

Chapter 02

The Role of IMC in the Marketing Process

Multiple Choice Questions

1. (p. 39-40) Under Armour developed dynamic advertising, sponsorships of sports leagues, a creative Web site and celebrity spokespeople to promote their sports and clothing products. Under Armour is engaged in:

- A.** integrated marketing communications
- B. a centralized market strategy
- C. a concentrated market strategy
- D. an undifferentiated market strategy
- E. lifestyle segmentation based on sports

See opening vignette.

2. (p. 41) According to the marketing and promotions process model, which of the following is NOT a stage in the target marketing process?

- A. market identification
- B.** promotional decisions
- C. market segmentation
- D. positioning through marketing strategies
- E. target market selection

3. (p. 41) The marketing promotion model includes all of the following major components EXCEPT:

- A. the organization's marketing strategy and analysis
- B. the marketing planning program development
- C. the target marketing process
- D.** the marketing management hierarchy plan
- E. the target market

4. (p. 41) According to the marketing and promotions process model, the marketing process begins with the:

- A. development of the marketing mix
- B. development of a marketing strategy and analysis**
- C. development of the promotional mix
- D. determination of the target market
- E. establishment of marketing objectives

5. (p. 42) A(n) _____ is a document that evolves from an organization's overall corporate strategy and serves as a guide for specific marketing programs and policies.

- A. strategic marketing plan**
- B. integrated marketing communications plan
- C. situation analysis
- D. opportunity analysis
- E. competitive plan

6. (p. 42) _____ are defined as external areas where there are favorable demand trends, where customer needs and wants are not being satisfied, and where a company thinks it can compete effectively.

- A. Market opportunities**
- B. Market segments
- C. Competitive advantages
- D. Market strengths
- E. Market plans

7. (p. 43) To reach tweens (8-12 year olds), Jell-O brand gelatin marketers introduced X-treme Jell-O in wild berry, green apple, and watermelon flavors. The ads describe the gelatin flavors as "Jell-O with an attitude" because these fruit flavors "will bite you back." Jell-O has defined tweens as:

- A. part of an undifferentiated market
- B. aggregated market
- C. a response-stimulus market
- D. the mass market for gelatin
- E. a market segment**

8. (p. 43) China is the world's second-largest beer market after the U.S. It is also one of the fastest growing with annual growth of 10 percent. Anheuser-Busch responded to this _____ in China when it established Budweiser Wulhan International Brewing in central China. There it brews Budweiser and Budweiser Ice which are sold to the local market.

- A. market opportunity
- B. market aggregation
- C. competitive advantage
- D. market strength
- E. market threat

9. (p. 43) Anyone who has ever attended a state fair understands how complicated the ticketing system can be. Attendees buy a number of tickets and then turn them in to various ride operators. One ride may require 3 tickets, another 5, and another 2. The system was complicated for workers and for consumers. A company named Funtastic has developed a SmartCard that is purchased at the ticket booth for any amount customers want to spend. Each ride requires one swipe of the card, and the amount of the ride is deducted electronically from the card's total. Funtastic has recognized a:

- A. market opportunity
- B. market segment
- C. competitive advantage
- D. market strength
- E. market threat

10. (p. 43) There are many different types of medicines for relieving allergy symptoms, and there are several that offer 24-hour relief, but only Alavert comes in a quick-dissolving form that can be easily swallowed without water. The maker of Alavert hopes the fact that it dissolves and enters the system more quickly than other brands will create a:

- A. market aggregation
- B. market segment
- C. competitive advantage
- D. market strength
- E. market threat

11. (p. 43) When the brand marketing manager for Hostess Twinkies snack cakes analyzes the competition, he or she should look at:

- A. Little Debbie snack cakes
- B. Lay's potato chips
- C. Washington State apples
- D. SunMaid raisins
- E.** any food that might be eaten as a snack

12. (p. 43) _____ is something unique or special a firm possesses or does that gives it an edge over its competitors.

