

1) Marketing communications agency professionals typically work on many different clients at the same time.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 3

Skill: Concept

Objective: 1-1

2) Most internships in marketing communications are paid positions.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 3

Skill: Concept

Objective: 1-1

3) The push for accountability is being driven by chief executive officers, brand managers, creatives, and account managers.

- a. True
- b. False

Answer: b

Diff: 1

Type: TF

Page Reference: 7

Skill: Concept

Objective: 1-1

4) Technology has spawned literally millions of new media that have been enthusiastically embraced by consumers.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 8

Skill: Concept

Objective: 1-1

5) In the current competitive environment, tangible differences between brands have become larger over time.

- a. True
- b. False

Answer: b

Diff: 1

Type: TF

Page Reference: 9

Skill: Concept

Objective: 1-1

6) Brand parity is the result of consumers believing that most brands offer the same set of attributes.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 9

Skill: Concept

Objective: 1-1

7) Advertising that is disconnected with other elements, such as sales promotion, is much less effective.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 9

Skill: Concept

Objective: 1-1

8) Companies are adding expenditures or shifting them from more traditional media to nontraditional or alternative media.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 8

Skill: Concept

Objective: 1-1

- 9) Brand loyalty has experienced a steady decline.  
a. True  
b. False

Answer: a  
Diff: 3  
Type: TF  
Page Reference: 9  
Skill: Application  
Objective: 1-1

- 10) Communication is defined as transmitting, receiving, and processing information.  
a. True  
b. False

Answer: a  
Diff: 1  
Type: TF  
Page Reference: 4  
Skill: Concept  
Objective: 1-2

- 11) Companies that use advertisements to send messages to customers are the senders in a communications model.  
a. True  
b. False

Answer: a  
Diff: 1  
Type: TF  
Page Reference: 4  
Skill: Concept  
Objective: 1-2

- 12) Taking the central message from the marketing strategy and turning it into some form of communication is called encoding.  
a. True  
b. False

Answer: a  
Diff: 2  
Type: TF  
Page Reference: 4  
Skill: Concept  
Objective: 1-2

13) Television commercials and banner ads made from a central message from the marketing strategy are examples of encoding.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 4

Skill: Application

Objective: 1-2

14) Televisions sets and billboards are examples of senders in the communication process.

- a. True
- b. False

Answer: b

Diff: 3

Type: TF

Page Reference: 4

Skill: Application

Objective: 1-2

15) Decoding occurs when the message is interpreted by the receiver.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 5

Skill: Concept

Objective: 1-2

16) When a customer smells a perfume sample in a magazine while reading an ad, decoding is taking place.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 5

Skill: Application

Objective: 1-2

17) Typically, advertising messages are decoded in the same way by large numbers of consumers because of the standard nature of the decoding process.

- a. True
- b. False

Answer: b

Diff: 3

Type: TF

Page Reference: 5

Skill: Application

Objective: 1-2

18) Noise is anything that distorts or disrupts a message and can occur at any stage in the communication process.

- a. True
- b. False

Answer: a

Diff: 1

Type: TF

Page Reference: 5

Skill: Concept

Objective: 1-2

19) The large number of marketing messages consumers are exposed to daily is an example of noise, specifically called clutter.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 5

Skill: Concept

Objective: 1-2

20) The actual purchase of a product or a complaint about a good or service is feedback in the communications model.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 5

Skill: Concept

Objective: 1-2

21) One form of noise in the marketing communication process is multitasking, which is doing something else at the same time an ad is being viewed.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 6

Skill: Application

Objective: 1-2

22) An integrated marketing communications program should be viewed as an overall organizational process rather than a marketing plan or marketing function.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 7

Skill: Concept

Objective: 1-3

23) Tim Hortons' plan that every piece of communication received by the audience be consistent on a single message is an example of an integrated marketing communications approach.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 7

Skill: Application

Objective: 1-3

24) In an IMC plan, each of the channels is assessed for its potential to deliver the message to the target audience.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 7

Skill: Concept

Objective: 1-4

25) One of the problems that has typically plagued the execution of traditional marketing communications plans was the focus on advertising as the core of any program.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 7

Skill: Concept

Objective: 1-4

26) One of the problems that has plagued the execution of traditional marketing communications plans was that the various pieces of the marketing communications were often managed by one person.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 7

Skill: Concept

Objective: 1-4

27) Hewlett-Packard takes databases and uses them to calculate and establish a customer value for each buyer.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 7

Skill: Application

Objective: 1-4

28) A marketing manager is a person who works directly for the company that will invest in the marketing communications.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5

