Kaitlin Westphal

Bailey Allen

Chapter Two

1) Control over the information consumers receive has shifted from…

1. Consumer to advertisers
2. Advertisers to consumers
3. Teachers to students
4. Producers to marketers

2) Media organizations…

1. Control media in all aspects
2. Own and manage the media access to consumers
3. Provide creative services to clients
4. Handle specific promotional efforts

3) Marketers can be part of…

1. Business organizations
2. Not-for-profit organizations
3. Government organizations
4. All of the above
5. None of the Above

4) The structure of the Promotion Industry begins with\_\_\_; and ends with \_\_\_\_?

1. Advertising and Promotion Agencies; Target Audience
2. Marketers; External Facilitators
3. Marketers; Target Audiences
4. Media Organizations; Target Audience

5) Which of the following is not an advertising and Promotion Agency?

1. Half- service agencies
2. Full service agencies
3. Media Specialist
4. In-house agencies
5. Interactive agencies

6) The group in an agency that comes up with the concepts that express the value of a company’s brand in interesting and memorable ways

1. Account planner
2. Creative services
3. Account Services
4. Production Services

7) Which one of the following ensures that customers receive a product that has been ordered through direct mail?

1. Direct-marketing agencies
2. Warehouses
3. Fulfillment centers
4. Trade-market sales promotions

8) Which of the following is not a tool used by public relations firms?

1. Press releases
2. Advertisements
3. Lobbying
4. Company newsletters

9) Which of the following is not one of the tools used in consumer sales promotions?

1. Billboards
2. Samples
3. Coupons
4. Rebates

10) Which one of the following is not a category of media providers available to marketers?

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

Answers:

1. B
2. B
3. D
4. C
5. A
6. B
7. C
8. B
9. A
10. C