- A. Brand quality
- B. Brand equity
- C.** A competitive advantage
- D. Brand power
- E. A market opportunity

13. (p. 43) Competitive advantage can be achieved through:

- A. quality products that command a premium price
- B. excellent advertising that creates and maintains product differentiation
- C. low production costs and low prices
- D. strong channels of distribution
- E.** all of the above.

14. (p. 45) Today many people take an aspirin at their doctor's recommendation as preventive medicine. The maker of Bayer aspirin has added calcium to its aspirin. The calcium is also often recommended by doctors to help maintain bone density. There are many types of aspirin on the market, but only one brand that also contains calcium. For Bayer, this calcium additive is an example of:

- A. brand quality
- B. brand equity
- C.** a competitive advantage
- D. brand power
- E. a market opportunity

15. (p. 44-45) Which of the following is part of an IMC strategy used by the San Diego Padres to reach diverse audiences?

- A. bilingual broadcasts
- B. e-mail newsletter
- C. Padres Jr. promotions**
- D. corporate sponsorships.
- E. all of the above

See Diversity Perspective 2.1.

16. (p. 45) The first step in the target marketing process is to:

- A. develop positioning strategies
- B. request government approval
- C. determine whether to use a market segmentation strategy or a mass marketing strategy
- D. identify markets with unfulfilled needs**
- E. develop new products

17. (p. 45) The market segmentation process:

- A. divides a market into distinct groups that have heterogeneous needs
- B. divides a market into distinct groups that will respond similarly to marketing actions**
- C. offers one version of the product to all markets
- D. identifies markets with unfulfilled needs
- E. positions products in the minds of prospects and customers

18. (p. 46) Factors that influence the decision as to how far the segmentation process should go include:

- A. whether the segment is accessible
- B. whether sufficient funds exist for developing the necessary advertising campaign
- C. the availability of media that reaches the segment
- D. the ability of the sales force to reach the segment
- E. all of the above**

19. (p. 48) NASCAR, Coors, and Unilever have found that:

- A. the Hispanic market is a sizable and growing market segment
- B. psychographic segmentation of NASCAR fans will lead to increase beer and personal care product sales
- C. before benefit segmentation can be used the costs need to be assessed
- D. geographic differences in topography lead to intrinsic supply chain variations
- E. demographic segmentation among Asian immigrant populations can lead to reduced post-purchase anxiety

20. (p. 50-51) When retail buyers told the people who sold Duck Tape brand duct tape that tweens and teens were significant purchasers of the tape and used it to repair skateboards and other extreme sports equipment, the makers of Duck Tape introduced duct tape in wild neon colors specifically for this market because research showed this market liked fun colors. By targeting tweens and teens that skateboard and engage in other extreme sports, the maker of Duck Tape used _____ segmentation.

- A. geographic and demographic
- B. sociocultural
- C. demographic and behavioristic
- D. behavioristic and psychographic
- E. demographic and psychographic

21. (p. 50) Division of the market based on age, sex, family size, income, and other measurable characteristics is known as:

- A. demographic segmentation
- B. psychographic segmentation
- C. quantified aggregation
- D. lifestyle aggregation
- E. undifferentiated marketing

22. (p. 50) All of the following are demographic factors EXCEPT:

- A. age
- B. family size
- C. income
- D. sex
- E. product usage

23. (p. 50) Bubba's Frozen Barbecue Sandwiches contain pork drenched with a vinegar-based barbecue sauce. It would not be popular in Texas where barbecue lovers want goat meat, or in the Carolinas where a mustard-based sauce is preferred. Given this information, Bubba's should use _____ segmentation.

- A. demographic
- B. buying condition
- C. personality
- D.** geographic
- E. behavioristic

24. (p. 51) An ad for Shangri-La Travel Agency offers trips especially designed for grandparents and their grandchildren to enjoy together. This example illustrates the use of _____ segmentation.

