1What is the goal of the promotion industry?

1. successful promotion
2. having experienced salesmen
3. highlighting the brand
4. owning the market

2. A \_\_\_\_\_\_\_ is an advertising agency that emphasizes copyrighting and artistic services.

a. Creative agency

b. digital/interactive agency

c. creative boutique

d. in-house agency

e. product agency

3. Which of the following forms of advertising is least used by wholesalers and distributors?

a. mass media

b. trade publications

c. directory advertising

d. company website

e. direct mail

4. What is the title of the person in an advertising agency who synthesizes all relevant consumer research and uses it to design an advertising strategy?

a. account planner

b. product organizer

c. creative director

d. researcher

e. account administrator

5. All of the following jobs are creative service jobs EXCEPT:

a. copyrighter

b. art director

c. associate director

d. creative supervisor

e. media supervisor

1. Which is not a media organization available to marketers?
   1. Broadcast media
   2. Interactive media
   3. Print media
   4. Support media
   5. Digital Media
2. \_\_\_\_\_\_ media include magazines, newspapers, direct mail, and specialty publications such as handbills and theater programs.
   1. Broadcast
   2. Interactive
   3. Print
   4. Support
   5. Conglomerates
3. \_\_\_\_\_\_\_ organization that offers essential services during and after the production process.
   1. Consultant
   2. Production facilitator
   3. Software firms
   4. Target audiences
   5. None
4. Which are ways that agencies get paid?
   1. Commissions
   2. Markup Charges
   3. Fee Systems
   4. Pay-for-results
   5. All of the above
5. \_\_\_\_\_ are organizations or individuals that provide specialized to marketers and agencies.
   1. External facilitator
   2. Consultants
   3. Production Facilitators
   4. Marketing and advertising research firms
   5. none

11. Which of the following most closely works with clients to determine how the brand can benefit most from promotion and then to develop a complete promotion plan

a.      Account Services

b.      Administrative Services

c.     Media Planning and Buying Services

d.     Production Services

12. An advertising agency

a. Is a group of professionals who provide creative and business services to clients in planning, preparing, and placing advertisements

b.     Is a group of professionals who provide a deeper understanding of how to conduct market penetration

c.      Is a group of professionals that conduct market research and analysis on behalf of clients

d. Is a group of professionals that prepare and place advertisements

13.    Which of the following is not an external facilitator?

a. Advertising agency

b.      Promotion agency

c.       Media organizations

d.      Target audience

14.       Which of the following is not a marketer’s role in IMC?

a.       Value

b.      Promotion

c.       Price

d.      Brand Position

15.       Which of the following is not a form of agency compensation?

a.       Mark up charges

b.      Commission

c.       Pay-for-results

d.      Non-compete agreement

16. \_\_\_\_ is highly accessible web based media that allow the sharing of info among individuals and groups.

a. website

b. magazine

c. article.

d. social media

17. \_\_\_ is a type of sales promotion that is aimed at consumers and focuses on price-off deals, coupons, rebates, and premiums.

a. trade market

b. event planning

c. infomercial

d. consumer sales promotion

18. \_\_ is a graphic mark that identifies a company.

A. jingle

B. commercial

c. logo

d. tv ad

19. A consultant is someone who?

A. Fixes computer bugs

b. sells the products

c. specializes in the promotional process

d. designs the product

20. Production facilitators offer essential services \_\_ and \_\_ the production process.

a. during/ after

b. before/ during

c. only before

d. before/ after

1. C

2.C

3.A

4.A

5.E

6.E

7.C

8.B

9.E

10.A

11.A

12.A

13.D

14. C

15.D

16.D

17. D

18. A

19. C

20. D