up, and flawless). Instead they use average-looking people who are not actors or models/actors who appear like average-looking people. Why has Dove taken this new approach?

Please choose only one answer:

- It is less expensive to use real people than to cast high-priced models in their commercials.
- It is important for us to strive to be as perfect as the actors in past commercials. This is what "real" people look like; Dove is off-base.
- The concept of our body image has been shaped by the unrealistic images of people portrayed in commercials. Dove believes we need realistic role models.
- Our self-esteem is not really affected by the images portrayed in the media. The Dove campaign is simply an advertising strategy.
- Dove is copying their competitors' advertising strategies.

Check the answer of this question online at QuizOver.com:

Question: [Dove products include a long list of soaps Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/dove-products-include-a-long-list-of-soaps-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/dove-products-include-a-long-list-of-soaps-melinda-salzer-berkeley?pdf=1505>

#### 4.1.8. Driving under the influence of alcohol has been a continuing proble...

Author: Melinda Salzer

Driving under the influence of alcohol has been a continuing problem among teens. Which of the following may be the most effective advertising strategy in deterring teenagers from drinking and driving?

Please choose only one answer:

- Create commercials produced by the manufacturers of alcoholic beverages.
- Place advertisements in newspapers nationwide.
- Publicize the decrease in insurance costs for safe drivers.
- Create an announcement introducing a new law to increase the legal drinking age.
- No meaningful impact has been established between public service announcements and their ability to impact consumer behavior.

Check the answer of this question online at QuizOver.com:

Question: [Driving under the influence of alcohol Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/driving-under-the-influence-of-alcohol-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/driving-under-the-influence-of-alcohol-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.9. How can an advertiser benefit from using imaginary creatures or cha...

Author: Melinda Salzer

How can an advertiser benefit from using imaginary creatures or characters such as the Keebler Elves or Tony the Tiger?

Please choose only one answer:

- It is less expensive than using real actors.
- Characters and creatures create an identity for the product.
- Research shows that there is no benefit to using characters.
- Advertisers won't ever need to change their advertising campaigns.
- Because not many companies use characters, the ones that do will stand out.

Check the answer of this question online at QuizOver.com:

Question: [How can an advertiser benefit from using Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/how-can-an-advertiser-benefit-from-using-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-can-an-advertiser-benefit-from-using-melinda-salzer-berkeley?pdf=1505>

#### 4.1.10. In the video produced by SS+K in support of the United Nations Peac...

Author: Melinda Salzer

In the video produced by SS+K in support of the United Nations Peacekeepers, images and dialogue help to illustrate the organization's purpose. What type of creative approach does this Public Service Announcement use to create awareness of the organization's activities?

Please choose only one answer:

- A "fear" appeal for what might occur if this organization did not exist
- The idea that celebrities are influential and persuasive in what we come to believe
- A sense of "feeling good" about what the organization can accomplish worldwide
- The idea that financial donations are essential to the organization's future existence
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In the video produced by SS K in support Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-video-produced-by-ss-k-in-support-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-video-produced-by-ss-k-in-support-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. The economy has been sluggish. Consumers have slowed down their spe...

Author: Melinda Salzer

The economy has been sluggish. Consumers have slowed down their spending, and sales are down. Your major competitor has just reduced its advertising budget significantly. What course of action, relative to your advertising efforts, will be the best for your company at this time?

Please choose only one answer:

- Reduce your advertising budget to match that of your competition.
- Focus your advertising on the high quality of your products.
- Increase your advertising budget, and focus your campaign on the price of your product.
- Do nothing.
- Focus your advertising efforts on your product's competitive advantage.

Check the answer of this question online at QuizOver.com:

Question: [The economy has been sluggish. Consumers Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/the-economy-has-been-sluggish-consumers-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-economy-has-been-sluggish-consumers-melinda-salzer-berkeley?pdf=1505>

#### 4.1.12. The MacBook Air Video ad, featured in Chapter 3 of your course text...

Author: Melinda Salzer

The MacBook Air Video ad, featured in Chapter 3 of your course textbook, uses music and visuals to introduce this new product. At the end of the commercial, the words "World's Thinnest Notebook" appear on the screen. While this is a product feature, what benefit is Apple attempting to communicate to consumers?

Please choose only one answer:

- Competitive advantage
- Lower priced product
- Convenience
- New product functionality
- Ease of use

Check the answer of this question online at QuizOver.com:

Question: [The MacBook Air Video ad featured in Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/the-macbook-air-video-ad-featured-in-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-macbook-air-video-ad-featured-in-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.13. The use of technology has had a significant positive impact on the ...

Author: Melinda Salzer

The use of technology has had a significant positive impact on the many ways in which advertisers can communicate their messages via electronic media. As a result, which of the following is true?

Please choose only one answer:

- The availability of online news sources has led to the failure of many printed newspapers.
- Increased exposure to advertising decreases consumer demand.
- Musicians cannot benefit from the new uses of technology.
- Advertising expenditures have decreased over time.
- Competition is reduced.

Check the answer of this question online at QuizOver.com:

Question: [The use of technology has had a significant Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/the-use-of-technology-has-had-a-significant-melinda-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-use-of-technology-has-had-a-significant-melinda-berkeley-advertisi?pdf=1505>

#### 4.1.14. What argument can be used to support the idea that consumers will o...

Author: Melinda Salzer

What argument can be used to support the idea that consumers will only buy what they really want?

Please choose only one answer:

- A large number of new products are not successful long-term, indicating that consumers are influenced by whether that product meets their needs and not by the advertising for that product.
- Longevity of a product can indicate that consumers truly want and need that product; the advertising is merely a vehicle for communication.
- We may not buy everything we want, but dreaming about owning something not within our reach can be motivational.
- Increased demand for a product that satisfies a consumer need or want results in lower prices, making that product more accessible to the public.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What argument can be used to support the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-argument-can-be-used-to-support-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-argument-can-be-used-to-support-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.15. Which of the following is an appropriate reason to accept the proli...

Author: Melinda Salzer

Which of the following is an appropriate reason to accept the proliferation of advertising?

Please choose only one answer:

- Without advertising, many forms of media would be cost prohibitive to consumers.
- Advertising helps to increase pricing of products/services.
- Competition is reduced.
- There is no good reason to accept the proliferation of advertising.
- Even though it serves no purpose, we must accept it anyway.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an appropriate Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-appropriate-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-appropriate-melinda-salzer-berkeley?pdf=1505>

#### 4.1.16. Which of the following statements about advertising is false?

Author: Melinda Salzer

Which of the following statements about advertising is false?

Please choose only one answer:

- Advertising provides useful information to consumers.
- Advertising contributes to job creation.
- Consumers rely on advertising to determine how they will spend their money on goods and services.
- Advertising expenditures contribute to revenues only in urban areas.
- Advertising supports our principle of free speech.

Check the answer of this question online at QuizOver.com:

Question: [Which of the following statements about Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-statements-about-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-statements-about-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. Which organization was established to promote consumer protection?

Author: Melinda Salzer

Which organization was established to promote consumer protection?

Please choose only one answer:

- The Federal Communications Commission
- The Federal Trade Commission
- The Environment Protection Agency
- The Food and Drug Administration
- The Securities and Exchange Commission

Check the answer of this question online at QuizOver.com:

Question: [Which organization was established to Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-organization-was-established-to-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-organization-was-established-to-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.18. Why might advocacy ads not be accepted by everyone who views them?

Author: Melinda Salzer

Why might advocacy ads not be accepted by everyone who views them?

Please choose only one answer:

- The commercials might not be high quality productions.
- They do not express relevant views.
- They do not express a specific agenda or point of view sufficiently.
- The message, expressed in a strident way, may not be shared by everyone.
- The use of celebrities may be offensive to viewers.

Check the answer of this question online at QuizOver.com:

Question: [Why might advocacy ads not be accepted by Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/why-might-advocacy-ads-not-be-accepted-by-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-might-advocacy-ads-not-be-accepted-by-melinda-salzer-berkeley?pdf=1505>

#### 4.1.19. You have been waging a competitive advertising war with another com...

Author: Melinda Salzer

You have been waging a competitive advertising war with another company that also produces herbal teas. Your competition has been making claims that its product offers protection against certain kinds of cancer. You think these are unproven facts and feel that your competitor is taking advantage of consumers' fears of serious diseases. Your competitor states that it can make any claims it wants in its advertising efforts. Is this a case of freedom of speech, or can you do something to stop them?

Please choose only one answer:

- You have no recourse; they can distribute any type of advertising message they choose.
- You can produce a counter-campaign to say your product also has medicinal properties.
- You can wage a public advertising war against your competitor's claims.
- You can take your claims to the National Advertising Division of the National Advertising Review Council for an investigation.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [You have been waging a competitive Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-been-waging-a-competitive-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-have-been-waging-a-competitive-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.20. Your course textbook discusses an advertising campaign which attempt...

Author: Melinda Salzer

Your course textbook discusses an advertising campaign which attempts to convince consumers to use soap while hand-washing? What can we learn from this story?

Please choose only one answer:

- Advertising can sell soap to people that don't wash their hands
- People do not know what is in their best interest.
- Advertising can have a meaningful effect on society when applying what social scientists have learned about human behavior.
- Advertisers are only interested in their bottom line.
- No meaningful impact can be gained from advertising's contributions to society.

Check the answer of this question online at QuizOver.com:

Question: [Your course textbook discusses an advertising Melinda @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/your-course-textbook-discusses-an-advertising-melinda-berkeley-promoti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-course-textbook-discusses-an-advertising-melinda-berkeley-promoti?pdf=1505>

## 4. Chapter: Unit 01: Introduction to Advertising

### 1. Unit 01: Introduction to Advertising Questions

#### 4.1.1. A full-service advertising agency is the best choice for a client u...

Author: Melinda Salzer

A full-service advertising agency is the best choice for a client under which circumstance?

Please choose only one answer:

- The client has a small budget.
- The client likes to perform its own actions.
- The client wants to tap into the expertise of several organizations.
- The client wants to have one central company to provide all the services it needs for the advertising function.
- The client has no interest in expanding globally.

Check the answer of this question online at QuizOver.com:

Question: [A full-service advertising agency is the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/a-full-service-advertising-agency-is-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-full-service-advertising-agency-is-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.2. According to the Advertising and Society Review, there is no consis...

Author: Melinda Salzer

According to the Advertising and Society Review, there is no consistent definition of "Advertising." In using Laver's broad definition, however, which one aspect seems to be the common denominator to bring all actions together?

Please choose only one answer:

- Society
- Attention-gathering
- Influence
- Exchange
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [According to the Advertising and Society Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-advertising-and-society-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-the-advertising-and-society-melinda-salzer-berkeley?pdf=1505>

#### 4.1.3. According to the Launch textbook, which of the following is one imp...

Author: Melinda Salzer

According to the Launch textbook, which of the following is one important aspect of current advertising?

Please choose only one answer:

- It contains the tools used to communicate a message.
- It is strictly driven by sales promotion.
- It is a key driver of popular culture.
- It has not changed significantly through time.
- Both C and D

Check the answer of this question online at QuizOver.com:

Question: [According to the Launch textbook which of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-launch-textbook-which-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-the-launch-textbook-which-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.4. According to the Launch textbook, which of the following are includ...

Author: Melinda Salzer

According to the Launch textbook, which of the following are included in the traditional definition of advertising?

Please choose only one answer:

- Advertising is non-personal.
- Advertising comes from an identified sponsor.
- Advertising informs and persuades.
- Advertising reminds.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [According to the Launch textbook which of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-launch-textbook-which-of-melinda-salzer-berke-4550190?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-the-launch-textbook-which-of-melinda-salzer-berke-4550190?pdf=1505>

#### 4.1.5. As technology advances and changes in demographics occur, advertise...

Author: Melinda Salzer

As technology advances and changes in demographics occur, advertisers have been forced to look at ways to embrace and take advantage of new methods of connecting with their audiences. What is the biggest obstacle to this?

Please choose only one answer:

- There is a lack of advertising dollars.
- There are too many advertising vehicles to choose from.
- Messages only come from the advertisers.
- Many advertisers do not understand the new tools or have the proper skills to use them.
- Only simple methods are effective.

Check the answer of this question online at QuizOver.com:

Question: [As technology advances and changes in Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/as-technology-advances-and-changes-in-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-technology-advances-and-changes-in-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.6. How is marketing communication impacted by the Marketing Mix?

Author: Melinda Salzer

How is marketing communication impacted by the Marketing Mix?

Please choose only one answer:

- There is no impact from the Marketing Mix.
- Only the "product" part of the Marketing Mix is important.
- All elements of the Marketing Mix play an important role in marketing communication.
- Packaging is not a factor in marketing communication.
- New technologies have made the Marketing Mix obsolete.

Check the answer of this question online at QuizOver.com:

Question: [How is marketing communication impacted Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/how-is-marketing-communication-impacted-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-is-marketing-communication-impacted-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. How will you evaluate which types of advertising and promotional me...