29) The roles and responsibilities of the marketing managers working within Canadian organizations are relatively similar.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5

30) The first task of the marketing manager is to establish the budget.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5

31) Increasing the market share of a firm is an example of a marketing communications objective.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 10

Skill: Application

Objective: 1-5

32) The marketing manager must align marketing communications outcomes with the overall objectives.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5



33) Along with objectives, the marketing manager should be responsible for allocating a budget for the campaign.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5

34) It is not critical for the marketing communications campaign to be executed in concert with the rest of the marketing functions performed elsewhere in the firm.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 10

Skill: Concept

Objective: 1-5

35) The marketing manager hires external companies to develop or execute any number of elements of the marketing communications campaign.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 11

Skill: Concept

Objective: 1-5

36) There are a wide variety of marketing communications agencies in Canada.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 11

Skill: Concept

Objective: 1-5

37) Brand development, creative development or public relations are examples of marketing communications functions offered by full-service agencies.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 11

Skill: Application

Objective: 1-5

38) Cossette is Canada's largest marketing communications agency.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 11

Skill: Application

Objective: 1-5

39) Niche agencies perform a broad range of marketing communications functions.

- a. True
- b. False

Answer: b

Diff: 2

Type: TF

Page Reference: 11

Skill: Concept

Objective: 1-5

40) Noise Digital specializes in communicating in the digital medium.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 11

Skill: Application

Objective: 1-5

41) One way that an agency can establish itself as niche is to specialize in a certain market.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 11

Skill: Concept

Objective: 1-5

42) An agency that focuses on delivering marketing communication for clients interested in connecting with the youth market is an example of a niche agency.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 11

Skill: Application

Objective: 1-5

43) The Institute of Communications Agencies offers a member directory containing most major agencies in the country.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 12

Skill: Application

Objective: 1-5

44) Account services determines what needs to be accomplished within the agency and marshals the resources to get it done.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 12

Skill: Concept

Objective: 1-5

- 45) The process of selecting a marketing communications agency is easy.  
a. True  
b. False

Answer: b  
Diff: 2  
Type: TF  
Page Reference: 14  
Skill: Concept  
Objective: 1-6

- 46) Company leaders identify and prioritize corporate goals before making any contact with a marketing communications agency.  
a. True  
b. False

Answer: a  
Diff: 2  
Type: TF  
Page Reference: 15  
Skill: Concept  
Objective: 1-6

- 47) The second step in selecting an agency is requesting references.  
a. True  
b. False

Answer: b  
Diff: 1  
Type: TF  
Page Reference: 15  
Skill: Concept  
Objective: 1-6

- 48) The size of the agency being considered is not important.  
a. True  
b. False

Answer: b  
Diff: 2  
Type: TF  
Page Reference: 15  
Skill: Concept  
Objective: 1-6

49) One method of judging an agency's creativity is to review the list of awards the company has received.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 16

Skill: Concept

Objective: 1-6

50) A shootout is a pitch that includes a formal presentation addressing a specific problem, situation, or set of questions.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 17

Skill: Concept

Objective: 1-6

51) Google is an example of a media company.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 18

Skill: Application

Objective: 1-6

52) Many of the most popular brands in Canada are American-based.

- a. True
- b. False

Answer: a

Diff: 3

Type: TF

Page Reference: 19

Skill: Application

Objective: 1-7

53) One of the issues facing marketers is the vastness of the Canadian market and regional differences in both consumer behaviour and media across the country.

- a. True
- b. False

Answer: a

Diff: 2

Type: TF

Page Reference: 19

Skill: Concept

Objective: 1-7

54) Marketing communications agency professionals typically work on

- a. one client
- b. many different clients at the same time
- c. their own schedule
- d. a flexible timetable

Answer: b

Diff: 3

Type: MC

Page Reference: 3

Skill: Application

Objective: 1-1

55) Kimberly Jang of Identica has worked on many campaigns. Her favourite one was the David Suzuki Foundation because it allowed her to

- a. work from home
- b. meet David Suzuki
- c. see how marketing communications can make a positive difference for our society
- d. understand why marketing communications is often viewed as a bad thing

Answer: c

Diff: 3

Type: MC

Page Reference: 3

Skill: Application

Objective: 1-1

56) Factors contributing to the growth of integrated marketing communications include all of the following *except*:

- a. increased accountability
- b. rising costs of media space and time
- c. audience adoption of new media
- d. increased competition

Answer: b  
Diff: 1  
Type: MC  
Page Reference: 7  
Skill: Concept  
Objective: 1-1

