CH 1 quiz

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1. Economies of Scale occurs when costs per-unit become \_\_\_\_\_\_ due to larger volumes of production
   1. Higher
   2. Lower
   3. Equal
   4. Nullified
2. Promotion stimulates which two types of responses?
   1. Fast-Response and Normal-Response
   2. Conscious-Response and Subconscious-Response
   3. Delayed-Response and Direct-Response
   4. Vocal-Response and Written-Response
3. Promotion can have a/an \_\_\_\_\_\_\_\_\_ effect on downturns in business activity. For this reason many companies choose to \_\_\_\_\_\_\_\_ advertising during times of recession.
   1. Negative, Decrease
   2. Unpredictable, Heavily Monitor
   3. Stabilizing, Increase
   4. Unwanted, stop
4. Which of the following is not one of the five major ways organizations support brand development and management?
   1. Information and persuasion
   2. Introducing new brands or brand extensions
   3. Hold press conferences announcing new brands
   4. Creating an image and meaning for the brand
   5. Building and maintaining brand loyalty in trade channels
5. A sales promotion can be\_\_\_?
   1. Discount
   2. Podcasting
   3. Audience
   4. Blog
6. An example of media would be?
   1. Book
   2. Brand
   3. Website
   4. Meeting
7. Which is an example of a professional you could use for a target audience?
   1. Custodian
   2. Coach
   3. Lawyer
   4. Pizza delivery person
8. Which of these is a part of the marketing mix?
   1. Place
   2. Participation
   3. Brand
   4. Product
9. The "Got Milk?" advertisements that attempted to promote the consumption of milk in general, not a particular brand, is an example of:
   1. general demand stimulation
   2. primary demand stimulation
   3. secondary demand stimulation
   4. selective demand stimulation
10. ) A company's \_\_\_\_\_ is/are considered by many to be their most important asset.
    1. employees
    2. location
    3. brand
    4. loyal customers/clients
11. \_\_\_\_\_ is usually the result of purchasing habit, a brand's prominence in an individual's memory, or an attachment of a deeper meaning behind the brand.
    1. brand loyalty
    2. brand promotion
    3. brand equity
    4. brand failure
12. When a company markets a brand using \_\_\_\_\_ promotion, the company attempts to use messages with a common theme and presentation around the world, as opposed to changing the message conveyed by the brand to align better with different cultures.
    1. regional
    2. national
    3. international
    4. global
13. \_\_\_\_\_\_ is the communications process in marketing that is used to create a favorable predisposition toward a brand of product or service, an idea, or even a person
    1. Marketing
    2. Management
    3. Promotion
    4. Planning
14. In advertising language, the company or organization that pays for advertising is called the \_\_\_\_\_\_\_\_.
    1. Worker
    2. Client
    3. Man of the house
    4. Boss
15. A(n) \_\_\_\_\_\_\_\_ is a group of individuals who receive and interpret advertisements and other promotional messages sent from companies.
    1. Audience
    2. Crowd
    3. Mob
    4. Fan club
16. What is one of the four responsibilities of marketing that makes up the marketing mix?
    1. Planning
    2. Communicating
    3. Selling
    4. Promotion
17. Which is NOT a way companies are reaching consumers to get their brand across?
    1. Internet
    2. News
    3. Branded entertainment
    4. Influencer marketing
18. What is a paid, mass mediated attempt to persuade?
    1. Advertising
    2. Selling
    3. Cold calling
    4. Public service announcement
19. In recent years, Integrated Market Communication (IMC) began to emphasize \_\_\_\_\_\_\_\_ and not just synergetic communication?
    1. Communication
    2. Productivity
    3. Brand awareness
    4. Customers
20. What is the most used tool in the promotional mix?
    1. Advertising
    2. Personal selling
    3. Sponsorships
    4. Sales promotions

Answers:

1. B
2. C
3. C
4. C
5. A
6. C
7. C
8. D
9. B
10. C
11. A
12. D
13. C
14. B
15. A
16. D
17. B
18. A
19. C
20. A