Author: Melinda Salzer

How will you evaluate which types of advertising and promotional methods will be used?

Please choose only one answer:

- Compare competitive activity
- Evaluate past sales promotions
- Consider which distribution outlets have been used in the past
- Conduct research on the appeal of current packaging
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [How will you evaluate which types of Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/how-will-you-evaluate-which-types-of-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-will-you-evaluate-which-types-of-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.8. Leo Burnett is famous for creating some of advertising's most memor...

Author: Melinda Salzer

Leo Burnett is famous for creating some of advertising's most memorable personalities. Which of the following consumer behaviors is one of the ultimate desired results of the advertising icons he conceived?

Please choose only one answer:

- Brand recognition
- Reinforce values
- Brand loyalty
- Share product news
- Buy unwanted products

Check the answer of this question online at QuizOver.com:

Question: [Leo Burnett is famous for creating some Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/leo-burnett-is-famous-for-creating-some-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/leo-burnett-is-famous-for-creating-some-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. Many advertising agencies are moving away from the traditional 15% ...

Author: Melinda Salzer

Many advertising agencies are moving away from the traditional 15% commission structure as payment for their work. Which of the following is an accurate reason for this change in compensation?

Please choose only one answer:

- Agencies feel they deserve more than 15% for their efforts.
- More advertising is being placed in traditional mass media outlets.
- 15% is too high of a commission.
- Some fees are now being negotiated based on the amount the client spends.
- Not all of an agency's departments participate in the advertising process.

Check the answer of this question online at QuizOver.com:

Question: [Many advertising agencies are moving away Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/many-advertising-agencies-are-moving-away-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/many-advertising-agencies-are-moving-away-melinda-salzer-berkeley?pdf=1505>

#### 4.1.10. Many companies' advertising efforts are geared toward reminding the...

Author: Melinda Salzer

Many companies' advertising efforts are geared toward reminding the consumer about their product, reinforcing past purchase behavior, or providing an incentive in the way of a coupon or rebate. What kind of strategy does Apple use when its commercials communicate how its products will enhance your life?

Please choose only one answer:

- Fear strategy
- Promotional Pull strategy
- Promotional Push strategy
- Brand loyalty
- Repeat purchase

Check the answer of this question online at QuizOver.com:

Question: [Many companies' advertising efforts are Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/many-companies-advertising-efforts-are-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/many-companies-advertising-efforts-are-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. What is preventing many advertising agencies from using new technol...

Author: Melinda Salzer

What is preventing many advertising agencies from using new technologies to advertise their clients' products and services?

Please choose only one answer:

- Technology has not proven effective enough.
- Technology is too costly and does not provide sufficient pay-out.
- Agencies are afraid of the new technology and want to stay with methods that are familiar.
- Technology presents a distraction from the actual product.
- Traditional advertising methods are the best approach.

Check the answer of this question online at QuizOver.com:

Question: [What is preventing many advertising agencies Melinda @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-preventing-many-advertising-agencies-melinda-berkeley-promotio?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-preventing-many-advertising-agencies-melinda-berkeley-promotio?pdf=1505>

#### 4.1.12. What is the difference between advertising and sales promotion?

Author: Melinda Salzer

What is the difference between advertising and sales promotion?

Please choose only one answer:

- There is no difference.
- Sales promotion is time specific, while advertising is not.
- Advertising is limited in its reach, while sales promotion is not.
- Sales promotion does not motivate consumers to purchase, while advertising does motivate consumers.
- Advertising is a short term strategy, while sales promotion is on-going.

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between advertising Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-advertising-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-advertising-melinda-salzer-berkeley?pdf=1505>

#### 4.1.13. What is the purpose of specialty advertising?

Author: Melinda Salzer

What is the purpose of specialty advertising?

Please choose only one answer:

- To promote awareness of the company
- To produce as many giveaways as possible
- To provide another mass-media outlet
- To encourage product purchase
- To satisfy a consumer need

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose of specialty advertising Melinda @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-purpose-of-specialty-advertising-melinda-berkeley-promotio?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-purpose-of-specialty-advertising-melinda-berkeley-promotio?pdf=1505>

#### 4.1.14. When thinking about the various types of marketing communications c...

Author: Melinda Salzer

When thinking about the various types of marketing communications currently employed by advertisers and their agencies, and whether or not they differ from advertising, it is evident to conclude which of the following?

Please choose only one answer:

- All types of marketing communications are the same.
- The lines between different types of communications are blurring.
- All messages must have an identified sponsor.
- Customized messages are not effective in the mass media.
- Advertising agencies are embracing new technologies.

Check the answer of this question online at QuizOver.com:

Question: [When thinking about the various types of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-thinking-about-the-various-types-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-thinking-about-the-various-types-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.15. Which of the following situations illustrates an example of John E....

Author: Melinda Salzer

Which of the following situations illustrates an example of John E. Kennedy's definition of advertising?

Please choose only one answer:

- A TV commercial for Pepsi-Cola
- A magazine ad for Reynolds Wrap
- A billboard for a local jewelry store
- A radio commercial for IBM
- A sale sign in a store window

Check the answer of this question online at QuizOver.com:

Question: [Which of the following situations illustrates Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-situations-illustrates-melinda-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-situations-illustrates-melinda-berkeley-adverti?pdf=1505>

#### 4.1.16. Which type of advertising agency would you choose if you wanted to ...

Author: Melinda Salzer

Which type of advertising agency would you choose if you wanted to produce radio commercials?

Please choose only one answer:

- Guerilla agency
- In-house agency
- Full service agency
- Specialized agency
- Media house

Check the answer of this question online at QuizOver.com:

Question: [Which type of advertising agency would Melinda Salzer @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/which-type-of-advertising-agency-would-melinda-salzer-berkeley-promoti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-type-of-advertising-agency-would-melinda-salzer-berkeley-promoti?pdf=1505>

#### 4.1.17. Why is word-of-mouth advertising so effective?

Author: Melinda Salzer

Why is word-of-mouth advertising so effective?

Please choose only one answer:

- The company does not have to pay for it.
- It is quicker to generate than traditional advertising methods.
- People trust the word of others more than paid advertising.
- Traditional advertising is dead.
- No creative effort is needed.

Check the answer of this question online at QuizOver.com:

Question: [Why is word-of-mouth advertising so Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/why-is-word-of-mouth-advertising-so-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-is-word-of-mouth-advertising-so-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.18. With full-service agencies providing a soup-to-nuts approach to a c...

Author: Melinda Salzer

With full-service agencies providing a soup-to-nuts approach to a clients' advertising, which of the following is NOT a reason for a company to have an in-house agency?

Please choose only one answer:

- Retain creative control
- Money savings
- Better coordination between all advertising and marketing activities
- Greater understanding of the products/services
- Lack of trust in outside agencies

Check the answer of this question online at QuizOver.com:

Question: [With full-service agencies providing a Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/with-full-service-agencies-providing-a-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/with-full-service-agencies-providing-a-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.19. Your new product is an innovative alternative to current baby diape...

Author: Melinda Salzer

Your new product is an innovative alternative to current baby diapers on the market. Which of the following would be a good opportunity for product placement?

Please choose only one answer:

- An episode of a TV show targeted to stay-at-home mothers
- A remake of a popular family movie
- A children's fun-run
- A toddler's video game
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Your new product is an innovative alternative Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-new-product-is-an-innovative-alternative-melinda-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-new-product-is-an-innovative-alternative-melinda-berkeley-adverti?pdf=1505>

#### 4.1.20. Your product is established, you have a large advertising budget, a...

Author: Melinda Salzer

Your product is established, you have a large advertising budget, and you want to reach a large number of consumers for reminder advertising. Which of the following should you use?

Please choose only one answer:

- Mass marketing
- Guerilla marketing
- Social media
- Sales promotion
- Billboards

Check the answer of this question online at QuizOver.com:

Question: [Your product is established you have a Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-product-is-established-you-have-a-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-product-is-established-you-have-a-melinda-salzer-berkeley-adverti?pdf=1505>

## 4. Chapter: Unit 06: The Advertising Budget

### 1. Unit 06: The Advertising Budget Questions

#### 4.1.1. As an online retailer, you are evaluating various online advertisin...

Author: Melinda Salzer

As an online retailer, you are evaluating various online advertising methods. What factors should you take into consideration before you make your campaign choices?

Please choose only one answer:

- The ability to measure ROI throughout the campaign
- The total number of click-throughs
- The total cost of each campaign
- Conversion rates
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [As an online retailer you are evaluating Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/as-an-online-retailer-you-are-evaluating-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-an-online-retailer-you-are-evaluating-melinda-salzer-berkeley?pdf=1505>

#### 4.1.2. At the beginning of a company's fiscal year, management will determ...

Author: Melinda Salzer

At the beginning of a company's fiscal year, management will determine the total amount of dollars to be spent on advertising and promotional activities for the coming year. What is the name of this budgeting method?

Please choose only one answer:

- Industry averages
- Bottom-up techniques
- Top-down budgeting
- Objective-task method
- Product Life-cycle method

Check the answer of this question online at QuizOver.com:

Question: [At the beginning of a company's fiscal Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/at-the-beginning-of-a-company-s-fiscal-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/at-the-beginning-of-a-company-s-fiscal-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.3. Attribution for the quote "I know that half of my advertising budge..."

Author: Melinda Salzer

Attribution for the quote "I know that half of my advertising budget is wasted, but I'm not sure which half" has been given to Lord Leverhulme. A similar quote has been attributed to Henry Ford. What does this quote mean?

Please choose only one answer:

- Companies should be sure of the results they will achieve from their advertising efforts before they begin a campaign.
- Advertising generally does not have as great an impact on sales as is assumed.
- It is difficult to measure advertising's impact on sales, because it is only a part of what impacts sales results.
- Because all companies in a particular industry use the same methods for determining budgets, advertising efforts are generally ineffective.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Attribution for the quote I know that half Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/attribution-for-the-quote-i-know-that-half-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/attribution-for-the-quote-i-know-that-half-melinda-salzer-berkeley?pdf=1505>

#### 4.1.4. During the economic challenges that began in 2008, the first thing ...

Author: Melinda Salzer

During the economic challenges that began in 2008, the first thing many companies did was to slash their advertising and marketing budgets in an effort to save money. In general, should companies adopt this philosophy during a recession?

Please choose only one answer:

- Yes, it is essential for companies to conserve their financial resources.
- Yes, you should monitor your dollars regardless of the ways in which your customers are responding to the changes in the economy.
- Yes, you should make drastic changes, because it will coincide with the drastic market situation.
- No. You should not make drastic changes. You should evaluate how your customers are responding and perhaps even consider increasing your budget.
- Yes, you should also lower your company's value proposition based on economic conditions.

Check the answer of this question online at QuizOver.com:

Question: [During the economic challenges that began Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/during-the-economic-challenges-that-began-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/during-the-economic-challenges-that-began-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. In what way does the ROI approach to budgeting view advertising eff...

Author: Melinda Salzer

In what way does the ROI approach to budgeting view advertising efforts?

Please choose only one answer:

- As a sunk cost in conducting business
- As a necessary factor because of competitive activities
- As an investment, not a cost
- As a cost that is not expected to produce positive results
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [In what way does the ROI approach to Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/in-what-way-does-the-roi-approach-to-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-what-way-does-the-roi-approach-to-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.6. In your course textbook (Launch! Chapter 7), there are several vide...

Author: Melinda Salzer

In your course textbook (Launch! Chapter 7), there are several videos featuring Catherine Captain, VP of Marketing for MSNBC.com. In the videos, she discusses the company's marketing budget and the importance of reaching the right audience in the most effective way. As a company that is just beginning its marketing efforts and for any company that is starting up an advertising campaign for the first time, what does Ms. Captain feel is the most important aspect of budget planning?

Please choose only one answer:

- Setting your budget to match the competition
- Getting your budget methods and levels right the first time because you are setting the standard for future advertising efforts
- Creating as large a budget as possible
- Starting with the smallest budget possible even if it will not make the impact you desire
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [In your course textbook Launch Chapter 7 Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/in-your-course-textbook-launch-chapter-7-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-your-course-textbook-launch-chapter-7-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. Market conditions have changed since your advertising campaign was ...

Author: Melinda Salzer

Market conditions have changed since your advertising campaign was implemented. What should you do?

Please choose only one answer:

- Stay the course. Conditions can revert back to their original state.
- Completely alter your plan to be consistent with current conditions.
- Research the actions of your competitors and take the same approach.
- Be flexible. Make changes only where they are needed.
- Use only short-term budgeting plans at all times.

Check the answer of this question online at QuizOver.com:

Question: [Market conditions have changed since your Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/market-conditions-have-changed-since-your-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/market-conditions-have-changed-since-your-melinda-salzer-berkeley?pdf=1505>

#### 4.1.8. Measuring ROI on word-of-mouth advertising is challenging. How can ...

Author: Melinda Salzer

Measuring ROI on word-of-mouth advertising is challenging. How can advertisers determine whether their dollars spent in generating this type of exposure is effective?

