MKT 4354- Integrated Marketing Communications

Chapter 2 Quiz Questions (Group 2)

1. As a result of relaxed FCC regulations and media consolidation, media control has become:

1. Narrower
2. Wider
3. Less Restrictive
4. Open

2. Which is not a limitation of giant consolidated companies?

1. Possible Lack of Specialization
2. Conflicts of Interests With Multiple Businesses
3. Unwieldy Size and Debt
4. A Small Array of Fully Integrated Services

3. What is caused by new and increased media options and results in fewer focused media outlets to reach target audiences

1. Social Media
2. Media Clutter
3. Media Market
4. Turnover

4. Which of the following is not interactive media that has increased consumer control?

1. DVR
2. Social Media
3. Books
4. The Internet

5. The \_\_\_\_\_\_\_\_ determines which agency or sets of agencies fulfill the marketing company’s needs.

1. Target Audience
2. Marketing Specialist
3. Marketer
4. External Facilitator

6. Which of the following agencies designs and then operates contests, sweepstakes, special displays or coupon campaigns for advertisers?

1. Event- Planning Agencies
2. Sale Promotion Agencies
3. Direct Marketing Agencies
4. E-Commerce Agencies

7. Which of the following services is responsible for managing an agency's business affairs?

1. Finance Services
2. Production Services

C. Account Services

D. Administrative Services

8. Commission systems are traditionally \_\_ % of the total amount billed by a media organization?

1. 15%
2. 8%
3. 30%
4. 12.5 %

9. If a company wishes to incorporate web-based solutions as a means for direct marketing, they should seek out the services of which type of advertising agency?

1. Full Service Agency
2. In-house Agency
3. Creative Boutique
4. Interactive Agency

10. If a company is hoping to increase promotions aimed at wholesalers, retailers, vendors and trade resellers, what should they incorporate into their marketing approach?

1. Consumer sales promotions
2. Event planning teams
3. Trade-market sales promotions
4. Visual promotional pieces

11. Which form of agency services should a company invest in if their goal is to test the efficacy of a message?

1. Media Planning and Buying Services
2. Creative Services
3. Production Services
4. Marketing Research Services

12. If a company’s current objective is to successfully manage relationships with trade partners, it should contact which form of external facilitator?

1. Advertising Research Firm
2. Software Firm
3. Consultant
4. Production Facilitator

13. Marketing and Advertising Research Firms, Consultants, Production Facilitators, and Software Firms are examples of \_\_\_\_\_\_\_\_\_.

1. External Facilitators
2. Internal Facilitators
3. Media Organizations
4. Interactive Media

14. Which of the following specializes in areas related to the promotional process?

1. Software Firms
2. Production Facilitators
3. Consultants
4. Marketing and Advertising Research firms

15. Point-of-Purchase displays and event sponsorships are examples of \_\_\_\_\_\_\_\_\_\_.

1. Interactive Media
2. Print Media
3. Broadcast Media
4. Support Media

16. \_\_\_\_\_\_\_\_\_\_ provide specialized services in areas that full-service ad or promotional agencies may not have expertise.

1. Internal Facilitators
2. External Facilitators
3. Broadcast Media
4. Support Media

17. \_\_\_\_\_\_\_\_ own and manage the media access to consumers.

1. Media Organizations
2. Agency Services
3. Marketing and Advertising Research firms
4. Marketers

18. All of the following are types of Media Organizations except:

1. Media Conglomerates
2. Print Media
3. Software Firms
4. Interactive Media

19. Magazines, newspapers, direct mail, and specialty publications such as handbills and theater programs are all examples of:

1. Interactive Media
2. Print Media
3. Media Conglomerates
4. Broadcast Media

20. The structure of the promotion industry and the flow of communication would be incomplete without a(n) \_\_\_\_\_\_\_\_.

1. Podcast
2. Software Firms
3. Ethics

D. Audience

Correct Answers

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