**Chapter 2 Quiz**

1. Organizations or individuals that provide specialized services to marketers and agencies that may need more expertise in areas such as research, consulting, production, and software are known as

1. External Facilitators
2. Media Organizations
3. Marketers
4. All of the above

2. Manufacturers and service firms; trade resellers; federal, state, and local governments; social and not-for-profit organizations are all examples of

1. External Facilitators
2. Media Organizations
3. Marketers
4. All of the above

3. \_\_\_\_\_\_\_\_\_\_ has increased due to interactive media such as Internet, social media, and DVRs.

1. Narrowed media control
2. Consumer control
3. Media clutter
4. None of these

4. Marketers who hire advertising and promotional agencies are responsible for defining and managing things such as

1. Brand Values and Objectives
2. Market Position and Target
3. Supply and Demand Chains
4. All of these

5. Broadcast media include?

1. Television and radio
2. Directories and event sponsorships
3. Online computer services and CDs
4. Magazines and newspapers

6. Which of the following is NOT a media organization?

1. Print media
2. Support media
3. Broadcast media
4. Paper media

7. Media conglomerates own?

1. Marketing research firms that perform original research for marketers
2. Consumers that manage ads
3. Multiple media outlets usually including broadcast, cable, film print, and Internet organizations
4. Outdoor ads that are essential to IMC

8. Support media include all of the following EXCEPT?

1. Outdoor ads
2. Directories
3. Home-shopping broadcasts
4. Event Sponsorships
5. \_\_\_\_\_\_\_\_\_\_ occurs by having a good physical location and Internet presence.
6. Locational excellence
7. Market penetration strategy
8. Market development strategy
9. Diversification strategy
10. \_\_\_\_\_\_\_\_\_\_ introduces a new product or service to a market segment that currently is not served.
11. Market development strategy
12. Market penetration strategy
13. Diversification strategy
14. Customer excellence
15. \_\_\_\_\_\_\_\_\_\_ is a broad description of a firm’s objectives and the scope of activities it plans to undertake.
16. Marketing plan
17. Mission statement
18. Marketing vision
19. Marketing strategy
20. \_\_\_\_\_\_\_\_\_\_ is achieved through efficient operation and excellent supply chain and human resource management.
21. Customer excellence
22. Locational excellence
23. Operational excellence
24. Service excellence
25. Which two agencies are in charge of maintaining and managing large databases of mailing lists to target customers?
    1. E-commerce agencies and database agencies
    2. Direct marketing agencies and database agencies
    3. Sale promotion agencies and event planning agencies
    4. Database agencies and Sale promotion agencies
26. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ are the advertsising deparments in a farm that take responsibility for the planning and preparation of advertising materials.
    1. In-house agencies
    2. Interactive agencies
    3. Full service agencies
    4. Direct marketing agencies
27. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ agencies are experts in finding locations, securing dates, and putting together a team of people to pull off a promotional events.
    1. Promotional
    2. Event planning
    3. Sales promotion
    4. Interactive
28. Who is in charge of determining which agency fulfills the marketing company’s needs?
    1. CEO
    2. Media specialist
    3. PR department
    4. Marketer

17. \_\_\_\_\_\_\_\_ service comes up with the concepts that express the value of a company’s brand in interesting and memorable ways.

1. Marketing research
2. Creative
3. Administrative
4. Account

18. What percentage would be a typical markup on outside services?

1. 17-20
2. 10-18
3. 25-30
4. 35-45

19. What would be factors that would be outside the agency’s control in Pay-for-results?

1. Product Features
2. Pricing Strategy
3. Distribution Programs
4. All of the above

20. Complete the sentence, “ Promotion agencies usually work on a \_\_\_\_\_\_\_ basis.”

1. Commission
2. Fee
3. Monthly
4. Both A and B

Answer Key:

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