Please choose only one answer:

- There are no effective ways of measuring word-of-mouth.
- Advertisers can use the Nielsen's Buzz Metrics, which uses Internet tools to follow and measure the effectiveness of word-of-mouth.
- Word-of-mouth has not proven to be an effective method of generating awareness, so there is no need to attempt measurement.
- Advertisers can use the services of TRA, which combines the results from cable boxes with consumer purchase information.
- Advertisers can use the services of Integrated Media measurement, which uses information gathered via cell phones.

Check the answer of this question online at QuizOver.com:

Question: [Measuring ROI on word-of-mouth advertising Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/measuring-roi-on-word-of-mouth-advertising-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/measuring-roi-on-word-of-mouth-advertising-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. Once an advertising budget is established, what is the next step in...

Author: Melinda Salzer

Once an advertising budget is established, what is the next step in the process?

Please choose only one answer:

- Use the media plan from the previous year.
- Buy all of your promotional advertising media before any other types of markets.
- Determine how the advertising dollars will be allocated.
- Buy media that is different than your competition in order to gain an advantage.
- Use only one method to determine how you will spend your advertising dollars.

Check the answer of this question online at QuizOver.com:

Question: [Once an advertising budget is established Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/once-an-advertising-budget-is-established-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/once-an-advertising-budget-is-established-melinda-salzer-berkeley?pdf=1505>

#### 4.1.10. The advertising campaign for your company's line of athletic shoes ...

Author: Melinda Salzer

The advertising campaign for your company's line of athletic shoes has resulted in a 10% increase in profits compared to profits a year ago. What actions should be taken for this year's campaign budget?

Please choose only one answer:

- You should make no changes, because your efforts produced a profit.
- You should increase your advertising budget by the percentage amount of desired increased profits.
- You should increase your budget for television advertising, because this is the most effective method of mass marketing.
- You should conduct research to determine which of your advertising media channels have been effective and which have been ineffective before allocating your new budget .
- You should increase your Internet advertising, because this is the most effective way to use emerging technology.

Check the answer of this question online at QuizOver.com:

Question: [The advertising campaign for your company Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/the-advertising-campaign-for-your-company-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-advertising-campaign-for-your-company-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. What is a disadvantage of using the percentage-of-sales method for ...

Author: Melinda Salzer

What is a disadvantage of using the percentage-of-sales method for determining an advertising budget?

Please choose only one answer:

- There are no disadvantages. It is an excellent method of budgeting.
- The competition is likely using this approach.
- It is calculated in the same manner as the Residual approach.
- It assumes that sales are directly related to advertising.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is a disadvantage of using the Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-a-disadvantage-of-using-the-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-a-disadvantage-of-using-the-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.12. What is the difference between the ways in which marketers view adv...

Author: Melinda Salzer

What is the difference between the ways in which marketers view advertising campaigns compared to the ways in which top management views advertising efforts?

Please choose only one answer:

- Both marketers and top management view advertising efforts in the same way.
- Marketers are focused on the financial outcome of their advertising efforts, while top management desires brand and name recognition.
- Marketers are interested in brand recognition, while top management desires financial results to support the allocation of advertising dollars.
- Marketers want to achieve maximum results at any cost, while top management does not.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between the ways Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-the-ways-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-the-ways-melinda-salzer-berkeley?pdf=1505>

#### 4.1.13. What is the key factor in using ROI effectively?

Author: Melinda Salzer

What is the key factor in using ROI effectively?

Please choose only one answer:

- Visibility
- Understanding revenue vs. profit
- Channel effectiveness
- Taking a long-term perspective
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the key factor in using ROI Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-key-factor-in-using-roi-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-key-factor-in-using-roi-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.14. What method of budgeting is generally considered to be the poorest ...

Author: Melinda Salzer

What method of budgeting is generally considered to be the poorest way of determining advertising expenditures?

Please choose only one answer:

- The residual approach because no attempt is made to connect advertising dollars with marketing goals
- Setting levels based on the competition's advertising budget because your company will not be able to achieve a competitive advantage
- Fixed percentage of sales because this method is inflexible
- The task method because budgeting by setting objectives is ineffective
- None of the above; all methods are equally good for determining an advertising budget.

Check the answer of this question online at QuizOver.com:

Question: [What method of budgeting is generally Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-method-of-budgeting-is-generally-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-method-of-budgeting-is-generally-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.15. Which of the following aspects in the breakdown of how advertising ...

Author: Melinda Salzer

Which of the following aspects in the breakdown of how advertising dollars should be allocated is likely to be the first area evaluated for a small east coast ice cream shop?

Please choose only one answer:

- The total budget
- Calendar periods
- Percentage of sales
- Past media placement
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following aspects in the Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-aspects-in-the-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-aspects-in-the-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.16. Which of the following factors should be considered when determinin...

Author: Melinda Salzer

Which of the following factors should be considered when determining the timing of an advertising and promotional campaign?

Please choose only one answer:

- Media costs at different times of the year
- The cost of producing the advertising
- Seasonality of products
- Advertising objectives
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following factors should be Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-factors-should-be-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-factors-should-be-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. You are launching a new retail chain of family restaurants. You wil...

Author: Melinda Salzer

You are launching a new retail chain of family restaurants. You will be in direct competition with Applebee's, Friday's, and Chili's. Your goal is to achieve a 10% market share within your first year. Based on the Share-of-Market/Share-of-Voice method of advertising budgeting, what percentage of advertising dollars spent within your industry should you expect to spend?

Please choose only one answer:

- Your advertising expenditures should reflect your nearest competitors no matter what percentage their advertising budget represents.
- Your advertising dollars should represent 15% of total industry advertising expenditures, because new companies should expect to spend 1.5 times their desired market share.
- Your budget should represent 10% of industry spending, because this is the desired market share.
- Your spending should be double your desired market share and represent 20% of industry advertising expenditures.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [You are launching a new retail chain of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-launching-a-new-retail-chain-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-launching-a-new-retail-chain-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.18. You are the head of the media buying department in a large advertis...

Author: Melinda Salzer

You are the head of the media buying department in a large advertising agency. Your client, Pepsi-Cola, is planning an aggressive advertising campaign to launch its new diet product. The company has asked you to monitor and measure the campaign to determine how it impacts sales of the new product. What is your response?

Please choose only one answer:

- You tell your client that it is impossible to determine the relationship between the company's new advertising campaign and sales.
- You will use the Nielsen Television Ratings system, because this is the only reliable method of monitoring the campaign's influence on sales.
- You will use Nielsen's measurement of out-of-home viewing, because this is the only way to keep up with current viewing trends.
- You will use the method that monitors cell phones to determine what people are viewing.
- You will use a variety of methods to measure viewing, because no one method can cover all aspects of how consumers get their information.

Check the answer of this question online at QuizOver.com:

Question: [You are the head of the media buying Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-the-head-of-the-media-buying-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-the-head-of-the-media-buying-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.19. Your marketing department is determining the objectives for your ne...

Author: Melinda Salzer

Your marketing department is determining the objectives for your next advertising campaign. Several strategies have been discussed. As the head of the department, it is ultimately up to you to make the final decision. Research has shown which of the following objectives to be the most effective?

Please choose only one answer:

- Generate consumer awareness.
- Improve brand image.
- Meet competitive market share.
- Increase profits.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Your marketing department is determining Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-marketing-department-is-determining-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-marketing-department-is-determining-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. Your telecommunications company has been using the percentage-of-sa...

Author: Melinda Salzer

Your telecommunications company has been using the percentage-of-sales method to determine your yearly advertising budget. Your company ranks #2 among the major players in the market. Your major competitor, which is the #3 ranked company in the marketplace, has just significantly increased its advertising budget. What changes, if any, should your company make regarding the method you use for determining ad spending?

Please choose only one answer:

- No change is necessary. Your position in the market is solid.
- You should switch to the ad-to-sales ratio method, because your company is strong and established.
- You should use the bottom-up method of budgeting and identify your promotional goals.
- You should adjust your budget to use the industry averages method in order to keep up your competition in the marketplace.
- You should use the percentage of sales method to maintain your market position.

Check the answer of this question online at QuizOver.com:

Question: [Your telecommunications company has been Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-telecommunications-company-has-been-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-telecommunications-company-has-been-melinda-salzer-berkeley?pdf=1505>

## 4. Chapter: Unit 03: Communication and Decision Making

### 1. Unit 03: Communication and Decision Making Questions

#### 4.1.1. According to Martin Lindstrom's video Buy.ology, why do cigarette s...

Author: Melinda Salzer

According to Martin Lindstrom's video Buy.ology, why do cigarette smokers not heed the health warnings posted on packages of cigarettes?

Please choose only one answer:

- People do not believe the warnings.
- Research does not support the health dangers of cigarette smoking.
- Research shows that the warnings have no effect on our brains.
- Smokers have addictive personalities and cannot be helped by written warnings.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [According to Martin Lindstrom's video Buy Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-martin-lindstrom-s-video-buy-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-martin-lindstrom-s-video-buy-melinda-salzer-berkeley?pdf=1505>

#### 4.1.2. As a car dealer, you understand that people may question the wisdom...

Author: Melinda Salzer

As a car dealer, you understand that people may question the wisdom of their new car purchase. After all, a car is expensive and generally will not be replaced for a long time. What action might you consider to ensure that your customers will not experience negative post-purchase feelings?

Please choose only one answer:

- Send them a flyer for your dealership's car maintenance services.
- Take no action. Once the sale is done, you have no need to remain in contact
- Call them after a year to see if they still like their car.
- Send them a thank you note immediately after the purchase, and remind them of all the reasons they purchased their car.
- Send a coupon for their next purchase.

Check the answer of this question online at QuizOver.com:

Question: [As a car dealer you understand that people Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/as-a-car-dealer-you-understand-that-people-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-a-car-dealer-you-understand-that-people-melinda-salzer-berkeley?pdf=1505>

#### 4.1.3. Deceptive practices in advertising are not as clear-cut as they mig...

Author: Melinda Salzer

Deceptive practices in advertising are not as clear-cut as they might appear. Because it may be difficult to make a commercial using the real product, many companies will take liberties with the product for the purposes of the commercial production; for example, ice cream will melt under hot lights, and models of ice cream must be used. Looking at Palmolive's Rapid Shave commercial, featured in the "Ethics and Advertising" article, what was the ultimate result of the court's ruling?

Please choose only one answer:

- Props are no longer allowed to be used in commercials for shaving cream.
- Sports figures are not permitted to demonstrate personal care products.
- A precedent was set, requiring advertisers to show truthful representations of their products. This has carried over into today's advertising practices.
- No changes were deemed necessary when demonstrating product usage.
- Disclaimers are needed when demonstrating a product using deceptive practices.

Check the answer of this question online at QuizOver.com:

Question: [Deceptive practices in advertising are Melinda Salzer @Berkeley Promotion](#)

Flashcards:

<http://www.quizover.com/flashcards/deceptive-practices-in-advertising-are-melinda-salzer-berkeley-promoti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/deceptive-practices-in-advertising-are-melinda-salzer-berkeley-promoti?pdf=1505>

#### 4.1.4. Formerly, what was the traditional path of an advertising message w...

Author: Melinda Salzer

Formerly, what was the traditional path of an advertising message when advertisers talked to consumers?

Please choose only one answer:

- Advertisement, consumer interaction, advertising medium
- Medium, advertiser, consumer
- Source, message, medium, receiver
- Advertisement, simultaneous ad communication, nonlinear path of communication.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Formerly what was the traditional path of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/formerly-what-was-the-traditional-path-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/formerly-what-was-the-traditional-path-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. The consumer decision-making process follows which of the following...

Author: Melinda Salzer

The consumer decision-making process follows which of the following series of steps?

Please choose only one answer:

- Problem recognition, information search, purchase, post-purchase evaluation
- Problem recognition, information search, evaluation and selection of alternatives, decision, post-purchase evaluation
- Information search, problem recognition, evaluation of alternatives, post-purchase evaluation
- Evaluation of alternatives, decision, purchase, post-purchase evaluation
- Problem recognition, evaluation of alternatives, post-purchase evaluation

Check the answer of this question online at QuizOver.com:

Question: [The consumer decision-making process Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/the-consumer-decision-making-process-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-consumer-decision-making-process-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.6. What can marketers learn from understanding the ways in which peopl...

Author: Melinda Salzer

What can marketers learn from understanding the ways in which people experience their religious beliefs?

Please choose only one answer:

- Consumers are aware of the ways in which they worship certain brands that are similar to their religious worship.
- The patterns we exhibit in our product purchases and preferences show similar brain patterns to our religious experiences.
- Our religious beliefs and our consumer drives are conscious actions.
- There is nothing marketers can learn from understanding religious behavior related to purchase behavior.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What can marketers learn from understanding Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-can-marketers-learn-from-understanding-melinda-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-can-marketers-learn-from-understanding-melinda-berkeley-advertisi?pdf=1505>

#### 4.1.7. What type of advertising appeal is being used when an alarm company...

Author: Melinda Salzer

What type of advertising appeal is being used when an alarm company's commercial shows a burglar breaking into a home that is occupied by a mother and her child?