- A. geographic
- B.** demographic
- C. lifestyle
- D. behavioristic
- E. personality

25. (p. 51) General Foods' determination that Southerners preferred milder mustard than those in the Northeast led the company to develop a new "Southern Style Mustard." This strategy best exemplifies:

- A.** geographic segmentation
- B. lifestyle segmentation
- C. concentrated marketing
- D. usage segmentation
- E. undifferentiated marketing

26. (p. 51) Ads for consumer finance companies are often aimed at people making annual salaries of \$25,000 or less. Consumer finance companies are using _____ segmentation.

- A. geographic
- B.** demographic
- C. lifestyle
- D. behavioristic
- E. personality

27. (p. 51-52) Gatorade sports drink has defined its target market as 18-34 year old males who are active in sports. Which two bases of segmentation is Gatorade employing?

- A. benefit and demographic
- B. psychographic and geographic
- C. demographic and psychographic**
- D. geographic and benefit
- E. benefit and psychographic

28. (p. 52) An ad for Nivea Visage Wrinkle Control states that the cream allows women to "give their skin back its own wrinkle control." It shows a woman in her forties using the product.

This ad is using _____ segmentation.

- A. behavioristic and benefit
- B. benefit and demographic**
- C. psychographic and behavioristic
- D. geographic and benefit
- E. demographic and psychographic

29. (p. 50) Which of the following is a potential basis for segmenting the consumer market for prune juice?

- A. age
- B. how often juice is drunk
- C. benefits sought
- D. lifestyle
- E. all of the above**

See Figure 2-4.

30. (p. 50) Which of the following would be an example of a demographic segmentation variable in the industrial market?

- A. number of employees**
- B. type of buy
- C. nature of product
- D. region of country
- E. purchase location

See Figure 2-4.

31. (p. 50) Which of the following is NOT a variable commonly employed in the segmentation of industrial markets?

- A. lifestyle
- B. geographic
- C. demographic
- D. buying condition
- E. nature of good

See Figure 2-4.

32. (p. 50) An example of demographic segmentation in industrial markets would be:

- A. number of establishments
- B. number of employees in the firm
- C. annual sales volume
- D. number of production workers
- E. all of the above

See Figure 2-4.

33. (p. 50) Nature of the good and the buying conditions are examples of industrial-based _____ segmentation.

- A. demographic
- B. benefit
- C. buying situations
- D. behavioristic
- E. geographic

See Figure 2-4.

34. (p. 51) _____ divides a market on the basis of lifestyles.

- A. Leisure marketing
- B. Psychographic segmentation
- C. Benefit segmentation
- D. Demographic segmentation
- E. Behavioristic segmentation

35. (p. 51) Crossings is the name of a book club designed to appeal to conservative Christians. It sells inspirational fiction and nonfiction books that express moral values consistent with the views of these Christians. Crossings uses _____ segmentation.

- A. psychographic
- B. demographic
- C. behavioristic
- D. usage
- E. geographic

36. (p. 51) The ad for the Disney Institute at Walt Disney World describes vacations during which an individual can immerse him or herself in the joys of gardening for a week and take classes with horticulturists. This is an example of _____ segmentation.

- A. psychographic
- B. demographic
- C. behavioristic
- D. usage
- E. geographic

37. (p. 52) _____ segmentation divides consumers into groups according to their usage, loyalties, or buying responses to a product.

- A. Benefit
- B. Geographic
- C. Demographic
- D. Behavioristic
- E. Psychographic

38. (p. 52) Research shows that about two-thirds of the new insurance policies Prudential sells will be to current policyholders. This information indicates a(n) _____ segmentation would be appropriate for Prudential to use along with demographic and psychographic segmentation.

- A. benefit
- B. geographic
- C. SRI
- D. behavioristic
- E. VALS

39. (p. 52) New York Telephone uses _____ segmentation to segment consumers in terms of how much leisure telephone calling they do. It advertises on "Nick at Night" and MTV when it wishes to target the group it calls "chatterboxes."

- A. behavioristic
- B. benefit
- C. demographic
- D. geographic
- E. VALS

40. (p. 52) Which of the following bases for segmentation is employed when consumers are grouped according to their use of a product or service (heavy versus light)?

