Chapter 10 Quiz

1. The defining characteristic(s) of direct marketing is:
   1. An attempt to interact or create a dialogue with the customer
   2. Multiple media often are employed in the process
   3. A measurable response is immediately available for assessing a program’s impact
   4. All of the above
2. Direct marketing programs are commonly used for what primary purpose(s)?
   1. Close sales
   2. Cultivating prospects
   3. Engaging customers with the brand
   4. All of the above
3. An infomercial is:
   1. A television show
   2. A long advertisement that looks like a talk show or product demonstration
   3. A commercial that lasts shorter than normal
   4. A radio commercial
4. Direct Marketing is an interactive system of marketing, which uses one or more advertising media to affect a measurable response and/or transaction at any location.
   1. True
   2. False
5. What is NOT a reason for the growth of direct marketing?
   1. Convenience
   2. Tracking
   3. Larger Markets
   4. Computer Power
6. RFM stands for Recognition, Formation, and Marketing.
   1. True
   2. False
7. What is NOT a list enhancement?

    a. Demographic data

    b. psychographic data

    c. behavioral data

    d. statistical data

1. RFM has 3 basic elements: a database, benefit package, and communication strategy.
   1. True
   2. False
2. Telemarketing is a direct marketing medium that uses postal service to deliver marketing materials.
   1. True
   2. False
3. A \_\_\_\_\_\_\_ is a natural extension of the internal list, but it also includes information about individual customers and their specific preferences and purchasing patterns.
   1. Marketing Database
   2. Market Share
   3. Market Trade
   4. Internal Market
   5. External Market
4. \_\_\_\_\_\_\_\_ programs emanate from mailing lists and databases, but there is still a need to deliver a message to the customer.
   1. Direct-marketing
   2. Indirect- Marketing
   3. Sales Marketing
   4. D. Promoting Marketing
   5. E. Transfer Marketing
5. A \_\_\_\_\_\_ is a file of names and addresses of current or potential customers, such as lists that might be generated by a credit card company or a catalog retailer.
   1. Mailing list
   2. E-mail
   3. Tax
   4. Newspaper
6. A marketing database allows organizations to identify and focus their efforts on their best customers using a recency, frequency, and monetary \_\_\_\_\_\_\_\_\_\_.
   1. (RFM) analysis
   2. (CRS) analysis
   3. (BAB) analysis
   4. Consumer analysis
7. A mailing list with added information collected directly from individual consumers is a:
   1. Marketing Database
   2. Internal List
   3. External list
   4. RFM analysis
8. Which of the following is not a basic element of Frequency-Marketing programs?
   1. Database
   2. Benefit Package
   3. Communication Strategy
   4. Income Tracker
9. The direct marketer’s prime media are:
   1. Direct mail
   2. Telemarketing
   3. Email
   4. A & B
10. Database marketing includes:
11. Mailing lists
12. List enhancements
13. Consumer provided information
14. a and b
15. All of the above
16. An organization’s records of its own customers, subscribers, donors, and inquirers is a(n):
17. External mailing list
18. Internal mailing list
19. Marketing database
20. rfm analysis
21. Direct response advertising includes:
22. Telemarketing
23. Direct mail
24. Infomercials
25. All of the above
26. Direct marketing programs are commonly used for:
27. Closing sales
28. Cultivating prospects
29. Engaging customers with the brand
30. All of the above

Answers:

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