Please choose only one answer:

- Emotional appeal
- Lifestyle appeal
- A two-sided message
- Fear appeal
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What type of advertising appeal is being Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-type-of-advertising-appeal-is-being-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-type-of-advertising-appeal-is-being-melinda-salzer-berkeley?pdf=1505>

#### 4.1.8. When a consumer is evaluating his or her options before making a pu...

Author: Melinda Salzer

When a consumer is evaluating his or her options before making a purchase, what is the consumer ultimately looking for?

Please choose only one answer:

- Product features
- Brand reputation
- Attributes that appeal to all consumers
- Product benefits
- The best price

Check the answer of this question online at QuizOver.com:

Question: [When a consumer is evaluating his or her Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-a-consumer-is-evaluating-his-or-her-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-a-consumer-is-evaluating-his-or-her-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. When considering "Source Attractiveness" related to advertising eff...

Author: Melinda Salzer

When considering "Source Attractiveness" related to advertising effectiveness, we should be conscious of which of the following attributes of the source?

Please choose only one answer:

- Personality
- Physical appearance
- Social status
- Similarity to the message receiver
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [When considering Source Attractiveness Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/when-considering-source-attractiveness-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-considering-source-attractiveness-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.10. When might a consumer experience cognitive dissonance after a purch...

Author: Melinda Salzer

When might a consumer experience cognitive dissonance after a purchase?

Please choose only one answer:

- After buying a new home
- When the consumer did not evaluate the alternatives
- When a consumer has no anxiety about their purchase
- If the consumer has conducted proper research on the product
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [When might a consumer experience cognitive Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-might-a-consumer-experience-cognitive-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-might-a-consumer-experience-cognitive-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. When Starbucks first launched their stores in China in 1998, what m...

Author: Melinda Salzer

When Starbucks first launched their stores in China in 1998, what major factor would they need to have taken into consideration before taking this tremendous step?

Please choose only one answer:

- Other coffee companies that had already expanded into China
- The cultural factors that would influence the ways in which people would adopt and accept a new product
- The availability of transportation and accessibility to resources
- The nature of unsophisticated consumers in this market
- Government resistance

Check the answer of this question online at QuizOver.com:

Question: [When Starbucks first launched their stores Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-starbucks-first-launched-their-stores-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-starbucks-first-launched-their-stores-melinda-salzer-berkeley?pdf=1505>

#### 4.1.12. Which consumer decision-making model focuses on the psychological s...

Author: Melinda Salzer

Which consumer decision-making model focuses on the psychological stages that a consumer experiences when making a purchase?

Please choose only one answer:

- Maslow's Hierarchy of Needs
- The Involvement Purchase Model
- The Hierarchy of Effects Model
- The Consumer Information Processing Model
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Which consumer decision-making model Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-consumer-decision-making-model-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-consumer-decision-making-model-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.13. Which of the following best defines "Permission Marketing?"

Author: Melinda Salzer

Which of the following best defines "Permission Marketing?"

Please choose only one answer:

- Asking consumers to view an advertisement
- Giving consumers the choice of opting-out of an ad
- Asking consumers to view various forms of spam even when they are not interested in the product or service
- Having an advertiser ask permission from people to share their product/service story and begin to have personal contact resulting in a benefit for both parties
- Getting permission from consumers for advertisers to interrupt their broadcasts or other forms of media at any point in time

Check the answer of this question online at QuizOver.com:

Question: [Which of the following best defines Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-best-defines-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-best-defines-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.14. Which "Source Effect" is being used when a well-known, but aging ac...

Author: Melinda Salzer

Which "Source Effect" is being used when a well-known, but aging actor appears in a commercial that is promoting reverse mortgages?

Please choose only one answer:

- Source attractiveness
- Source appeal
- Source credibility
- Source factor
- Source communication

Check the answer of this question online at QuizOver.com:

Question: [Which Source Effect is being used when a Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-source-effect-is-being-used-when-a-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-source-effect-is-being-used-when-a-melinda-salzer-berkeley?pdf=1505>

#### 4.1.15. Why wouldn't the advertisers consider using a more clinical approach...

Author: Melinda Salzer

Why wouldn't the advertisers consider using a more clinical approach, and focus their commercials on the statistics of college tuition?

Please choose only one answer:

- Statistics are never a good advertising approach, because they are boring and ineffective at persuasion.
- College tuition is a business decision with no emotional bond associated with the transaction.
- They made a mistake; a more clinical approach would have been more effective.
- The humorous touch is an extension of the comparative approach, and it uses words and examples that are persuasive.
- The competition is already using a purely statistical approach.

Check the answer of this question online at QuizOver.com:

Question: [Why wouldn't the advertisers consider Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/why-wouldn-t-the-advertisers-consider-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-wouldn-t-the-advertisers-consider-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.16. Would a consumer be more involved in the post-purchase evaluation o...

Author: Melinda Salzer

Would a consumer be more involved in the post-purchase evaluation of their new computer as compared to the purchase of a bottle of water on a hot day, and why?

Please choose only one answer:

- No, because consumers are just as involved in the decision making process for buying a bottle of water as they are with the process of purchasing a new computer.
- Yes, because people purchase computers on a regular basis similarly to purchasing water on a daily basis.
- Yes, because buying a computer requires a high level of purchase involvement with extensive decision-making.
- No, because consumers are always confident in their computer-buying decisions.
- No, consumers are no more involved in the post-purchase phase of computer buying than they are in the post-purchase behavior for the purchase of a bottle of water.

Check the answer of this question online at QuizOver.com:

Question: [Would a consumer be more involved in the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/would-a-consumer-be-more-involved-in-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/would-a-consumer-be-more-involved-in-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. You are the advertising agency for a new product that is being targ...

Author: Melinda Salzer

You are the advertising agency for a new product that is being targeted to recent high school graduates. You are getting ready to cast the people who will appear in your commercials. According to the recent research discussed in your textbook, who should you cast for the commercials?

Please choose only one answer:

- Justin Bieber
- Tom Cruise
- A very attractive, but unknown, young actor
- A plain looking, unknown, young actor
- Tiger Woods

Check the answer of this question online at QuizOver.com:

Question: [You are the advertising agency for a new Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-the-advertising-agency-for-a-new-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-the-advertising-agency-for-a-new-melinda-salzer-berkeley?pdf=1505>

#### 4.1.18. You have created a new barbecue sauce that you believe is better th...

Author: Melinda Salzer

You have created a new barbecue sauce that you believe is better than any product on the market. There are many products out there, and you will need to be very creative in your advertising efforts in order to gain market share. Your advertising agency has recommended the expensive approach of ads that will contain the smell and aroma of your sauces. These ads are to appear in a variety of magazines targeted to women, weekend chefs, bbq aficionados, and so on. Why should you agree or disagree to follow this strategy?

Please choose only one answer:

- All the other BBQ sauce companies are doing it, and you should too.
- You should not agree to this strategy. It is too expensive with an uncertain outcome.
- This is a great way to break through advertising clutter and overcome the sensory overload consumers face every day in traditional advertising methods.
- This is a credible way of communicating your message.
- You should not do this, because people do not like ads with a scent.

Check the answer of this question online at QuizOver.com:

Question: [You have created a new barbecue sauce that Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-created-a-new-barbecue-sauce-that-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-have-created-a-new-barbecue-sauce-that-melinda-salzer-berkeley?pdf=1505>

#### 4.1.19. You have decided to open up a fast-food restaurant that is going to...

Author: Melinda Salzer

You have decided to open up a fast-food restaurant that is going to be in direct competition with McDonald's and Burger King. Your menu will feature similar kinds of products, but will be lower in fat, calories, and sodium than your competitors. Your restaurants will have signs that include the calorie count, fat content, sodium content, and other nutritional information. Which practice will you be following by displaying this information?

Please choose only one answer:

- Impression management
- Full disclosure
- Community standards
- Subliminal advertising
- Government regulation

Check the answer of this question online at QuizOver.com:

Question: [You have decided to open up a fast-food Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-decided-to-open-up-a-fast-food-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-have-decided-to-open-up-a-fast-food-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. You have had tremendous success with your device that can be used b...

Author: Melinda Salzer

You have had tremendous success with your device that can be used by golfers to keep score, record the distance of their shots, keep a record of which clubs have been used, and other features. You have decided it is time to expand from the United States into several international markets. What marketing actions might be necessary to ensure international success?

Please choose only one answer:

- Because golf is an international sport, you should use the same marketing strategy that resulted in U.S. success.
- Compare the strategy of other sporting goods companies and follow their leads.
- Adjust your Marketing Mix to address cultural differences and the ways in which consumers behave in other countries.
- To avoid confusion, maintain a consistent strategy that does not change.
- Golfers are only present in collectivist cultures, so marketing strategies should follow the practices in those countries.

Check the answer of this question online at QuizOver.com:

Question: [You have had tremendous success with your Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-had-tremendous-success-with-your-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-have-had-tremendous-success-with-your-melinda-salzer-berkeley?pdf=1505>

## 4. Chapter: Unit 08: An Integrated Marketing Communication Approach

### 1. Unit 08: An Integrated Marketing Communication Approach Questions

#### 4.1.1. A company that sells expensive kitchen utensils is developing their...

Author: Melinda Salzer

A company that sells expensive kitchen utensils is developing their marketing strategy. The marketing department suggests that personal selling will be an excellent way to generate sales, and salespeople can demonstrate the products in people's homes. Why is this a good strategy for these products?

Please choose only one answer:

- Because personal selling is an excellent way of allowing consumers to ask questions and get immediate answers
- Because the sales message can be tailored to the customers' needs, while the customers learn about the products
- Because personal selling is an excellent way of demonstrating complex products
- Because salespeople will be able to immediately address any concerns that the customers have about the products
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [A company that sells expensive kitchen Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-company-that-sells-expensive-kitchen-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-company-that-sells-expensive-kitchen-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.2. A family-owned restaurant faces stiff competition from a local rest...

Author: Melinda Salzer

A family-owned restaurant faces stiff competition from a local restaurant chain. The chain has a large promotional budget, while the family-owned restaurant operates on small budget. Which of the following promotional activities might be effective in maximizing the family-owned restaurant's promotional dollars?

Please choose only one answer:

- Reward customers for directing new diners to the restaurant.
- Sponsor a local Little League team.
- Give tours of the restaurant's kitchen.
- Create a website that includes recipes from the restaurant's menu.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [A family-owned restaurant faces stiff Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-family-owned-restaurant-faces-stiff-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-family-owned-restaurant-faces-stiff-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.3. A group of local musicians has been posting signs on streetlamps an...

Author: Melinda Salzer

A group of local musicians has been posting signs on streetlamps and creating sidewalk paintings to advertise the group. The group's agent has been doing his own advertising. These efforts include letters to concert venues and some radio advertising. The group has not seen an increase in popularity or in performance opportunities. What might be the most significant problem?

Please choose only one answer:

- The posters might not look as professional as the advertising material being used by the group's agent.
- Letters to concert venues should come from the band members and not the band's agent.
- Not enough time has passed for these advertising efforts to take effect. Everyone involved should be more patient. These efforts will prove to be successful in time.
- These efforts do not reflect careful planning and coordination and do not appear to be part of a plan designed to communicate a unified message.
- The group's and agent's efforts do not appear to include sufficient promotional activities.

Check the answer of this question online at QuizOver.com:

Question: [A group of local musicians has been posting Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-group-of-local-musicians-has-been-posting-melinda-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-group-of-local-musicians-has-been-posting-melinda-berkeley-advertisi?pdf=1505>

#### 4.1.4. A new ice cream shop on the east coast finds that sales are slow du...

Author: Melinda Salzer

A new ice cream shop on the east coast finds that sales are slow during the winter months. What promotional tool might be most effective in maintaining a higher level of sales year-round?

Please choose only one answer:

- Regularly distributed coupons will bring customers to the store more often.
- Free samples of new flavors will be a draw for customers.
- A buy one-get one free promotion will be the most effective strategy in this situation.
- A loyalty program will be most effective, because it will encourage customers to visit the shop throughout the year, earning them additional perks, discounts, and rewards.
- Frequent contests and sweepstakes will entice customers and encourage them to come to the shop.

Check the answer of this question online at QuizOver.com:

Question: [A new ice cream shop on the east coast Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-new-ice-cream-shop-on-the-east-coast-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-new-ice-cream-shop-on-the-east-coast-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.5. A new local roofing company is planning its introductory promotiona...

Author: Melinda Salzer

A new local roofing company is planning its introductory promotional strategy. One of the owners of the company thinks that direct marketing is a thing of the past and that customers will not be attracted to the company through this method. The other partner feels that benefits can be attained through direct marketing. Which of the following is a benefit of using direct marketing activities in the 21st century?