- A. behavioristic
- B. demographic
- C. benefit
- D. lifestyle
- E. psychographic

41. (p. 52) Degree of usage as a basis of segmentation is best reflected by:

- A. demographic segmentation variables
- B. the iceberg principle
- C. the benefit rule
- D. the rule of equity
- E. the 80-20 rule

42. (p. 52) _____ segmentation is most closely related to the "80-20 rule," which states that 80 percent of a company's business comes from 20 percent of its customers.

- A. Geographic
- B. Behavioristic
- C. Demographic
- D. Psychographic
- E. Benefit

43. (p. 52) _____ segmentation is the grouping of customers on the basis of attributes sought in a product.

- A. Benefit
- B. Geographic
- C. VALS
- D. Demographic
- E. Lifestyle

44. (p. 52) An advertising campaign stating that BMW "outperforms most cars on the road even before you step on the accelerator" is an example of _____ segmentation.

- A. benefit
- B. demographic
- C. geographic
- D. VALS
- E. SRI

45. (p. 52) The ad for Tempur-Pedic's weight control mattress describes the mattress as "a perfect refuge from the cares of the day." This description indicates that the mattress maker is using _____ segmentation to define its market.

- A. benefit
- B. demographic
- C. geographic
- D. behavioristic
- E. SRI

46. (p. 52) The fact some consumers want pure bottled water while some want flavored bottle water and others want bottled water with added minerals provides an opportunity for _____ segmentation in the bottled water market.

- A. behavioristic
- B. benefit
- C. geographic
- D. psychographic
- E. demographic

47. (p. 52) Volvo's strategy of emphasizing the safety of its cars in their advertising reflects a positioning strategy based on:

- A.** benefit segmentation
- B. demographic segmentation
- C. psychographic segmentation
- D. positioning by price/quality
- E. positioning by product class

48. (p. 55) When Coca-Cola only had one product in its line and was targeting everyone, the company was employing:

- A. concentrated marketing
- B.** undifferentiated marketing
- C. market atomization
- D. niche marketing
- E. benefit segmentation

49. (p. 55) When MetaboLife first came on the market, its only product was a weight-loss pill that was guaranteed to energize the user by causing a greater level of physical activity, which would burn calories. This was its only product, and it was marketed to anyone who wanted to lose weight or have more energy. This means, that its target market was virtually anyone breathing because very few people like their current weight, and everyone could use a little more energy. MetaboLife used:

- A. concentrated marketing
- B.** undifferentiated marketing
- C. market atomization
- D. niche marketing
- E. demographic segmentation

50. (p. 55) _____ involves developing separate marketing strategies for a number of segments.

- A.** Differentiated marketing
- B. Undifferentiated marketing
- C. Concentrated marketing
- D. Behavioristic segmentation
- E. Geographic segmentation

51. (p. 55) L'Oreal, the giant cosmetics manufacturer, targets the luxury market with Helena Rubinstein and Lancôme brands. Its less expensive brands like Elseve and L'Oreal are sold by discount retailers. L'Oreal uses:

- A. concentrated marketing
- B. undifferentiated marketing
- C. market atomization
- D. niche marketing
- E.** differentiating marketing

52. (p. 55) Coca-Cola's offerings of diet, cherry-flavored, vanilla-flavored, and caffeine-free versions of its product in addition to its original product reflect the company's decision to serve:

- A. concentrated markets
- B.** differentiated markets
- C. a demographic segment
- D. an undifferentiated market
- E. none of the above

53. (p. 55) Thirteen percent of all American males are shorter than 5'6". A retail store that sells exclusively to men of this size is using:

- A. market aggregation
- B. undifferentiated marketing
- C.** concentrated marketing
- D. market atomization
- E. demographic segmentation

54. (p. 55) When Bruce Teilhaber opened his men's shoe store, he decided to carry a full line of shoes in the larger, hard-to-find sizes. Today, his shoe store caters to professional basketball, baseball, and football players who appreciate the variety and quality of shoes Teilhaber carries and often order a dozen new pairs in a single visit. This shoe store uses:

- A. market aggregation
- B. undifferentiated marketing
- C.** concentrated marketing
- D. market atomization
- E. demographic segmentation

55. (p. 55) When Rolls Royce attempts to capture a large market share of the \$300,000 car buying market and only that market, it is an example of:

- A. market aggregation
- B. undifferentiated marketing
- C.** concentrated marketing
- D. market atomization
- E. demographic segmentation

56. (p. 56) _____ is defined as the art and science of fitting the product or service to one or more segments of the broad market in such a way as to set it meaningfully apart from competition.

