Group 1 Quiz

MKT 4354

Section 2

1. Which of the following adequately describes the difference between brand loyalty and brand equity?
   1. Brand loyalty is a positive association with the brand in the minds of the consumer while brand equity is a decision-making mode in which consumers repeatedly buy the same product.
   2. Brand loyalty is the degree to which a consumer will speak positively about the brand while brand equity is the consumers’ perception of a positive association with the brand.
   3. Brand equity is a positive association with the brand in the minds of the consumer while brand loyalty is a decision-making mode in which consumers repeatedly buy the same product.
   4. Brand equity is the degree to which a consumer will speak positively about the brand while brand loyalty is the consumers’ perception of a positive association with the brand.
2. Which of the following is not one of the five major ways organizations support brand development and management?
   1. Creating an image and meaning for the brand
   2. Building and maintaining brand loyalty
   3. Information and persuasion
   4. Consumer feedback
3. Which of the following is not one of the economic impacts of promotion?
   1. Impact on industry
   2. Impact on value
   3. Impact on business cycle
   4. Impact on competition
4. Complete the sentence, “\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ communicates the specific features, values, and benefits of a particular brand offered for sale by a particular organization”
   1. Corporate advertising
   2. Brand advertising
   3. Symbolic value
   4. Brand extension
5. Point of purchase advertising is also known as:
6. Social media advertising
7. Local advertising
8. In store advertising
9. International Advertising
10. Which of the following is NOT a communication medium for advertising?
11. Television
12. Radio
13. Newspapers
14. Story Books
15. A group of individuals who receive and interpret advertisements from companies is known as:
16. People
17. Audience
18. Fans
19. Receivers
20. Which of the following is in the marketing mix?
21. Product
22. Location
23. Producing
24. Destination

9. Mass communication consists of what two major components?

1. Production and reception
2. Reception and observation
3. Negotiation and Production
4. Accommodation and Production

10. Which of the following is not included in the process of production?

1. The company’s message
2. Expectations and assumptions about the target audience
3. Accommodating meanings and agendas
4. The rules and regulations of the medium used

11. Which of the following is not an area included in the marketing mix?

1. Conception
2. Place
3. Pricing
4. Promotion
5. An adaptation of an existing brand to a new product area is known as:
6. Brand Loyalty
7. Brand Equity
8. Brand Management
9. Brand Extension
10. Target audiences are also known as:

A. Uninterested buyers

B. Potential audiences

C. Definite consumers

D. Loyal partnerships

14. Household consumers are the most \_\_\_\_\_ audience in that most mass media advertising is directed at them.

A. hidden

B. conspicuous

C. unknown

D. un-important

1. Trade journals are specifically designed for members of a \_\_\_\_\_:

A. Disagreement

B. Trade

C. Cult

D. Agreement

1. A local promotion is a promotion directed towards a \_\_\_\_trading area, either a city or state.

A. large

B. single

C. small

D. complicated

1. Advertising in the mass media includes all of the following except:
2. Television
3. Radio
4. Magazines
5. Personal Selling
6. True or False: Advertising is paid communication between a company that want its information disseminated.
7. What is the most used tool in the Promotion area of the marketing mix?
8. Advertising
9. Blogs
10. Event sponsorships
11. Personal selling

20. True or False: No ad contains a single meaning for all audience members.

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