Please choose only one answer:

- Customers can receive a mail piece that will direct them to a company website where more information can be obtained.
- A mail piece can provide only partial information, creating consumer interest and a desire to find out more.
- Direct mail can lead consumers to online interactive sites where they can participate in contests and sweepstakes sponsored by the company.
- The Internet has made it possible to target potential customers for direct marketing campaigns with even greater accuracy than in the past, making this tool highly effective at reaching the appropriate target market.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [A new local roofing company is planning Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/a-new-local-roofing-company-is-planning-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-new-local-roofing-company-is-planning-melinda-salzer-berkeley?pdf=1505>

#### 4.1.6. A small graphics company wants to implement an Integrated Marketing...

Author: Melinda Salzer

A small graphics company wants to implement an Integrated Marketing Communications (IMC) promotional plan. However, they have a very small budget. How, if at all, could they successfully implement such a plan?

Please choose only one answer:

- Only organizations with substantial budgets can successfully implement an IMC promotional plan.
- The company could go over budget in implementing an IMC promotional plan.
- The company could coordinate efforts and join forces with other companies and associations within the industry.
- The company could wait until it has a larger budget.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [A small graphics company wants to implement Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-small-graphics-company-wants-to-implement-melinda-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-small-graphics-company-wants-to-implement-melinda-berkeley-advertisi?pdf=1505>

#### 4.1.7. A vitamin company has just released a new product that has been pro...

Author: Melinda Salzer

A vitamin company has just released a new product that has been proven to enhance the look and feel of a woman's hair. The results have been particularly dramatic in women over the age of 50. The product will be sold over the Internet. The marketing department plans to send product samples, along with their research results, to Oprah Winfrey and other daytime TV show hosts. How will this offline strategy, coupled with a paid search (PPC) strategy, be of benefit?

Please choose only one answer:

- The PPC campaign should be used separately and not in conjunction with an offline strategy at all times.
- A PPC strategy will not be helpful for this product's campaign, because the product is new to the marketplace.
- By coordinating the PPC efforts with the offline strategy, the company will increase its market exposure while driving consumers to its website.
- This effort will only be effective if the company is one of the top-ranked companies when consumers conduct a web search.
- Using an offline strategy in this case will be sufficient for this product, because Oprah Winfrey is such an influential personality.

Check the answer of this question online at QuizOver.com:

Question: [A vitamin company has just released a new Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/a-vitamin-company-has-just-released-a-new-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-vitamin-company-has-just-released-a-new-melinda-salzer-berkeley?pdf=1505>

#### 4.1.8. According to one study conducted by the American Productivity Quali...

Author: Melinda Salzer

According to one study conducted by the American Productivity Quality Center, which of the following is among the four stages of IMC development?

Please choose only one answer:

- Tactical coordination of marketing communication
- Redefining the scope of marketing communication
- Application of information technology
- Financial and strategic integration
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [According to one study conducted by the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-one-study-conducted-by-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-one-study-conducted-by-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. In planning an Integrated Marketing Communications (IMC) promotiona...

Author: Melinda Salzer

In planning an Integrated Marketing Communications (IMC) promotional plan, what obstacle do many agencies find to be a barrier to implementation among their clients?

Please choose only one answer:

- The clients do not have the personnel to execute the strategy.
- Clients generally do not feel that IMC is an effective strategy.
- Clients want the agencies to do all the work.
- Because IMC is a relatively new approach, clients are not used to doing things in this way.
- Clients are not open to learning new approaches to marketing.

Check the answer of this question online at QuizOver.com:

Question: [In planning an Integrated Marketing Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/in-planning-an-integrated-marketing-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-planning-an-integrated-marketing-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.10. In the plan developed by Kellogg's for Special K cereal, why was th...

Author: Melinda Salzer

In the plan developed by Kellogg's for Special K cereal, why was the strategy implemented over several seasons?

Please choose only one answer:

- Because they did not have enough money to implement the plan all at once
- Because the plan, implemented over time, created consumer interest, awareness and participation, as well as it kept the consumer motivated to follow the campaign
- Because the desired media outlets were not available to the company when needed
- Because the company made a mistake in planning its strategy, and the activities should have been implemented all at once
- Because this is a strategy that many competitors have used

Check the answer of this question online at QuizOver.com:

Question: [In the plan developed by Kellogg's for Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-plan-developed-by-kellogg-s-for-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-plan-developed-by-kellogg-s-for-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.11. The makers of a new video game are evaluating advertising methods. ...

Author: Melinda Salzer

The makers of a new video game are evaluating advertising methods. The game will be targeted to teenagers. One member of the marketing team feels that because so many teens watch the TV program, Glee, advertising should be centered on that program as well as other shows appealing to this demographic. Other members of the team feel that advertising should be shown in a variety of locations and media outlets. Is the latter a better strategy than only using television advertising? Why, or why not?

Please choose only one answer:

- It is not a better strategy, because most teens are getting their information only from television advertising.
- It is a better strategy as long as only one other media outlet is used. Too much information will be overkill.
- It is a better strategy, because consumers have come to rely on a variety of sources for their information.
- It is a better strategy as long as only high-tech media outlets are used.
- It is not a better strategy, because teens are not influenced by advertising.

Check the answer of this question online at QuizOver.com:

Question: [The makers of a new video game are evaluating Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/the-makers-of-a-new-video-game-are-evaluating-melinda-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-makers-of-a-new-video-game-are-evaluating-melinda-berkeley-adverti?pdf=1505>

#### 4.1.12. What is the purpose of an Integrated Marketing Communications (IMC)...

Author: Melinda Salzer

What is the purpose of an Integrated Marketing Communications (IMC) plan?

Please choose only one answer:

- To make things easier for the company's advertising agency
- To ensure that all advertising activities are conducted by the same advertising agency
- To enable the advertising agency to focus only on Sales Promotion activities
- To ensure that all elements of an advertising program reach consumers no matter where they receive their information
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose of an Integrated Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-purpose-of-an-integrated-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-purpose-of-an-integrated-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.13. What is the purpose of Public Relations?

Author: Melinda Salzer

What is the purpose of Public Relations?

Please choose only one answer:

- To announce sales and special store events to consumers
- To highlight new advertising campaigns for the entire company
- To share information solely with the media as a foundation for future company events
- To build good relationships with the advertiser's public, namely consumers, stockholders, legislators, and employees
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the purpose of Public Relations Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-purpose-of-public-relations-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-purpose-of-public-relations-melinda-salzer-berkeley?pdf=1505>

#### 4.1.14. What might be the most effective element of the promotional mix to ...

Author: Melinda Salzer

What might be the most effective element of the promotional mix to use when the L'Oreal company wants to see an increase in sales of its shampoo products during the next quarter, and why?

Please choose only one answer:

- Personal selling because that will make an immediate connection with consumers
- Public relations because that will create corporate good will among consumers
- Sales promotion, such as coupons, because that will encourage interest and immediate sales
- Direct marketing because that will communicate consumer needs
- Television advertising because that is the only way to reach consumers

Check the answer of this question online at QuizOver.com:

Question: [What might be the most effective element Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-might-be-the-most-effective-element-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-might-be-the-most-effective-element-melinda-salzer-berkeley?pdf=1505>

#### 4.1.15. When developing a promotional plan, what step should be taken first?

Author: Melinda Salzer

When developing a promotional plan, what step should be taken first?

Please choose only one answer:

- Determine your budget.
- Define your objectives.
- Identify your media outlets.
- Determine the message.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [When developing a promotional plan what Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/when-developing-a-promotional-plan-what-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-developing-a-promotional-plan-what-melinda-salzer-berkeley?pdf=1505>

#### 4.1.16. Which of the following is an element of the promotional mix?

Author: Melinda Salzer

Which of the following is an element of the promotional mix?

Please choose only one answer:

- Direct marketing
- Sales promotion
- Public relations
- Personal selling
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an element of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-element-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-element-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. Why is "Multiple Rights," also known as the "360" deals, effective ...

Author: Melinda Salzer

Why is "Multiple Rights," also known as the "360" deals, effective as a marketing strategy for performers in the music industry?

Please choose only one answer:

- Because it gives their agents freedom to plan any type of advertising and promotion they choose
- Because their fans are all in the same age demographic
- Because it coordinates the marketing efforts of all concert sales, merchandise sales, and record sales
- All of the above
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Why is Multiple Rights also known as the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/why-is-multiple-rights-also-known-as-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-is-multiple-rights-also-known-as-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.18. You are planning next year's promotional activities for your irriga...

Author: Melinda Salzer

You are planning next year's promotional activities for your irrigation systems company. In the past, your activities have included renting a booth at trade shows throughout the country at various times of the year. These shows have enabled your company to explain the ways in which your system works and to meet potential customers. The overall cost of displaying at these shows is very high. Financial advisors have suggested that trade shows be eliminated from the company's promotional activities. Is this a sound strategy? Why, or why not?

Please choose only one answer:

- Yes, because trade shows are nothing more than a chance for people to dine, drink, and socialize.
- No, because overall, attending trade shows has shown to provide long-term benefits.
- Yes, because traditional trade show attendance can be replaced with less-costly virtual shows, which may provide added benefits such as tracking visitor behavior, which is not possible at a live show.
- Yes, because potential customers do not usually attend shows to gather product information.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [You are planning next year's promotional Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-planning-next-year-s-promotional-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-planning-next-year-s-promotional-melinda-salzer-berkeley?pdf=1505>

#### 4.1.19. Your company fully embraces the idea of an integrated approach in d...

Author: Melinda Salzer

Your company fully embraces the idea of an integrated approach in developing your promotional plan. You have evaluated different elements and have decided to use all of the options available. Is this a good strategy? Why, or why not?

Please choose only one answer:

- Yes, because all elements will work together to help you build your business.
- Yes, as long as your focus is on one element with all other elements in supporting roles, your plan should be effective.
- Yes, because research has shown this to be the most effective approach.
- No, because you should evaluate the strengths and weaknesses of all elements and determine which ones will be most effective for your business.
- Yes, as long as you release the various elements at different times, your plan should be effective.

Check the answer of this question online at QuizOver.com:

Question: [Your company fully embraces the idea of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-fully-embraces-the-idea-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-fully-embraces-the-idea-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. Your department store has decided to participate in the Dress for S...

Author: Melinda Salzer

Your department store has decided to participate in the Dress for Success program, which provides professional clothing for disadvantaged women so they can seek and obtain employment. What is the appropriate way to communicate your plans with your customers, the community, and other interested parties?

Please choose only one answer:

- Produce and air a television commercial
- Develop print advertising to appear in newspapers
- Prepare and distribute a Press Release to all media outlets, including online sources
- Air radio commercials
- Create and distribute promotional products that include the date of your event

Check the answer of this question online at QuizOver.com:

Question: [Your department store has decided to Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-department-store-has-decided-to-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-department-store-has-decided-to-melinda-salzer-berkeley-advertisi?pdf=1505>

## 4. Chapter: Unit 05: Segmenting, Targeting, and Positioning

### 1. Unit 05: Segmenting, Targeting, and Positioning Questions

#### 4.1.1. After exploring several strategies for targeting the lucrative twee...

Author: Melinda Salzer

After exploring several strategies for targeting the lucrative tween market (8-12 year olds), you are ready to choose a segmentation strategy that will best utilize your limited marketing budget. You have determined that the use of technology will be most cost-effective. Which of the following strategies will enable you to reach these consumers who respond well to customized messages?

Please choose only one answer:

- Selective specialization
- Individual marketing
- Market specialization
- Niche marketing
- Product specialization

Check the answer of this question online at QuizOver.com:

Question: [After exploring several strategies for Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/after-exploring-several-strategies-for-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/after-exploring-several-strategies-for-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.2. Although the toothpaste market has many entries, you and your fello...

Author: [Melinda Salzer](#)

Although the toothpaste market has many entries, you and your fellow marketers at "Smith & Jones" feel that your new product is revolutionary. Your research has shown that your product is superior to the competition in reducing the risk of dental disease, making teeth whiter, keeping breath fresh longer, and eliminating plaque. Based on the theories presented in the article Marketing: Positioning by Ries and Trout, what would be the best choice for your product's name?

Please choose only one answer:

- White and Fresh
- Smith & Jones' Toothpaste
- Denta Paste
- Fresh by S&J
- Healthy Smile

Check the answer of this question online at [QuizOver.com](#):

Question: [Although the toothpaste market has many Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/although-the-toothpaste-market-has-many-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/although-the-toothpaste-market-has-many-melinda-salzer-berkeley?pdf=1505>

#### 4.1.3. Based on demographic segmentation, you know that customers for your...

Author: [Melinda Salzer](#)

Based on demographic segmentation, you know that customers for your high-end camping equipment are educated, married, and established in the high-income bracket. Why should you also consider the psychographics of this segment when developing your advertising efforts?

