Chapter 10 - Direct Marketing

1.     Many types of organizations are increasing their expenditures on direct marketing. Which purpose is NOT served by these expenditures?

a.     Offering information and incentives to foster brand loyalty

b.   Avoiding prospects for future contacts

c.      Closing sales with customers

d.     Identifying prospects for future contacts

2.     What is the most common use of Direct Marketing?

a.     Cultivate prospects

b.     Engage customers with the brand

c.      Engage competitors with the brand

d.     Close Sales

3. What is direct marketing?

a. An interactive marketing system that uses multiple media to generate a transaction or other measurable response at any location

b. An interactive marketing system that uses a single media to reach out directly to consumers.

c. A dependent marketing system that uses a single media to generate a transaction or other measurable response at any location

d. An approach to achieving the objectives of a marketing campaign, though a well-coordinated use of different promotional methods that are intended to reinforce each other.

4. From the consumer’s standpoint, direct marketing’s growing popularity might be summarized in a single word: \_\_\_\_\_\_\_

a. Convenience

b. Intrusive

c. Modern

d. Fun

5.     Cross – Selling is:

a.     Selling across different countries

b.     Selling the same product across different consumer types

c.      The same as co – branding

d.     Marketing aimed at current customers by selling them other products the firm offers

6.     The term RFM stands for:

a.    Recency, frequency, monetary

b.     Records, freedom, mailing

c.      Recency, formats, momentum

d.     Recency freedom, mailing

7. What is the one characteristic of direct marketing that distinguishes it from marketing more generally?

a. Its emphasis on database development

b. Its emphasis on customization

c. Its emphasis on psychographics

d. Its emphasis on consumers’ needs and wants

8. What is behavioral data?

a. Information that reveals the characteristics of the neighborhood in which a person resides

b. Data that allow for a more qualitative assessment of a customer’s general lifestyle, interests, and opinions

c. Information about other products and services a customer has purchased.

d. Knowledge about how a consumer thinks and feels.

9. Which of these is not an example of conventional media?

1. Newspapers
2. Magazines
3. Radio
4. Social media

10. Which of these is the most common mean used in direct marketing?

1. Direct mail
2. Telemarketing
3. Email
4. All of the above

11. Successful infomercials do NOT require:

1. A same-day response
2. Emotional music
3. Frequent closes
4. Testimonials

12. Advertising done as part of direct-marketing programs typically requests an immediate response from the customer, is known as

1. Direct-response advertising
2. Just in time advertising
3. Indirect-response advertising
4. None of these

13. Which of the following is not a drawback of direct mail?

1. Incorrect addresses are common
2. It is more expensive than commercials or newspaper advertisements
3. Allows marketers to use an array of formats (brochures, CDs, etc.)
4. None of the above

14. What percentage of all email received is spam?

1. 45%
2. 55%
3. 88%
4. 97%

15. What is the most expensive advertising medium?

1. TV commercial
2. Direct mail
3. Newspaper advertisement
4. All of the above are equally expensive

16. Which of the following is a desired response when using direct marketing?

1. A request for more information
2. Acceptance of a free trial offer
3. Ordering a service or product
4. All of the above

17. The three basic elements in a Frequency-Marketing program include:

1. Benefit package
2. Communication strategy
3. Database
4. All of the above

18. The common length of an infomercial is:

1. Five minutes
2. Thirty minutes
3. Two minutes
4. Sixty minutes

19. The emphasis on producing and monitoring measurable effects is realized most effectively through which approach?

1. Database marketing
2. Relative marketing
3. Observation marketing
4. Quantifiable marketing

20. Direct mail should be used when precise timing of advertising message is critical to its success.

1. True
2. False

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