57) Marketing account executives are facing increasing pressures related to:

- a. accountability
- b. affordability
- c. accessibility
- d. applicability

Answer: a  
Diff: 1  
Type: MC  
Page Reference: 7  
Skill: Concept  
Objective: 1-1

58) An advertising agency is told a campaign should result in a 20% increase in sales. This is an example of:

- a. marketing myopia
- b. standardization
- c. adaptation
- d. accountability

Answer: d  
Diff: 2  
Type: MC  
Page Reference: 7  
Skill: Concept  
Objective: 1-1

59) Marketing communications today means

- a. capturing someone's attention
- b. finding ways to engage and interact with consumers
- c. using traditional advertising messages
- d. rejecting the use of new media

Answer: b  
Diff: 2  
Type: MC  
Page Reference: 8  
Skill: Concept  
Objective: 1-1

60) In the current competitive environment, tangible differences between brands have \_\_\_\_\_ over time.

- a. become larger
- b. become smaller
- c. remained the same
- d. become insurmountable

Answer: b

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-1

61) When consumers believe that most brands offer the same set of attributes, the result is

- a. brand accountability
- b. brand parity
- c. brand management
- d. brand planning

Answer: b

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-1

62) Advertising that is disconnected with other elements, such as sales promotion, is much

- a. more effective
- b. less effective
- c. less important
- d. more important

Answer: b

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-1

63) The individuals who develop brilliant ideas for promotional campaigns are called:

- a. account executives
- b. brand managers
- c. creatives
- d. receivers



Answer: c

Diff: 1

Type: MC

Page Reference: 13

Skill: Concept

Objective: 1-5

64) A creative's main responsibility is to:

- a. compile a database regarding consumer behaviour
- b. evaluate the marketing plan
- c. turn the message into action
- d. receive marketing messages from various sources

Answer: c

Diff: 2

Type: MC

Page Reference: 13

Skill: Concept

Objective: 1-5

65) Susan just developed a new slogan to use in a company's advertising. Her main job is to think up these ideas and put them into the company's advertising plan. Susan is a(n):

- a. account manager
- b. brand manager
- c. creative
- d. media manager

Answer: c

Diff: 3

Type: MC

Page Reference: 13

Skill: Application

Objective: 1-5

66) Companies are shifting advertising dollars to Web sites such as YouTube. This is an example of the current trend of:

- a. greater accountability
- b. a shift in responsibility of individuals involved in advertising
- c. greater use of alternative media
- d. greater use of database marketing

Answer: c

Diff: 2

Type: MC

Page Reference: 8

Skill: Concept

Objective: 1-1

- 67) Current thinking in marketing suggests that you cannot assume that the best approach is to capture someone's attention. Instead, marketing communication now means
- a. finding alternative media that can effectively communicate with consumers
  - b. holding advertising agencies and creatives accountable for results
  - c. moving marketing and advertising functions in-house rather than using an advertising agency
  - d. finding ways to engage with and interact with consumers

Answer: d

Diff: 2

Type: MC

Page Reference: 8

Skill: Concept

Objective: 1-1

- 68) The person or group who wishes to convey a message is which element of the communication process?
- a. sender
  - b. encoder
  - c. decoder
  - d. receiver

Answer: a

Diff: 1

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

- 69) In terms of a communications model, the sender is:
- a. the company seeking to sell a product
  - b. a television set
  - c. the consumer viewing an ad on the Internet
  - d. a consumer ignoring an ad in a newspaper

Answer: a

Diff: 2

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

70) When Sean shops for an automobile, who are the senders in the communication process?

- a. Honda and Toyota
- b. CTV and CBC
- c. The Globe and Mail and the Montreal Gazette
- d. The Internet

Answer: a

Diff: 3

Type: MC

Page Reference: 4

Skill: Application

Objective: 1-2

71) The verbal and nonverbal cues that a salesperson uses during a sales presentation are which part of the communication process?

- a. sending
- b. encoding
- c. transmission
- d. filtering out noise

Answer: b

Diff: 3

Type: MC

Page Reference: 4

Skill: Application

Objective: 1-2

72) In terms of the communication process, a creative preparing an ad is most likely going to be involved in:

- a. encoding
- b. transmission
- c. decoding
- d. noise or clutter

Answer: a

Diff: 2

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

73) Preparing ad copy is which part of the communication process?