- A. Target marketing
- B. Benefit segmentation
- C. Undifferentiated marketing
- D. Demographic segmentation
- E.** Positioning

57. (p. 56) A brand's market position refers to its:

- A. relative market share
- B. location on store shelves
- C.** image
- D. distribution intensity
- E. stage in the product life cycle

58. (p. 56) The key factor in communicating information about a brand and differentiating it from competitors is:

- A. its perceived price differential
- B. its integrated promotional strategy
- C.** the market positioning strategy assigned it by its manufacturer
- D. its distribution intensity
- E. the benefits the brand offers

59. (p. 56) BMW's positioning of its convertible as "the ultimate tanning machine" would reflect a positioning strategy based on:

- A.** product attributes and benefits
- B. cultural symbols
- C. product user
- D. price/quality
- E. competitors

60. (p. 57) The headline on the ad for Broilmaster Grill read, "The Most Durable Grill Known to Man." Broilmaster is using a positioning strategy based on:

- A. product class
- B.** product attributes and benefits
- C. price/quality
- D. competitor
- E. cultural symbol

61. (p. 57) Isopure positions itself as a zero-carb muscle recovery drink. Isopure is using a _____ positioning strategy.

- A. product class
- B.** product attributes and benefits
- C. price/quality
- D. competitor
- E. cultural symbol

62. (p. 57) United Parcel Service (UPS) built its advertising campaign around the slogan, "moving at the speed of business." This slogan was an example of a positioning strategy based on:

- A. cultural symbols
- B. demographics
- C. price-value
- D.** product attribute and benefit
- E. competitor

63. (p. 57) The manufacturer of Mercedes-Benz autos stressed that the car had side door air bags in an attempt to attract new buyers. Its focus on safety illustrated a strategy of positioning by:

- A. cultural symbols
- B. demographics
- C. price-value
- D.** product attribute and benefit
- E. competitor

64. (p. 57) Wal-Mart has been very effective in positioning itself as a store that offers quality products at a very good price. Their strategy reflects positioning based on:

- A. benefit segmentation
- B. demographic segmentation
- C. psychographic segmentation
- D.** price/quality
- E. product class

65. (p. 57) McDonald's Big & Tasty burger was advertised as a juicy quarter-pounder with lettuce, tomatoes, and all the trimmings that can be purchased for \$1 from McDonald's Dollar Menu. The Big & Tasty burger and other items on the Dollar Menu are positioning by:

- A. competitor
- B. demographics
- C. product user
- D.** price/quality
- E. product class

66. (p. 58) Campbell's ads contain quick and easy recipes that can be made using Campbell's soups. This is an example of positioning by:

- A. product class
- B.** product use
- C. price/quality
- D. competitor
- E. cultural symbol

67. (p. 58) The Florida Orange Juice Commission's advertising campaign based around the slogan, "It's not just for breakfast anymore," reflected positioning by:

- A. product user
- B.** use or application
- C. product class
- D. competitor
- E. cultural symbol

68. (p. 58) Athletic shoes advertised for tennis courts, running, or for walking are using positioning based on:

- A. price/quality
- B.** use or application
- C. product class
- D. product user
- E. cultural symbols

69. (p. 58) To encourage more people to use mass transit, ads from metropolitan transportation services compare the ease and comfort of riding mass transit with the difficulties of congested traffic and parking headaches. These urban bus and subway services are using positioning by:

- A.** product class
- B. product user
- C. price/quality
- D. product attributes
- E. cultural symbols

70. (p. 58) Digital cameras, computers, and high-quality printers are allowing people to take and process their photographs. An owner of a film-processing store could advertise the benefits of professional photograph finishing when compared to printer copies, which will fade over time. The film-processing store could use positioning by:

- A.** product class
- B. product demographics
- C. product user
- D. competitor
- E. cultural symbol

71. (p. 51-58) Which of the following is NOT an example of a basis for implementing a positioning strategy?