Please choose only one answer:

- Psychographics will identify the number of consumers within your target market.
- Demographic segmentation is sufficient. It is not necessary for you to explore the psychographics of your target market.
- Psychographics will help you to better understand your customers' personalities and reasons for purchase behavior.
- Psychographics will provide you with quantitative data about your customers.
- None of the above

Check the answer of this question online at [QuizOver.com](#):

Question: [Based on demographic segmentation you know Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/based-on-demographic-segmentation-you-know-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/based-on-demographic-segmentation-you-know-melinda-salzer-berkeley?pdf=1505>

#### 4.1.4. In addition to demographics, which of the following factors should ...

Author: Melinda Salzer

In addition to demographics, which of the following factors should be considered when identifying a target market?

Please choose only one answer:

- Geographic segmentation
- Psychographic segmentation
- Behavioral segmentation
- B2B segmentation
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [In addition to demographics which of the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/in-addition-to-demographics-which-of-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-addition-to-demographics-which-of-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. McDonald's has seen incredible growth of their restaurants both in ...

Author: Melinda Salzer

McDonald's has seen incredible growth of their restaurants both in the United States and worldwide. They started out as a simple hamburger stand and have grown into a fast-food empire, catering to the needs of consumers who want convenience, low pricing, and the same experience every time they visit the restaurant. Yet, not all of their restaurants carry the same items on their menus. In fact, some international McDonald's restaurants do not even serve beef. What type of target marketing strategy does this illustrate?

Please choose only one answer:

- Demographic segmentation
- Geographic segmentation
- Psychographic segmentation
- Usage segmentation
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [McDonald's has seen incredible growth of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/mcdonald-s-has-seen-incredible-growth-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/mcdonald-s-has-seen-incredible-growth-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.6. What is the difference between a consumer market segment and a busi...

Author: Melinda Salzer

What is the difference between a consumer market segment and a business-to-business market segment?

Please choose only one answer:

- Business buyers approach their purchase from a problem-solving approach, while consumers approach their purchase from a need-based situation.
- Formal procedures are part of a business buying situation, while consumer purchases do not involve formal activities.
- Many people are involved in a business purchase decision, while one person may be the decision-maker in a consumer purchase.
- Industrial buying requires inventory considerations, while there are no such considerations in a consumer purchase
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is the difference between a consumer Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-difference-between-a-consumer-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-difference-between-a-consumer-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. What is the ultimate benefit of target marketing?

Author: Melinda Salzer

What is the ultimate benefit of target marketing?

Please choose only one answer:

- To understand your competitors marketplace
- To seek out markets that are hard to reach
- To find groups of potential customers who are similar to all other customers
- To help you define your customers and increase the cost-effectiveness of your advertising
- To convince customers who cannot afford to buy your products that they should reconsider

Check the answer of this question online at QuizOver.com:

Question: [What is the ultimate benefit of target Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-ultimate-benefit-of-target-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-ultimate-benefit-of-target-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.8. What type of segmentation strategy should be used when you want to ...

Author: Melinda Salzer

What type of segmentation strategy should be used when you want to get the big-picture view of your customers?

Please choose only one answer:

- Lifestyle
- Usage
- Demographics
- Psychographics
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [What type of segmentation strategy should Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-type-of-segmentation-strategy-should-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-type-of-segmentation-strategy-should-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. Which of the following should be taken into consideration when choo...

Author: Melinda Salzer

Which of the following should be taken into consideration when choosing a market segment?

Please choose only one answer:

- Size of the segment
- Growth rate of the segment
- Competition within the segment
- Expected profit margins
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following should be taken Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-should-be-taken-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-should-be-taken-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.10. Why are marketers targeting more defined segments now than in the p...

Author: Melinda Salzer

Why are marketers targeting more defined segments now than in the past?

Please choose only one answer:

- Marketers recognize that smaller segments are always more profitable.
- Marketers are attempting to stay on par with the competition.
- Narrow targeting is a bad idea. Market opportunities will be missed.
- Customers are reluctant to share information, and this is the only way to reach them effectively.
- Technology has made it possible to reach more customers and access more data about them.

Check the answer of this question online at QuizOver.com:

Question: [Why are marketers targeting more defined Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/why-are-marketers-targeting-more-defined-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-are-marketers-targeting-more-defined-melinda-salzer-berkeley?pdf=1505>

#### 4.1.11. Why is it important to develop a positioning strategy?

Author: Melinda Salzer

Why is it important to develop a positioning strategy?

Please choose only one answer:

- You want your product to have an identity.
- A positioning strategy is not really necessary when there are several entries in a product category.
- A positioning strategy will place your product in the mind of the consumer.
- It is easy to change a consumer's mind about your product, so you can create a positioning strategy at any point in the product life cycle.
- If you are not the number 1 brand in the market place, you can develop a positioning strategy that ignores the presence of the market leader.

Check the answer of this question online at QuizOver.com:

Question: [Why is it important to develop a positioning Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/why-is-it-important-to-develop-a-positioning-melinda-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-is-it-important-to-develop-a-positioning-melinda-berkeley-advertis?pdf=1505>

#### 4.1.12. Why is STP Marketing (segmenting, targeting, positioning) valuable?

Author: Melinda Salzer

Why is STP Marketing (segmenting, targeting, positioning) valuable?

Please choose only one answer:

- All marketing strategies should have 3 steps for optimum results
- STP is only valuable now. It is a fad that will soon be gone.
- It helps advertising agencies differentiate themselves from other agencies.
- It helps you develop an understanding of your customers.
- It focuses only on consumer demographics.

Check the answer of this question online at QuizOver.com:

Question: [Why is STP Marketing segmenting targeting Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/why-is-stp-marketing-segmenting-targeting-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/why-is-stp-marketing-segmenting-targeting-melinda-salzer-berkeley?pdf=1505>

#### 4.1.13. You are in the process of developing a positioning strategy for you...

Author: Melinda Salzer

You are in the process of developing a positioning strategy for your new and improved vacuum cleaner. To prepare, you have come up with a long list of features and benefits for your product. Your competition's advertising highlights the many features of their product, and you are evaluating the best options for your approach. Based on the audio lecture Positioning the Brand Through the Sales Moment by James Connor, what strategy is most effective in positioning your product relative to your competition?

Please choose only one answer:

- Highlight as many features and benefits as your product has to offer.
- Highlight as many features and benefits as your competition.
- Position your product as the market leader.
- Condense all of your product's features, benefits, and advantages into one meaningful idea.
- Take a "number 2" position, and discuss why your product is better than the market leader.

Check the answer of this question online at QuizOver.com:

Question: [You are in the process of developing a Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-in-the-process-of-developing-a-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-in-the-process-of-developing-a-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.14. You offer computer classes to senior citizens in an upscale adult c...

Author: Melinda Salzer

You offer computer classes to senior citizens in an upscale adult community. Which of the following types of segmentation strategies should be considered in defining this target market segment?

Please choose only one answer:

- Demographics
- Psychographics
- Lifestyle
- Usage
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You offer computer classes to senior Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/you-offer-computer-classes-to-senior-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-offer-computer-classes-to-senior-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.15. Your brand of orange juice has characteristics that are similar to ...

Author: Melinda Salzer

Your brand of orange juice has characteristics that are similar to your competition. After all, orange juice is orange juice. You have a small percentage of the market share, which you have been able to maintain. What kind of positioning strategy would be most effective in your marketing efforts?

Please choose only one answer:

- You should take the same position as your closest competitor.
- You should find an unoccupied position in the market place and claim it as your own. For example, if your product is all natural, organic, or domestically produced, then that should be the position you occupy.
- You should challenge the market leader and attempt to take them head-on.
- You should attempt to get consumers to view the market leader negatively to elevate your own brand.
- None of the above; A positioning strategy has not proven to be helpful in this competitive product category.

Check the answer of this question online at QuizOver.com:

Question: [Your brand of orange juice has characteristics Melinda @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-brand-of-orange-juice-has-characteristics-melinda-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-brand-of-orange-juice-has-characteristics-melinda-berkeley?pdf=1505>

#### 4.1.16. Your company manufactures power washers. You have learned that some...

Author: Melinda Salzer

Your company manufactures power washers. You have learned that some of your customers like to take their time when using the equipment, while others want to get the job done quickly. What type of marketing focus would be most helpful in targeting these consumers?

Please choose only one answer:

- Psychographic approach
- Geographic factors
- End-user needs
- Common buying factors
- Income and other demographic factors

Check the answer of this question online at QuizOver.com:

Question: [Your company manufactures power washers. Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-manufactures-power-washers-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-manufactures-power-washers-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. Your company sells office equipment to both consumers and business-...

Author: Melinda Salzer

Your company sells office equipment to both consumers and business-to-business customers. You have conducted a thorough analysis of your consumer target market. Why would it be necessary for you to conduct a separate analysis of your business customer base?

Please choose only one answer:

- If your analysis has been conducted within the past year, it won't be necessary to conduct a separate analysis of your business customer base.
- The same data can be used for both your consumer and business-to-business customers. You do not need to consider any other factors.
- Different factors go into the decision-making process in a business-to-business transaction as compared to a consumer market.
- As long as you have general information about industry trends, you should have sufficient information to plan your strategy.
- The NAICS data will provide you with sufficient information. A separate analysis is not necessary

Check the answer of this question online at QuizOver.com:

Question: [Your company sells office equipment to Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-sells-office-equipment-to-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-sells-office-equipment-to-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.18. Your home-made organic gelato has received such rave reviews from f...

Author: Melinda Salzer

Your home-made organic gelato has received such rave reviews from family and friends that you have decided to turn it into a business. Due to the high cost of organic ingredients, your product is expensive to produce, resulting in a relatively small customer base willing to pay the high retail price in grocery stores. Fortunately, you have found a co-packer who will produce your product to your exacting standards; however, the distribution network for frozen desserts is geared toward high-volume producers. Also, since the frozen dessert market has many entries, investors are reluctant to become involved. Why is your situation doomed to failure?

Please choose only one answer:

- There is no reason for the company to fail. If the product is good, consumers will buy it.
- Without investors, a company cannot survive.
- The organic market is too small for any company to make a profit.
- Without access to an effective distribution network, coupled with the inability to take advantage of economies of scale, the product and the market do not appear to be suitable.
- Only a market with full coverage can be successful in this product category

Check the answer of this question online at QuizOver.com:

Question: [Your home-made organic gelato has received Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-home-made-organic-gelato-has-received-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-home-made-organic-gelato-has-received-melinda-salzer-berkeley?pdf=1505>

#### 4.1.19. Your small hardware store is located in the same general area as Ho...

Author: Melinda Salzer

Your small hardware store is located in the same general area as Home Depot and Lowe's, the well-known industry leaders. Since you purchase in smaller quantities, you are not able to take advantage of quantity discounts when filling your store's shelves. In what way can you appeal to a targeted market segment that will enable you to effectively compete in this arena?

Please choose only one answer:

- These stores are category-killers. A small retailer cannot effectively compete.
- The only way to compete is through a low-price strategy.
- Offering high levels of customer service, which your competition does not provide, will be valuable to consumers in this market segment. D. You can expand into other product categories.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your small hardware store is located in Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-small-hardware-store-is-located-in-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-small-hardware-store-is-located-in-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. Your well-known national brand of beer has been gaining ground in t...

Author: Melinda Salzer

Your well-known national brand of beer has been gaining ground in the marketplace, and your market share has increased over last year's figures. Your advertising agency has recommended that you advertise on next year's Superbowl game. It will cost approximately \$3 million to purchase a 30 second spot; they are suggesting that you purchase 3-4 commercials to be aired throughout the game. This is a lot of money, and you are not sure it will be worth it. Given that you have a national following, what type of strategy does this type of approach represent?

Please choose only one answer:

- This is a product strategy with not much reward. Do not do it.
- This is market specialization, since all viewers are football fans.
- This is a full market coverage approach, providing an excellent opportunity for mass marketing.
- This is a single segment approach targeting male viewers.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your well-known national brand of beer Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-well-known-national-brand-of-beer-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-well-known-national-brand-of-beer-melinda-salzer-berkeley-adverti?pdf=1505>

## 4. Chapter: Unit 10: Execution and Evaluation

### 1. Unit 10: Execution and Evaluation Questions

#### 4.1.1. According to the information and resources presented within this un...

Author: Melinda Salzer

According to the information and resources presented within this unit, what is the first step in developing an advertising campaign?

Please choose only one answer:

- Determining your advertising budget
- Defining your objectives
- Creating your Media Plan
- Creating your advertising message
- Identifying and analyzing your target audience

Check the answer of this question online at QuizOver.com:

Question: [According to the information and resources Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-information-and-resources-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/according-to-the-information-and-resources-melinda-salzer-berkeley?pdf=1505>

#### 4.1.2. Because newspapers are experiencing declining readership, many adve...

Author: Melinda Salzer

Because newspapers are experiencing declining readership, many advertisers are transferring their print advertising to the Internet. What are some of the issues associated with this transition?

