QUIZ I

True-False Questions
Select the correct answer.

1. T F The term *integrated marketing communications* can be described as a combination of promotion methods a firm uses to reach a target market.

2. T F Print media account for about 25 percent of all advertising expenditures.

3. T F The most expensive promotional method is personal selling.

4. T F A feature article is a type of publicity that is generally one typed page of about three hundred words.

5. T F Firms that sell multiple products tend to use one promotion mix to minimize costs.

Multiple-Choice Questions
Circle the letter before the most accurate answer.

6. Communication that is intended to inform, persuade, or remind an organization’s target markets about the organization and its products is called
   a. publicity.
   b. advertising.
   c. public relations.
   d. personal selling.
   e. promotion.

7. The four major ingredients in the promotion mix are advertising, personal selling, public relations, and
   a. research development.
   b. nonpersonal selling.
   c. sales presentation.
   d. corporate philanthropy.
   e. sales promotion.
8. After the media planner determines which form(s) of media to use to reach the target market (i.e., television ads, radio ads, magazine ads, etc.), the next step is to
   a. execute campaign.
   b. determine how much can be spent on the campaign.
   c. create the advertising messages.
   d. evaluate the decisions made with regard to media type and media content.
   e. create the advertising platform.

9. The most expensive technique of sales promotion is
   a. refunding.
   b. sampling.
   c. coupons.
   d. premiums.
   e. point-of-purchase displays.

10. When planning a promotional campaign, marketers must decide not only to what extent each promotional method will be used in the promotion mix, but also
    a. what effect each method will have on sales of the product.
    b. what the role of promotion will be in the overall marketing mix.
    c. which method or methods are better for reaching the target market.
    d. how much to spend on each method.
    e. whether the company needs to spend any money at all on promotional activities.
QUIZ II

True-False Questions
Select the correct answer.

1. T F Any nonpersonal promotional message that is paid for by an identified sponsor and directed to a large audience is called publicity.

2. T F Institutional advertising is by far the most common type of advertising and receives the largest share of advertising expenditures.

3. T F An independent firm that plans, produces, and places advertising for its clients is called a public relations firm.

4. T F A news release is a type of publicity that is generally one typed page of about three hundred words.

5. T F In general, industrial products require a considerable amount of personal selling.

Multiple-Choice Questions
Circle the letter before the most accurate answer.

6. Bad publicity due to the Alaskan oil spill tarnished Exxon Corporation’s corporate image. What type of advertising was used to create a favorable image?
   a. Primary-demand
   b. Selective-demand
   c. Comparative
   d. Immediate-response
   e. Institutional

7. The market that a store attempts to reach by using newspaper advertising is a(n)
   a. primary demand audience.
   b. national market.
   c. local market.
   d. interested market.
   e. zone market.
8. The advertising medium that receives the largest share of advertising dollars is
   a. television.
   b. magazines.
   c. radio.
   d. direct mail.
   e. newspaper.

9. Salespersons can be identified as one or all of the following: order getters, order takers, and
   a. technical salespersons.
   b. prospect personnel.
   c. trade salespersons.
   d. support personnel.
   e. missionary salespersons.

10. General Mills offered consumers two free Nike golf balls attached to boxes of its Wheaties cereal. This sales promotion technique is called a
    a. sample.
    b. coupon.
    c. prize.
    d. premium.
    e. bribe.