- A. price/quality
- B. use or application
- C. cultural symbol
- D. product class
- E. distribution intensity

72. (p. 58) When Bruce Teilhaber opened his men's shoe store, he decided to carry a full line of shoes in the larger, hard-to-find sizes. Today, his shoe store caters to professional basketball, baseball, and football players who appreciate the variety and quality of shoes Tielhaber carries and often order a dozen new pairs in a single visit. The shoe store uses positioning by:

- A. product demographics
- B. cultural symbols
- C. product user
- D. competition
- E. product class

73. (p. 58) In 2002, United Parcel Service (UPS) introduced a new slogan around which it would base all of its new advertising strategy. The slogan was, "What can brown do for you?" and is indicative of a positioning strategy based on:

- A. product attributes
- B. cultural symbols
- C. product user
- D. competition
- E. product class

74. (p. 58) An ad for Gaylord shorts found in *Runner's World* magazine shows how the shorts do not bind and are made of a light fabric that helps keep the wearer dry and cool. Gaylord is using positioning by:

- A. product user
- B. product demographics
- C. cultural symbol
- D. product class
- E. distribution intensity

75. (p. 58) Which of the following would constitute a positioning strategy focusing on the competitor?

- A. BMW--"The Ultimate Driving Machine"
- B. Red Roof Inns--"Equal Value at a Lower Price"**
- C. Oneida flatware--"Your Table Is Ready"
- D. Coca-Cola--"The Real Thing"
- E. Broilmaster grill--"The Most Durable Grill Known to Man"

76. (p. 58) Progresso soup positioned itself as better tasting and more appropriate to the adult palate to gain a competitive advantage over Campbell's soup. Progresso used positioning by:

- A. product attributes
- B. cultural symbols
- C. competitor**
- D. product user
- E. product class

77. (p. 58) The use of comparative advertising has become more and more common. Which of the following positioning strategies does this reflect?

- A. positioning by product user
- B. positioning by product class
- C. positioning by competitor**
- D. positioning by price/quality
- E. positioning by cultural symbol

78. (p. 58) When many frequent travelers think of Australian-based Qantas Airlines, the first thing that comes to mind is the koala bear. Because of this strong association, Qantas is receiving the benefit of positioning by:

- A. product class
- B. use/application
- C. cultural symbol**
- D. product attribute
- E. competitor

79. (p. 58) The use of the gecko lizard in the Geico Direct insurance company commercials indicates a positioning strategy based on:

- A. price/quality
- B. use or application
- C. cultural symbol**
- D. product class
- E. distribution intensity

80. (p. 58) _____ is often difficult to accomplish due to previously entrenched attitudes toward the product or brand.

- A. Positioning by cultural symbols
- B. Positioning by price/quality
- C. Positioning by product attributes
- D. Repositioning**
- E. Positioning by product user

81. (p. 58) Unisys Corporation engaged in a multi-million dollar campaign to alter its perceptions among many of its customers that it was simply a hardware manufacturer. Unisys wants customers to see it as a services and technology provider. Unisys was:

- A. using a repositioning strategy**
- B. segmenting the market in new, more profitable ways
- C. adopting a concentrated strategy
- D. adopting an undifferentiated strategy
- E. employing lifestyle segmentation

82. (p. 58) Years ago United Parcel Service (UPS) ran an ad campaign based around the slogan, "moving at the speed of business." Later, UPS introduced a new slogan, "What can brown do for you?" The new ads are designed to make customers aware of the different services besides fast delivery that UPS offers. By moving away from promoting itself as simply a delivery company, UPS has:

- A. used a repositioning strategy**
- B. segmented the market in new, more profitable ways
- C. adopted a concentrated strategy
- D. adopted an undifferentiated strategy
- E. employed lifestyle segmentation

83. (p. 59) Initially, Crush orange drink was marketed to teenagers, but when Cadbury Beverages acquired the drink, it was already marketing Sunkist orange drink to teens. Cadbury used _____ to move Crush toward a drink for the whole family to enjoy.

