Chapter 13 Marketing Questions

What is the channel called which we send messages through?

1. **Medium**
2. Noise
3. Source
4. Feedback loop

Which model of marketing communications involve consumers marketing to other consumers?

1. One to many model
2. One to one model
3. **Many** **to many Model**

What is the actual content of communication?

1. **Message**
2. Noise
3. Source
4. Medium

How many steps are there in developing a promotional plan?

1. **5**
2. 3
3. 2
4. 1

\_\_\_\_\_\_\_\_ occur(s) when a company tries to movie its products through the channel by convincing channel members to offer them.

1. A Pull Strategy
2. **A Push Strategy**
3. The AIDA Model
4. The Hierarchy of effects

Utilizing the models of marketing​ communication, which of the following tactics is used in the​ many-to-many model?

1. Public Relations
2. Personal Selling
3. **Social Media**
4. Sales Promotion

Which of the following refer to a strategic business process that marketers use to​ plan, develop,​ execute, and evaluate​ coordinated, measurable, persuasive brand communication programs over time to targeted​ audiences?

1. Promotion
2. Communication Model
3. **Integrated Marketing communication (IMC)**
4. Word-of-Mouth Communication

Which of the following sales promotions allows the customer to recover part of the​ product's cost from the​ manufacturer?

1. Trade Promotions
2. Premiums
3. **Rebates**
4. Product Sampling

Which of the following refers to advertising that promotes the company as a whole instead of a​ firm's individual​ products?

1. Advocacy advertising
2. Product advertising
3. **Corporate Advertising**
4. Institutional advertising

Which of the following refers to a member of the account management department who combines research and account strategy to act as the voice of the consumer in creating effective​ advertising?

1. Account Executive
2. Media Planner
3. **Account Planner**
4. Creative Services

Which of the following refers to a measure used for comparing the effectiveness of different media vehicles —average reach​ frequency?

1. Cost Per Thousand(CPM’s)
2. Aided recall
3. **Gross Rating Points(GRP’s)**
4. Attitudinal Measures

Which of the following utilizes many manufacturers to showcase their products to​ attendees?

1. Trade promotions
2. Co-op Advertising
3. **Trade Shows**
4. Point-of-Purchase (POP) displays