**Group 2**

**MKT 4354-001-Chapter 2**

1) \_\_\_\_\_\_\_\_ are business, non- for-profit, or government organization that uses advertizing and other promotional techniques to communicate with target markets to stimulate awareness of and demand for its business

a) Clients

b) Marketers

c) Accountants

d) Firms

2) What is the online distribution of tasks to groups of experts, enthusiasts, or general consumers?

a) Groupthink

b) Market Research

c) Crowdsourcing

d) Outsourcing

3) An agency can only do its job effectively if the marketers are prepared for the interaction with the agency. Which of these examples are NOT something that the marketers must do before enlisting the services of an agency?

a) Fully understand and describe the value that the firm’s brand provides to users.

b) Fully understand and describe the brand’s position in the market relative to competitive brands.

c) Identify and manage the supply chain/distribution system that will most effectively reach the target markets

d) Be committed to using accounting and other financial tools as part of the organization’s overall marketing strategy to grow the brand.

4) What is an advertizing agency that emphasizes copywriting and artistic services?

a) Creative Boutique

b) Digital Agency

c) Full Service Agency

d) Social Agency

5) \_\_\_\_\_\_\_ are organizations or individuals that provide specialized services to marketers and agencies.

a) Media Specialists

b) Designers

c) External Facilitators

d) Account Planners

6) Which of these is NOT a type of agency?

a) In-house Agency

b) Social Agency

c) Creative Boutique

d) Advertising Agency

7) Direct-marketing services include:

a) Mail

b) Telemarketing

c) Infomercials

d) All of the above

8) A \_\_\_\_\_ is the graphic mark that identifies a company.

a) Logo

b) Business Card

c) Brand

d) None of the above

9) Which of the following is NOT a type of media organization?

a) Interactive media

b) Print media

c) Broadcast media

d) Hyperactive media

10) Consumer control has increased due to \_\_\_\_\_.

a) DVRs

b) Social media

c) Internet

d) All of the above

11) Which of the following positions specializes in research?

a) Account services

b) Media services

c) Marketing services

d) Administration services

12) \_\_\_\_\_\_\_ systems are based on an agreed upon percent of the total amount billed by a media organization.

a) Pay

b) Commission

c) Monetary

d) Finance

13) Which term is *not* a reason for a blog?

a) Opinion sharing

b) Personal experiences

c) Facts

d) Personal Information

14) \_\_\_\_\_\_\_ is a general description for all organizations in the marketing channel of distribution that buy products to resell to customers.

a) Social media

b) Blog

c) Wholesaler

d) Trade Reseller

15) \_\_\_\_\_\_ typically includes an array of advertising professionals to meet all the promotional needs of their client.

a) Creative Boutique

b) Digital Agencies

c) Full-Service Agency

d) Promotion Agency

16) Which of these establishments does a Public Relations firm work with?

a) Restaraunts

b) Media

c) Non-profit Organizations

d) For-profit Organizations

17) Which of these are types of Media Organizations?

a) Print

b) Broadcast

c) Media Conglomerates

d) All of the above

18) \_\_\_\_\_\_\_\_\_\_\_ ensure consumers receive products ordered in response to direct marketing efforts.

a) Design firms

b) Fulfillment centers

c) Public relations firms

d) Designers

19) \_\_\_\_\_\_\_\_\_\_ provide expert advise on marketing planning, creativity, communications, event planning, public relations, media mix and placement, database identification and management, website development and management, and customer relationship management (CRM).

a) Consultants

b) Software firms

c) Marketing and Research Firms

d) Production facilitators

20) What kind Media Organizations include online computer services, kiosks, CDs, and cell phones?

a) Media conglomerates

b) Print media

c) Interactive media

d) Support media

**Answer Key**

1. b
2. c
3. d
4. a
5. c
6. b
7. d
8. a
9. d
10. d
11. c
12. b
13. d
14. d
15. c
16. b
17. d
18. b
19. a
20. c