- A. positioning by cultural symbols
- B. positioning by price/quality
- C. positioning by product attributes
- D.** repositioning
- E. positioning by product category

84. (p. 59) During declining or stagnant sales, marketers of a product often attempt:

- A.** product repositioning
- B. concentrated marketing
- C. differentiated marketing
- D. undifferentiated marketing
- E. product differentiation

85. (p. 59-60) All of the following are steps in the development of a positioning platform EXCEPT:

- A. identification of competitors
- B. analyzing consumers' preferences
- C. determining competitors' positions
- D. making the positioning decision
- E.** marketing segmentation

86. (p. 59) The first step in the development of the positioning platform is to:

- A.** identify competitors
- B. analyze consumers' preferences
- C. determine competitors' positions
- D. make the positioning decision
- E. implement market segmentation

87. (p. 60) When marketers are attempting to identify the *ideal brand* or *product*, they are in which stage of the positioning platform development?

- A. identification of competitors
- B. analyzing consumers' preferences**
- C. determining competitors' new-product processes
- D. making the positioning decision
- E. marketing segmentation

88. (p. 61) A marketer who is developing a marketing planning program is making decisions about:

- A. all of the elements in the marketing mix**
- B. market segmentation variables
- C. the type and number of marketing objectives to set
- D. positioning strategies to use
- E. the organization's mission statement

89. (p. 61) The meaning a consumer attributes to a product or brand and what he or she experiences in purchasing it is known as:

- A. functional utility
- B. product quality
- C. brand extension
- D. product symbolism**
- E. product utility

90. (p. 61-62) Which of the following is NOT considered a part of the product offering?

- A. packaging
- B. branding
- C. marketing channels**
- D. warranties
- E. after-the-sale service

91. (p. 60-61) Which of the following is considered a part of the product offering?

- A. service
- B. warranties
- C. symbolic meanings
- D. packaging
- E.** all of the above

92. (p. 62) How does strong brand equity benefit the seller?

- A. Product quality becomes completely irrelevant.
- B. It allows the seller to use undifferentiated marketing.
- C. It enables the seller to hide product success from its competition.
- D.** It allows the seller to achieve higher sales volume and/or profit.
- E. All of the above statements describe how strong brand equity benefits the seller.

93. (p. 62) _____ is the intangible asset of added value or goodwill that results from the favorable image, impressions, differentiation, and/or strength of a consumer's attachment to a company's name or trademark.

- A. Product affiliation
- B. Product symbolism
- C.** Brand equity
- D. Brand symbolism
- E. Trademark recognition

94. (p. 62) Which of the following statements about packaging is true?

- A. Packaging is one of the promotion decisions.
- B.** Self-service stores have changed the emphasis placed on packaging.
- C. Packaging is one of the distribution decisions.
- D. Packaging is not part of an integrated marketing communications strategy.
- E. Packaging plays a key role in establishing product symbolism.

95. (p. 63) The marketing mix variable that deals with what a consumer must give up to purchase a product or service is:

- A. product
- B. price**
- C. promotion
- D. distribution
- E. production

96. (p. 63) With increased competition, marketers are replacing ads with packaging to:

- A. reduce dependence on the demographic marketing approach
- B. attempt to limit competitive responses to uncontrolled variables
- C. offer a low-tech approach that appeals to late adopters and laggards
- D. present their selling proposition**
- E. integrate a niche marketing strategy for infrequent buyers

See IMC Perspective 2-3.

97. (p. 64) When developing a _____, costs, competition, demand factors, and perceived value must be taken into consideration.