Please choose only one answer:

- The print becomes smaller, making it difficult to read.
- Information has to be more concise to fit into a smaller area.
- Mobile versions of newspapers need to be developed.
- Technology enables advertisers to more efficiently target their markets, which will then require new advertising strategies.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Because newspapers are experiencing Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/because-newspapers-are-experiencing-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/because-newspapers-are-experiencing-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.3. Guy Fieri hosts several programs on food-related channels. He visit...

Author: Melinda Salzer

Guy Fieri hosts several programs on food-related channels. He visits restaurants throughout the country and tastes food from their menus. He also hosts a cooking program and owns several restaurants. Will Mr. Fieri be a good spokesperson for a company's new line of pots and pans?

Please choose only one answer:

- No, because he does not use those products on the programs aired on the food channels.
- No, because consumers might not believe he actually uses those products.
- No, because consumers might feel that he would promote any cooking-related product for money.
- Yes, as long as he is a part-owner of the company.
- Yes, because his image and the products are similar, resulting in a good match-up hypothesis.

Check the answer of this question online at QuizOver.com:

Question: [Guy Fieri hosts several programs on food Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/guy-fieri-hosts-several-programs-on-food-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/guy-fieri-hosts-several-programs-on-food-melinda-salzer-berkeley?pdf=1505>

#### 4.1.4. In general, why are recognition scores a better measure than recall...

Author: Melinda Salzer

In general, why are recognition scores a better measure than recall scores?

Please choose only one answer:

- Recognition scores are not better. Recall scores are more reliable.
- Recognition scores are the only effective way to measure ad effectiveness.
- The recognition process is simpler and consumers have more available retrieval cues.
- Recognition scores are only better measures when consumers do not have product data.
- Recognition scores are only effective if consumers can spontaneously remember the ad.

Check the answer of this question online at QuizOver.com:

Question: [In general why are recognition scores a Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/in-general-why-are-recognition-scores-a-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-general-why-are-recognition-scores-a-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. Several years ago, Purex came out with a product called 3-in-1 Laun...

Author: Melinda Salzer

Several years ago, Purex came out with a product called 3-in-1 Laundry Sheets. The product combined detergent, fabric softener, and anti-cling properties in one sheet. This was a new concept, and research was needed to make sure the ads were conveying the product as effectively as possible. When conducting copy research, what variable was considered in determining if consumers were likely to buy this product?

Please choose only one answer:

- Branding
- Attention
- Motivation
- Post-testing
- Dissonance

Check the answer of this question online at QuizOver.com:

Question: [Several years ago Purex came out with a Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/several-years-ago-purex-came-out-with-a-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/several-years-ago-purex-came-out-with-a-melinda-salzer-berkeley?pdf=1505>

#### 4.1.6. The television commercials for your local brewery have resulted in ...

Author: Melinda Salzer

The television commercials for your local brewery have resulted in an increase in sales. You feel that you have enough brand recognition to take your message to radio broadcast. However, your budget is limited, and you want to turn the soundtrack from the television commercials into a radio commercial. Is this a good idea?

Please choose only one answer:

- Yes, because your brand is known, and consumers will be familiar with your ad copy.
- No. Although it would be more costly to re-write copy for your radio commercials rather than copy the television soundtrack, radio is an aural medium. In order to communicate your message, the copy needs to be written in a way that gives a visual to the listener. Your television commercial will have supporting visuals that will not transfer to an aural medium.
- Yes, because this is the way most advertisers produce radio commercials.
- Yes, because you will save money by not having to produce a new ad.
- Yes, because radio is really only sound without visuals.

Check the answer of this question online at QuizOver.com:

Question: [The television commercials for your local Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/the-television-commercials-for-your-local-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/the-television-commercials-for-your-local-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. There is some controversy about the effectiveness of ads that are v...

Author: Melinda Salzer

There is some controversy about the effectiveness of ads that are very creative. One school of thought is that while a creative ad is entertaining, consumers may be confused. What can an advertiser do to create an entertaining ad while informing and persuading its target audience?

Please choose only one answer:

- Use unusual cinematography to catch viewers' attention.
- Use sudden silences to punctuate your message.
- Use larger sized print ads.
- Use loud music and fast action.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [There is some controversy about the Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/there-is-some-controversy-about-the-melinda-salzer-berkeley-college?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/there-is-some-controversy-about-the-melinda-salzer-berkeley-college?pdf=1505>

#### 4.1.8. What factors are measured to determine if consumers remember an ad?

Author: Melinda Salzer

What factors are measured to determine if consumers remember an ad?

Please choose only one answer:

- Recall and recognition
- Metrics and impact
- Size of audience and target audience
- Creativity and clutter
- Budget and expectations

Check the answer of this question online at QuizOver.com:

Question: [What factors are measured to determine if Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-factors-are-measured-to-determine-if-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-factors-are-measured-to-determine-if-melinda-salzer-berkeley?pdf=1505>

#### 4.1.9. What is one of the reasons for the increased use of spokescharacters?

Author: Melinda Salzer

What is one of the reasons for the increased use of spokescharacters?

Please choose only one answer:

- Consumers may have negative feelings about actual stars promoting a product for money.
- Consumers may feel that stars do not fit the image of the product they promote.
- Spokescharacters help increase consumer recall of ads.
- Technology has made the creation of characters more cost effective and more lifelike.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What is one of the reasons for the increased Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-one-of-the-reasons-for-the-increased-melinda-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-one-of-the-reasons-for-the-increased-melinda-berkeley-advertis?pdf=1505>

#### 4.1.10. What is the most effective way to gain the reader's attention when ...

Author: Melinda Salzer

What is the most effective way to gain the reader's attention when producing a newspaper ad?

Please choose only one answer:

- Ensure that the product has a competitive advantage before writing copy.
- Have the ad copy resemble the ads of your competitors.
- Make sure you have a catchy headline.
- Place the ad in any section of the newspaper; the reader is sure to see it.
- Remove any news value from the ad copy.

Check the answer of this question online at QuizOver.com:

Question: [What is the most effective way to gain Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-effective-way-to-gain-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-effective-way-to-gain-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.11. What might be the best framework to use if you want to advertise yo...

Author: Melinda Salzer

What might be the best framework to use if you want to advertise your new spaghetti sauce to working mothers?

Please choose only one answer:

- Demonstration
- Scientific
- Testimonial
- Slice-of-life
- Spokesperson

Check the answer of this question online at QuizOver.com:

Question: [What might be the best framework to use Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-might-be-the-best-framework-to-use-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-might-be-the-best-framework-to-use-melinda-salzer-berkeley?pdf=1505>

#### 4.1.12. When setting your objectives and goals, what key element is essenti...

Author: Melinda Salzer

When setting your objectives and goals, what key element is essential to a successful campaign?

Please choose only one answer:

- Setting your goals to match those of your competition
- Setting your goals to match those you set in the previous year
- Setting your goals as broadly as possible
- Setting goals that are as specific as possible
- Setting the same goals for all of the various media outlets you will use

Check the answer of this question online at QuizOver.com:

Question: [When setting your objectives and goals Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/when-setting-your-objectives-and-goals-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-setting-your-objectives-and-goals-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.13. When the Quaker company introduced its Quaker Raisin Life brand in ...

Author: Melinda Salzer

When the Quaker company introduced its Quaker Raisin Life brand in the 1980's (the product wasn't successful and didn't last very long...), they produced a commercial that featured a giant bowl of cereal, fake milk, and a man in a raisin suit. While the "raisin" climbed out of the bowl, he announced the new cereal and all of its benefits. Before the commercial was aired, what activity should the advertising agency have conducted to determine if the commercial would be effective in communicating its message?

Please choose only one answer:

- The Starch Test
- Recall
- Recognition
- Pre-testing
- Post-testing

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When the Quaker company introduced its Melinda Salzer @Berkeley Advertising](http://www.quizover.com/question/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=1505)

Flashcards:

<http://www.quizover.com/flashcards/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.14. Which of the following is an execution framework used by advertisers?

Author: Melinda Salzer

Which of the following is an execution framework used by advertisers?

Please choose only one answer:

- Lifestyle
- Scientific
- Testimonial
- Demonstration
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is an execution Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-execution-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-execution-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.15. Which of the following is NOT an element of an advertising campaign...

Author: Melinda Salzer

Which of the following is NOT an element of an advertising campaign proposal?

Please choose only one answer:

- The evaluation of effectiveness
- Advertising message development
- Product research
- Media Plan development
- Advertising platform development

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT an element Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-an-element-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-an-element-melinda-salzer-berkeley?pdf=1505>

#### 4.1.16. You are developing advertising for your new mouthwash product. Your...

Author: Melinda Salzer

You are developing advertising for your new mouthwash product. Your product has been shown to reduce cavities and significantly whiten teeth. Which of the following frameworks might be the most appropriate for your product's advertising campaign?

Please choose only one answer:

- Spokesperson
- Spokescharacter
- Testimonial
- Scientific
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [You are developing advertising for your Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-developing-advertising-for-your-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-developing-advertising-for-your-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. You are producing a radio commercial for your store that sells beach...

Author: Melinda Salzer

You are producing a radio commercial for your store that sells beach wear and accessories. The campaign calls for a commercial that has beach-type music to accompany your spoken ad copy. You are considering whether or not to use existing music or to produce a new original piece of music. Which of the following factors should you consider when making this decision?

Please choose only one answer:

- If you use an existing song, consumers may have a negative connection to it, and this could distract from your product.
- If you use an existing song, the artist may fall out of favor with consumers, threatening your investment in the music.
- If you develop a new song, you can write to specific ethnicities or demographics.
- If you develop a new song, you can create something that is contemporary and coordinates with your copy.
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You are producing a radio commercial for Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-producing-a-radio-commercial-for-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-producing-a-radio-commercial-for-melinda-salzer-berkeley?pdf=1505>

#### 4.1.18. Your company manufactures kitchen cabinets. In developing your adve...

Author: Melinda Salzer

Your company manufactures kitchen cabinets. In developing your advertising campaign, it has been suggested that the campaign be far-reaching to all markets. The rationale behind this thinking is that because everyone has a kitchen, this strategy will bring in more customers. Is this a good approach?

Please choose only one answer:

- Yes, the more potential customers reached, the higher the sales levels.
- Yes, because all companies in this category advertise in this way.
- No, because a clear definition of your target market will enable you to reach those who actually have the potential to become customers.
- No, because advertising will not be effective for this product category.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your company manufactures kitchen cabinets Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-manufactures-kitchen-cabinets-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-manufactures-kitchen-cabinets-melinda-salzer-berkeley?pdf=1505>

#### 4.1.19. Your farm has a small orange grove that has just entered the orange...

Author: Melinda Salzer

Your farm has a small orange grove that has just entered the orange juice market. Many have suggested that you cannot compete in this market because of the major companies that already own significant market share. What step can you take that might enable you to enjoy a share of this market?

Please choose only one answer:

- You should use the same advertising campaign message as the newer competitors in this market.
- You should set your advertising budget as high as the newer market competitors.
- You should advertise your product as having the same qualities as the major category players.
- You should develop your Unique Selling Position, describing how you are different than the competition.
- None of the above; because there are so many entries in this product category, you probably will not be able to have any success.

Check the answer of this question online at QuizOver.com:

Question: [Your farm has a small orange grove that Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-farm-has-a-small-orange-grove-that-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-farm-has-a-small-orange-grove-that-melinda-salzer-berkeley?pdf=1505>

#### 4.1.20. Your perfume company is releasing a new fragrance. It has been sugg...

Author: Melinda Salzer

Your perfume company is releasing a new fragrance. It has been suggested that "fragrance boxes" be placed throughout major cities as a demonstration framework. These boxes will be in the shape and design of your bottle. The box will periodically release a spray of your perfume. Is this a good idea?

Please choose only one answer:

- Yes, because a demonstration framework is the only effective strategy for this product category.
- Yes, because you should use the same framework as your competition (assuming they are using this method).
- No, because consumers may find this too intrusive.
- No, because consumers are too busy to notice.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Your perfume company is releasing a new Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-perfume-company-is-releasing-a-new-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-perfume-company-is-releasing-a-new-melinda-salzer-berkeley?pdf=1505>

## 4. Chapter: Unit 04: Market Research

### 1. Unit 04: Market Research Questions

#### 4.1.1. A market is the set of all actual and potential buyers of a product...

Author: Melinda Salzer

A market is the set of all actual and potential buyers of a product or service. Therefore, what is the best description for the size of a market?

Please choose only one answer:

- The market includes all of the consumers who will buy your product/service.
- The market is the total value and/or volume of products that satisfy the same customer need now and in the future.
- The market is defined by the product/service produced.
- The market should include a broad definition of the market segment.
- The product/service determines the size of the competitors' market.

Check the answer of this question online at QuizOver.com:

Question: [A market is the set of all actual and Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/a-market-is-the-set-of-all-actual-and-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/a-market-is-the-set-of-all-actual-and-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.2. After conducting your Market Analysis assignment, you should have a...

