

ADVERTISING

This test focuses on the role, importance, and applications for advertising as an element in the marketing communications (marcom) mix of the larger product-price-place promotion marketing mix. Consisting of advertising, sales promotion, packaging, branding, point-of-purchase, public relations, word-of-mouth and event-and cause-oriented communications, marcom mix elements combine to enhance brand equity and implement social, legal, ethical, economic, creative and media aspects of integrated marketing communications (IMC) programs. (3 s.h.) MAR-323-TE

This is a two-hour examination in which you must answer 100 multiple-choice questions (worth 1 point each). A passing score is **60** out of 100 points.

Here are the topics covered and their approximate importance on the examination:

- I. OVERVIEW OF ADVERTISING MANAGEMENT (5%)
- II. OVERVIEW OF INTEGRATED MARKETING COMMUNICATIONS (15%)
- III. FUNDAMENTAL MARCOM DECISIONS (15%)
- IV. CREATING AND ASSESSING AD MESSAGES (15%)
- V. MEDIA PLANNING AND ANALYSIS (10%)
- VI. INTERNET ADVERTISING (5%)
- VII. OTHER ADVERTISING MEDIA (5%)
- VIII. SALES PROMOTION (10%)
- IX. OTHER MARCOM TOOLS (10%)
- X. ETHICAL, REGULATORY, ENVIRONMENTAL ISSUES (10%)

A textbook to help you prepare:

Advertising, Promotion, and Other Aspects of Integrated Marketing Communications.
Terence A. Shimp
Current edition. Mason, OH: South-Western Cengage Learning

SAMPLE QUESTIONS

1. What agency compensation method is most closely aligned with the advertiser's sales?
 - a. Media-commission system
 - b. Outcome-based programs
 - c. Labor-based fee system
 - d. Investment-based programs

2. What important factor motivates firms to determine if implemented marcom decisions have accomplished the expected objectives?
 - a. Changing consumer tastes and preferences
 - b. Increasing demand for accountability
 - c. Increasing marcom costs
 - d. Less reliance on outside agencies to perform the marcom function

3. Adding a sticker to a Dell computer that says "Intel Inside" is an example of
 - a. reference branding
 - b. multi-branding
 - c. ingredient branding
 - d. cross-branding

4. What technique increasingly is being used to assess the relative effect of specific marcom elements compared to the effects of other elements?
 - a. Marketing optimization modeling
 - b. Structural equation modeling
 - c. Multidimensional modeling
 - d. Marketing mix modeling

5. In the PRIZM system of geodemographic profiling, what does PRIZM represent?
 - a. Potential rating index by zip markets
 - b. Product rank indicator by zip markets
 - c. Peer review interest by zip markets
 - d. Personal relationship information by zip markets

6. What approach to positioning stresses nonverbal content or emotionally provocative words that are intended to generate fantasies, positive emotions, and feelings in the consumer?
 - a. Hedonic, experiential model (HEM)
 - b. Consumer processing model (CPM)
 - c. Feel-do-think model (FDT)
 - d. Dual coding model (DCM)

7. Using the profit-maximization budget-setting rule, the advertising decision-maker must know the _____ for every brand requiring a budgeting decision.
 - a. Consumer response function
 - b. Return on investment
 - c. Sales-to-advertising response function
 - d. Hierarchy-of-effects model

8. Corporate issue advertising is also known as
 - a. image advertising
 - b. advocacy advertising
 - c. goodwill advertising
 - d. company advertising

9. According to the MOA factors model, consumers' ability to access knowledge structures is enhanced by
 - a. using novel stimuli
 - b. using complex pictures, edits and cuts
 - c. employing intense cues
 - d. employing verbal framing to create a context

10. Diminished effectiveness of advertising as GPRs accumulate over time is called
 - a. burnout
 - b. wearout
 - c. decay rate
 - d. negative response rate

11. Given a fixed advertising budget, a media planner cannot simultaneously optimize
 - a. awareness, generation and brand image
 - b. GRP, TRP and continuity
 - c. functional, emotional and humorous appeals
 - d. reach, frequency and continuity

12. Which of the following organizations measures magazine readership?
 - a. Arbitron
 - b. Nielsen Media Research
 - c. Mediamark Research Inc.
 - d. Bruzzone Research Co.

13. What two forms of search engine advertising are available to online advertisers?
 - a. Wired and wireless
 - b. Internet and intranet
 - c. Keyword matching and content targeted
 - d. Click-through and banner ads

14. What is a distinguishing feature of yellow page advertising?
 - a. The limit on full color ads.
 - b. The limits on possible creative executions.
 - c. Their flexible purchasing plans.
 - d. Their black on yellow ads.

15. Which of the following is NOT a characteristic of sales promotions?
 - a. They create long-term effects.
 - b. They entail incentives.
 - c. They encourage trade and end-user consumers.
 - d. They supplement other marcom functions.

16. One problem with in- or on-package sampling is that it
 - a. excludes customers who do not buy the carrying brand
 - b. does not reach the best potential customers
 - c. is more expensive than other sampling methods
 - d. is not liked by most retailers
17. What characteristic of a completed promotion program is best assessed by determining the total units of the promoted items that were sold during the promotion period?
 - a. Expense
 - b. Effectiveness
 - c. Efficiency
 - d. Execution ease
18. All of the following are important functions of marketing public relations (MPR) EXCEPT
 - a. increasing brand awareness
 - b. reaching purchase influentials
 - c. creating brand equity
 - d. countering competitive initiatives
19. _____ involves marketing communication investments in events or causes for the purpose of achieving various corporate objectives.
 - a. Event-related PR
 - b. Philanthropy
 - c. Sponsorship
 - d. Cause-related marketing
20. Point-of-purchase displays accomplish which of the following for retailers?
 - a. Extend the amount of time consumers spend in the store
 - b. Deliver useful information and simplify the consumer shopping process
 - c. Reinforce the brand image
 - d. Encourage consumers to switch brands
21. What are the three basic elements of the FTC's current policy determining whether or not an ad is deceptive?
 - a. Injury, not avoidable, material
 - b. Injury, probable consumer, misleading
 - c. Misleading, reasonable consumer, material
 - d. Misleading, material representation, omission

ANSWERS TO SAMPLE QUESTIONS

1. **b** 2. **b** 3. **c** 4. **d** 5. **a** 6. **a** 7. **c** 8. **b** 9. **d** 10. **b** 11. **d**
12. **c** 13. **c** 14. **b** 15. **a** 16. **a** 17. **b** 18. **d** 19. **c** 20. **a** 21. **c**