**Advertising Promotion**

**Course Number: 210011**

**Homework: 1**

Following are 33 multiple choice questions, each worth 3 points, covering Chapters 1 - 4 . Indicate the answer you think best answers the question asked.

**Chapter 1:**

1) Kodak's marketing team identifies a group of people who are most likely to use the company's new digital photo technology and create advertisements specifically for them. In a communications model, these individuals are:

A) senders.

B) decoders.

C) receivers.

D) subjects.

2) Noise is:

A) anything which carries a message from a sender to a receiver.

B) changing a message to match the specific needs of a target audience.

C) a verbal or nonverbal cue delivered by the sender.

D) anything that distorts or disrupts a message.

3) Michelle is watching a television commercial for a new car but a stereo is playing in the room next door making it difficult to concentrate. This is an example of:

A) feedback disruption.

B) noise.

C) encoding design.

D) a contact point.

4) The key to using social media successfully is:

A) making it compatible with the off-line marketing program.

B) identifying the heavy users of the product.

C) finding the right Facebook fans.

D) using Facebook and Twitter to send separate messages.

5) While browsing the internet, a consumer encounters a new pop-up ad every time a page is opened. This is an example of:

A) advertising effectiveness.

B) perceptual distortion.

C) clutter.

D) brand parity.

6) The following are examples of communication noise *except*:

A) driving while listening to the radio.

B) scanning the newspaper for articles to read.

C) scrolling past internet ads without looking at them.

D) examining an advertisement in a magazine.

7) Which is an example of feedback in a marketing channel?

A) New product development

B) A customer complaint

C) A decision to begin international operations

D) Removing a product from the market

8) Julie is explaining an integrated marketing communications program to Michael. In this situation:

A) Julie is a sender and Michael is an encoder.

B) Julie is a receiver and Michael is using a transmission device.

C) Julie is a sender and Michael is a receiver.

D) Julie is a transmission device and Michael is a decoder.

**Chapter 2:**

1) In the mind of the consumer, a strong brand image is linked to:

A) perceptions of economic conditions.

B) ratings by financial advisors.

C) reduction of search time in purchase decisions.

D) finding substitute goods when making purchases.

2) From a consumer's perspective, a strong brand image provides each of the following *except*:

A) assurance regarding purchase decisions in unfamiliar settings.

B) purchase alternatives.

C) a reduction in search time.

D) social acceptance of purchases.

3) From a consumer's perspective, a strong brand image generates which element when customers purchase goods or services with which they have little experience?

A) Memorable reference

B) Positive assurance

C) Immediate feedback

D) Increased purchasing options

4) Feeling good after making a purchase from a company with a strong and positive image is an example of:

A) an impulse buy.

B) psychological reinforcement.

C) cognitive dissonance.

D) brand metrics.

5) When you know other people have purchased the same brand that you are buying, the feeling is called:

A) social acceptance.

B) reliability.

C) cognitive dissonance.

D) brand recognition.

6) From the perspective of the corporation, a strong brand image is related to each of the following *except*:

A) ability to attract quality employees.

B) higher level of brand parity.

C) positive word-of-mouth recommendations by customers.

D) higher level of channel power.

7) From the perspective of the corporation, a strong brand image is related to each of the following *except*:

A) being able to charge a higher price.

B) increased competition.

C) more frequent purchases by customers.

D) more favorable ratings by financial observers.

8) From the company's perspective, a quality brand image enhances the introduction of a new product because:

A) the company can charge a lower price for the new product.

B) a new distribution channel can be established.

C) customers normally transfer their trust in and beliefs about the corporation to a new product.

D) the competition does not know how to respond.

**Chapter 3:**

1) When a person does an internal search for product information and already has sufficient information, the next step of the purchase decision process will be to:

A) search for additional information.

B) make the purchase decision.

C) evaluate the alternatives.

D) identify the need or problem the choice will meet.

2) An external search for purchase information occurs when:

A) the consumer is uncertain about which brand to purchase.

B) the internal search has been successful.

C) the evaluation of alternatives has been completed.

D) a purchase has been finalized and the buyer is looking for reassurance.

3) A person's educational level combined with specific knowledge about a product category determines the:

A) ability to search.

B) desire to search.

C) need for cognition.

D) involvement level.

4) The individual that has the greatest ability to conduct an external search for information is the consumer who has:

A) a low level of knowledge about the product category.

B) an extensive knowledge of the product category.

C) some knowledge of the product category, but not enough to make an intelligent decision.

D) a low educational level.

5) The individual that is most likely to spend the greatest amount of time in an external search for information is the consumer who has:

A) a low level of knowledge about the product category.

B) an extensive knowledge of the product category.

C) some knowledge of the product category, but not enough to make an intelligent decision.

D) a low educational level.

6) In an external information search process, the extent to which a stimulus or task is relevant to a consumer's existing need determines the:

A) ability to search.

B) need for cognition.

C) search methods.

D) level of involvement.

7) In an external search for information in a purchasing decision, involvement is:

A) the extent to which a stimulus or task is relevant to a consumer's existing needs, wants, or values.

B) a personality characteristic an individual displays when he or she engages in and enjoys mental activities.

C) the mental position a person takes on a topic, person, or event that influences the holder's feelings, perceptions, learning processes, and subsequent behaviors.

D) a simulation of the knowledge structure embedded in an individual's brain.

8) During the external information search process, consumers with high levels of involvement tend to spend:

A) more time searching for external information.

B) less time searching for external information.

C) greater emotional energy studying external and internal information.

D) more time shopping in retail stores.

**Chapter 4:**

1) For a market segment to be viable, it should meet each of the following tests *except* the*:*

A) members of the market segment should be ambiguous.

B) market segment must be large enough to be financially viable to market with a separate marketing campaign.

C) market segment must differ from the population as a whole.

D) market segment must be reachable through some type of media or marketing communications.

2) In marketing deodorant to women, Degree emphasized that the product:

A) worked under physical feats, such as mountain biking.

B) left no marks on clothing and would hold up as she worked and socialized.

C) left no perspiration stains when exercising.

D) had perfume ingredients that created an alluring smell.

3) Analysis of buying patterns by gender is an example of segmentation by:

A) psychographics.

B) generations.

C) demographics.

D) usage.

4) All of the following facts about campaigns that target men are true *except*:

A) men prefer specific information rather than browsing products and brands.

B) men favor products that reflect status and demonstrate they have good taste.

C) men tend to purchase well-known brands.

D) for men, a lower price is more important than higher quality.

5) The marketing leaders of the New Orleans Saints football team developed an advertising campaign targeted at teenagers. This is an example of the demographic segmentation variable of:

A) gender.

B) age.

C) income.

D) ethnicity.

6) A commercial showing the luxury and quality of a Lexus is based on which type of market segmentation?

A) Geographic

B) Income

C) Ethnic

D) Geodemographic

7) Attitudes, interests, and opinions are reflected in which type of market segment?

A) Demographic

B) Geographic

C) Psychographic

D) Product

8) Males who buy items because they reflect "masculinity" may be targeted using which segmentation approach?

A) Geographic

B) Psychographic

C) Generational

D) Product use

9) Marketing to individuals who are successful, sophisticated, receptive to new technologies, enjoy sports, and are liberal in their political views is an example of which type of segmentation?

A) Demographic

B) Psychographic

C) Generations

D) Geodemographic