Author: Melinda Salzer

After conducting your Market Analysis assignment, you should have a better understanding of the process. Your work was based on a company that has already been established. Why would a market analysis be necessary for a company that already has a presence in the marketplace?

Please choose only one answer:

- There is no need for a new analysis; this assignment was purely an exercise in how the process works.
- The company may want to reaffirm their position in the marketplace.
- Markets are dynamic and always changing. A market analysis will enable the company to develop objectives and strategies based on new market conditions or situations.
- A market analysis would be necessary to make use of secondary research about the competition.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [After conducting your Market Analysis Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/after-conducting-your-market-analysis-melinda-salzer-berkeley-advertis?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/after-conducting-your-market-analysis-melinda-salzer-berkeley-advertis?pdf=1505>

#### 4.1.3. As a luxury car maker, you have made use of demographics to determi...

Author: Melinda Salzer

As a luxury car maker, you have made use of demographics to determine your target customer. You believe this is an excellent and comprehensive way of analyzing your market place. However, what else should you consider when analyzing consumer data for developing your marketing programs?

Please choose only one answer:

- Your competition's marketing programs
- Your target customer's age and ethnicity
- Your target customer's education level and family life-cycle
- Your target customer's attitudes and behaviors
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [As a luxury car maker you have made use Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/as-a-luxury-car-maker-you-have-made-use-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/as-a-luxury-car-maker-you-have-made-use-melinda-salzer-berkeley?pdf=1505>

#### 4.1.4. At the point in the research process where the methods of data coll...

Author: Melinda Salzer

At the point in the research process where the methods of data collection are to be evaluated, which factors should be considered?

Please choose only one answer:

- Cost of conducting the research
- Availability of current information
- The amount of time needed to obtain the information
- Accuracy of available information
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [At the point in the research process where Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/at-the-point-in-the-research-process-where-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/at-the-point-in-the-research-process-where-melinda-salzer-berkeley?pdf=1505>

#### 4.1.5. Before any research is conducted, what is the first step that must ...

Author: Melinda Salzer

Before any research is conducted, what is the first step that must be taken in the market research process?

Please choose only one answer:

- Choose between primary and secondary data.
- Determine your research design.
- Define the problem to be researched.
- Identify data sources.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Before any research is conducted what is Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/before-any-research-is-conducted-what-is-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/before-any-research-is-conducted-what-is-melinda-salzer-berkeley?pdf=1505>

#### 4.1.6. How does the brainstorming session in the Google video enable the c...

Author: Melinda Salzer

How does the brainstorming session in the Google video enable the company to generate new ideas?

Please choose only one answer:

- The participants are focused on one idea and strategy.
- Only people who are knowledgeable about the issue can participate in the session.
- The session allows for the free flow of ideas and group interaction.
- The session is not productive. This type of research is not useful.
- The leader can direct the discussion on a desired course.

Check the answer of this question online at QuizOver.com:

Question: [How does the brainstorming session in the Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/how-does-the-brainstorming-session-in-the-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/how-does-the-brainstorming-session-in-the-melinda-salzer-berkeley?pdf=1505>

#### 4.1.7. In the Household Chemicals video for laundry detergent, why was the...

Author: Melinda Salzer

In the Household Chemicals video for laundry detergent, why was the focus group an appropriate method of primary research for this product?

Please choose only one answer:

- The focus group was an excellent source of quantitative data.
- The focus group was comprised of a variety of different types of consumers who provided similar feedback.
- The focus group was not a good choice for this type of research. Another method would have been a better option.
- The focus group allowed target consumers to try out the product and provide direct feedback on their preferences.
- Focus groups should only be used for household products.

Check the answer of this question online at QuizOver.com:

Question: [In the Household Chemicals video for Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/in-the-household-chemicals-video-for-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/in-the-household-chemicals-video-for-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.8. Market share can be measured using a variety of criteria. Your comp...

Author: Melinda Salzer

Market share can be measured using a variety of criteria. Your company has used a combination of sales revenues and sales volume to determine the size of your market. You are planning next year's marketing strategy based on figures from last year because that strategy was extremely effective. Is this an appropriate way to plan for your advertising efforts?

Please choose only one answer:

- Yes. Because last year's efforts were successful, there is no reason to believe that you will not achieve the same results this year.
- Yes. Your competition is not making any changes to their strategy, so you should not either.
- No. Markets are dynamic. You should measure your market by using the most current sales and revenue information.
- Yes. Market share does not change often enough to warrant a change in strategy.
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [Market share can be measured using a Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/market-share-can-be-measured-using-a-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/market-share-can-be-measured-using-a-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.9. Marketers are becoming more and more creative in their approaches t...

Author: Melinda Salzer

Marketers are becoming more and more creative in their approaches to gathering primary data. To obtain useful information, it is important to get the consumer personally involved in the process. Often, consumers are asked to try out a product and then asked in-depth questions. What kind of approach would be most effective in determining how consumers will react if you replace their Häagen Dazs ice cream with Friendly's ice cream?

Please choose only one answer:

- Online questionnaires
- Deprivation research
- Focus groups
- Tag clouds
- Mail surveys

Check the answer of this question online at QuizOver.com:

Question: [Marketers are becoming more and more Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/marketers-are-becoming-more-and-more-melinda-salzer-berkeley-advertisi?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/marketers-are-becoming-more-and-more-melinda-salzer-berkeley-advertisi?pdf=1505>

#### 4.1.10. What criteria should be used when determining the value of secondar...

Author: Melinda Salzer

What criteria should be used when determining the value of secondary data?

Please choose only one answer:

- The presence of bias in the research
- Methods of data collection
- Usefulness of the data
- How current or old the data may be
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [What criteria should be used when determining Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-criteria-should-be-used-when-determining-melinda-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-criteria-should-be-used-when-determining-melinda-berkeley-adverti?pdf=1505>

#### 4.1.11. What is the easiest source of secondary data for a large corporation?

Author: Melinda Salzer

What is the easiest source of secondary data for a large corporation?

Please choose only one answer:

- Reports on competitive activity
- Internal data such as annual reports and sales reports
- Reports distributed by research organizations
- Newspapers and magazines
- The Internet

Check the answer of this question online at QuizOver.com:

Question: [What is the easiest source of secondary Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-easiest-source-of-secondary-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/what-is-the-easiest-source-of-secondary-melinda-salzer-berkeley?pdf=1505>

#### 4.1.12. Which of the following is NOT a method of obtaining primary data?

Author: Melinda Salzer

Which of the following is NOT a method of obtaining primary data?

Please choose only one answer:

- Observation
- Focus Groups
- Personal Interviews
- Survey implementation
- Annual Reports

Check the answer of this question online at QuizOver.com:

Question: [Which of the following is NOT a method of Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-a-method-of-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-a-method-of-melinda-salzer-berkeley?pdf=1505>

#### 4.1.13. You are expanding your residential roofing company to a new neighbo...

Author: Melinda Salzer

You are expanding your residential roofing company to a new neighborhood. What will be the best source of information for determining the number of households in the area?

Please choose only one answer:

- Obtain a list of addresses from a mailing list company and distribute surveys.
- Conduct informal interviews on all major intersections.
- Ask the local Chamber of Commerce to provide you with this information.
- This information is readily available from government sources such as the Bureau of Labor Statistic and the Census Bureau.
- Research companies have this information readily available for a fee.

Check the answer of this question online at QuizOver.com:

Question: [You are expanding your residential roofing Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-expanding-your-residential-roofing-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-are-expanding-your-residential-roofing-melinda-salzer-berkeley?pdf=1505>

#### 4.1.14. You have created a new soft drink product. You recognize that Coke ...

Author: Melinda Salzer

You have created a new soft drink product. You recognize that Coke and Pepsi own a majority of the marketplace, and making inroads into this product category will be challenging. Your product has received good feedback from consumers, and you believe your marketing strategy is strong. Your company has benefited from several investors who believe in your product. Because your market share is likely to be low, which of the following factors may inhibit your ability to reach high levels of profitability?

Please choose only one answer:

- Inability to tap into effective distribution channels
- Advertising that may not be convincing to consumers
- Economies of scale
- Research that indicates that high levels of profitability are easily attainable
- None of the above

Check the answer of this question online at QuizOver.com:

Question: [You have created a new soft drink product Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-have-created-a-new-soft-drink-product-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-have-created-a-new-soft-drink-product-melinda-salzer-berkeley?pdf=1505>

#### 4.1.15. You own a gardening and landscape company. Your customers include b...

Author: Melinda Salzer

You own a gardening and landscape company. Your customers include both professional landscapers and do-it-yourself homeowners. You recognize that the economic downturn of the past few years may have an impact on your business. What secondary source might provide reliable information to help you with your research and point you in the appropriate direction for your marketing strategy going forward?

Please choose only one answer:

- Company annual reports
- Online information about competitive strategies
- Syndicated surveys such as Yankelovich or Gallup
- Internal sales reports
- All of the above

Check the answer of this question online at QuizOver.com:

Question: [You own a gardening and landscape company Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-own-a-gardening-and-landscape-company-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-own-a-gardening-and-landscape-company-melinda-salzer-berkeley?pdf=1505>

#### 4.1.16. You would like to know how female college seniors feel about your n...

Author: [Melinda Salzer](#)

You would like to know how female college seniors feel about your new product. Which research method will provide you with the most effective qualitative results about this group of consumers?

Please choose only one answer:

- Mail-in surveys
- E-mail surveys
- Experiments
- Focus groups
- Observations

Check the answer of this question online at [QuizOver.com](#):

Question: [You would like to know how female college Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-would-like-to-know-how-female-college-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/you-would-like-to-know-how-female-college-melinda-salzer-berkeley?pdf=1505>

#### 4.1.17. Your advertising agency is creating new commercials for a major clo...

Author: Melinda Salzer

Your advertising agency is creating new commercials for a major clothing retailer. The retailer wants to showcase all of the new season's apparel, with a special focus on their accessories such as belts, hats, and handbags. What type of research methodology will be best to determine how to present these items on the screen?

Please choose only one answer:

- Conduct focus groups to determine how consumers feel about this retailer's products.
- Evaluate the competition's advertising to see how their products are placed within their commercials.
- Conduct research using eye-tracking software.
- Evaluate the company's past advertising efforts.
- Ask the store's window display designers for ideas.

Check the answer of this question online at QuizOver.com:

Question: [Your advertising agency is creating new Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-advertising-agency-is-creating-new-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-advertising-agency-is-creating-new-melinda-salzer-berkeley?pdf=1505>

#### 4.1.18. Your company has always been known for its excellent customer servi...

Author: [Melinda Salzer](#)

Your company has always been known for its excellent customer service. Lately, though, there have been several complaints from consumers that customer service has not been meeting the high standards expected of your employees. You have decided to conduct primary research. You would like to get feedback from at least 25% of your nationwide customer base, which numbers approximately 30,000. Which method of research should you use so that you can obtain the most precise results?

Please choose only one answer:

- Focus groups
- Observations
- In-person interview
- Questionnaires
- None of the above

Check the answer of this question online at [QuizOver.com](#):

Question: [Your company has always been known for Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-has-always-been-known-for-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-company-has-always-been-known-for-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.19. Your new product is quite expensive to produce and bring to market....

Author: Melinda Salzer

Your new product is quite expensive to produce and bring to market. You are considering whether or not to do market research for determining the best ways in which to approach your marketing strategy. However, primary research is expensive; you feel that secondary research should be sufficient. Is this a bad approach? Why, or why not?

Please choose only one answer:

- It is not a bad approach. Using all types of secondary data should provide the information necessary for your marketing decisions.
- It is a bad approach. Conducting primary research will enable you to better understand your market and reduce your risks. Secondary data cannot be relied upon to provide accurate data.
- It is not a bad approach. As long as you can obtain quantitative secondary data, you should have enough information to meet your research needs.
- It is a bad approach. Your competition may have used this very same secondary data, which will result in a similar marketing approach.
- It is not a bad approach. As long as you can obtain current qualitative data, you should have enough information to meet your research needs.

Check the answer of this question online at QuizOver.com:

Question: [Your new product is quite expensive to Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/your-new-product-is-quite-expensive-to-melinda-salzer-berkeley-adverti?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/your-new-product-is-quite-expensive-to-melinda-salzer-berkeley-adverti?pdf=1505>

#### 4.1.20. "Data is the key to knowing the customer" as noted in your Launch! ...

Author: Melinda Salzer

"Data is the key to knowing the customer" as noted in your Launch! textbook. Which two dimensions must be determined before any type of research can be conducted?

Please choose only one answer:

- Quantitative data and qualitative data
- Source of the data and type of data
- Primary data and secondary data
- Source of the data and quantitative data
- Type of data and primary data

Check the answer of this question online at QuizOver.com:

Question: [Data is the key to knowing the customer Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/data-is-the-key-to-knowing-the-customer-melinda-salzer-berkeley?pdf=1505>

Interactive Question:

<http://www.quizover.com/question/data-is-the-key-to-knowing-the-customer-melinda-salzer-berkeley?pdf=1505>