- A. target market
- B. channel of distribution
- C. promotional mix
- D. pricing strategy**
- E. segmentation strategy

98. (p. 64) Promotional expenditures on advertising, sales promotion, and personal selling:

- A. are not relevant when determining a pricing structure
- B. are incomes that must be covered in a firm's pricing structure
- C. contribute to a product's cost and price and thus make it harder to sell
- D. are expenses that must be covered but can also help reduce costs by creating demand for a product**
- E. are examples of fixed costs on an organization's income statement

99. (p. 64) Which of the following statements about the interaction of pricing with advertising and promotion is true?

- A. The positive relationship between high relative advertising and price levels is weakest for products in the introductory stage of the product life cycle.
- B. The positive relationship between high relative advertising and price levels is weakest for products that are market leaders.
- C. Companies with high-quality products are damaged the least, in terms of return on investment, by inconsistent advertising and pricing strategies.
- D. Brands with low relative advertising budgets are able to charge premium prices.
- E.** None of the above statements about the interaction of pricing with advertising and promotion is true.

100. (p. 64) Marketing _____ are the set of interdependent organizations involved in the process of making a product or service available for consumption.

- A.** channels
- B. hierarchies
- C. facilitators
- D. consumers
- E. programs

101. (p. 65) Doncaster is a company that sells fashionable women's clothing through wardrobe parties. It targets women who are too busy to go to stores to shop. Doncaster is utilizing a(n):

- A.** direct channel of distribution
- B. indirect channel of distribution
- C. marketing intermediary
- D. direct-response advertising medium
- E. reseller channel

102. (p. 65) Which of the following is an example of a reseller?

- A. a real estate agency
- B. an auction company
- C. McRae's department store
- D. Clyde Fitch Wholesale Grocer
- E.** all of the above

103. (p. 65) Hunter ceiling fans are sold to retailers who then sell them to ultimate consumer. The manufacturer of Hunter ceiling fans is using a(n):

- A. direct channel of distribution
- B. indirect channel of distribution**
- C. multiple-level channel
- D. direct-response advertising medium
- E. reseller channel

104. (p. 63) _____ are programs designed to persuade the retailer to promote a manufacturer's products.

- A. Promotional pull strategies
- B. Spot television campaigns
- C. Spot radio campaigns
- D. Promotional push strategies**
- E. Progressive adherence policies

105. (p. 66) With _____, advertising expenditures and promotional efforts are directed toward the ultimate consumer.

- A. promotional pull strategies**
- B. promotional push strategies
- C. trade advertising
- D. market harvesting strategies
- E. non-intermediary marketing

106. (p. 66) An ad for Aricept, a prescription-only drug for patients in the early stages of Alzheimer's disease, was published in a *Better Homes & Gardens* magazine. Since the ad encouraged consumers to ask their doctors about this drug and whether it would help them or someone they knew, the drug company that placed the ad is using:

- A. trade advertising
- B. a promotional pull strategy**
- C. a harvesting strategy
- D. a consumer promotion
- E. a promotional push strategy

Chapter 02 - The Role of IMC in the Marketing Process

107. (p. 66) An ad in a publication aimed at veterinarians explaining why they should recommend Eukanuba cat food to the owners of all the cats they treat is an example of:

- A. consumer advertising
- B. a promotional pull strategy
- C. a harvesting strategy
- D. a consumer promotion
- E. a promotional push strategy**

108. (p. 66) An ad in *Floral Management*, a publication for retail florists, promotes Redwood Grove tulips as a product that will enhance any spring bouquet that the florists sell to ultimate consumers. The ad for Redwood Grove tulips is an example of:

- A. trade advertising**
- B. a promotional pull strategy
- C. a harvesting strategy
- D. a consumer promotion
- E. a promotional inertia strategy

109. (p. 66) A company with a limited promotional budget and few funds for advertising and promotion is likely to use:

- A. a promotional pull strategy
- B. a promotional push strategy**
- C. a brand equity strategy
- D. a gravity-oriented strategy
- E. any of the above

110. (p. 66) Whether a company decides to employ a push or pull strategy is directly influenced by:

- A. the company's relationship with the trade**
- B. existing supplies of the firm's products
- C. the amount of money budgeted for marketing research
- D. the company's mission statement
- E. all of the above