- a. decoding
- b. situational analysis
- c. encoding
- d. filtering out noise

Answer: c

Diff: 2

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

74) In terms of communication, encoding is:

- a. a sales pitch recited by a salesperson
- b. the database manager finding a statistical oddity
- c. a chat room on the Internet
- d. a purchase decision by a consumer

Answer: a

Diff: 3

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

75) In the communication process, the items that carry the message from the sender to the receiver are:

- a. encoding processes
- b. decoding processes
- c. transmission devices
- d. feedback devices

Answer: c

Diff: 1

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

76) A consumer sees a billboard while driving. The billboard is a:

- a. creative
- b. decoding device
- c. transmission device
- d. form of feedback

Answer: c

Diff: 2

Type: MC

Page Reference: 4

Skill: Concept

Objective: 1-2

77) When a message is heard or seen by a consumer, what is taking place?

- a. encoding
- b. transmission
- c. decoding
- d. feedback

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-2

78) A person smells the fragrance of a perfume attached to a magazine advertisement. What is taking place?

- a. encoding
- b. transmission
- c. decoding
- d. feedback

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-2

79) The person reading a magazine advertisement plays which role in the communications model?

- a. sender
- b. decoder
- c. receiver
- d. object

Answer: c

Diff: 1

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-2

80) Kodak's marketing team identifies a group of people who are most likely to use the company's new digital photo technology and creates advertisements specifically for them. In a communication model, these individuals are:

- a. senders
- b. decoder
- c. receivers
- d. subjects

Answer: c

Diff: 3

Type: MC

Page Reference: 5

Skill: Application

Objective: 1-2

81) Noise is:

- a. anything that carries a message from a sender to a receiver
- b. changing a message to match the specific needs of a target audience
- c. a verbal or nonverbal cue delivered by the sender
- d. anything that distorts or disrupts a message

Answer: d

Diff: 1

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-2

82) Michelle is trying to tutor George, but a stereo is playing loudly in the room next door, making it difficult to concentrate. This is an example of:

- a. feedback disruption
- b. noise
- c. encoding design
- d. a contact point

Answer: b

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-3

83) While browsing the Internet, a consumer encounters a new pop-up ad every time a new page is opened. This is an example of:

- a. advertising effectiveness
- b. perceptual distortion
- c. clutter
- d. brand parity

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-3

84) All of the following are examples of clutter *except*:

- a. eight minutes of ads per half hour on television
- b. the inside of a bus that has ads all along the top on both sides
- c. Web sites loaded with commercials
- d. a miscommunication between an ad agency and a brand manager

Answer: d

Diff: 1

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-3

85) Which of the following is an example of feedback in a marketing channel?

- a. new product development
- b. a customer complaint
- c. a decision to begin international operations
- d. removing a product from the market

Answer: b

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-3

86) Julie is explaining an integrated marketing communications program to Michael. In this situation:

- a. Julie is a sender and Michael is an encoder
- b. Julie is a receiver and Michael is using a transmission device
- c. Julie is a sender and Michael is a receiver
- d. Julie is a transmission device and Michael is a decoder

Answer: c

Diff: 2

Type: MC

Page Reference: 5

Skill: Concept

Objective: 1-3

87) The coordination and integration of all marketing communications tools, avenues, and sources within a company into a seamless program that maximizes the impact on consumers and other stake holders at a minimal cost is:

- a. the marketing plan
- b. the marketing mix
- c. integrated marketing communications
- d. marketing strategy

Answer: c

Diff: 1

Type: MC

Page Reference: 7

Skill: Concept

Objective: 1-4

88) Integrated marketing communications affects all of the following *except*:

- a. business-to-business market
- b. marketing channel
- c. internally directed communications
- d. competitors' advertising

Answer: d

Diff: 1

Type: MC

Page Reference: 7

Skill: Concept

Objective: 1-4

89) In the marketing mix, where does integrated marketing communications belong?

- a. pricing decisions
- b. product design
- c. promotion
- d. distribution

Answer: c

Diff: 1

Type: MC

Page Reference: 6

Skill: Concept

Objective: 1-4



90) The marketing mix consists of the product, the price, the place, and:

- a. emotion
- b. promotion
- c. delivery system
- d. service

Answer: b

Diff: 1

Type: MC

Page Reference: 6

Skill: Concept

Objective: 1-4

91) Which is ordinarily *not* considered part of the promotions mix?

- a. advertising
- b. product design
- c. personal selling
- d. sales promotions

Answer: b

Diff: 1

Type: MC

Page Reference: 6

Skill: Concept

Objective: 1-4

92) One problem that has typically plagued the execution of traditional marketing communications plans was

- a. the focus on advertising as the core of any program
- b. the focus on sales promotions as the core of any program
- c. the focus on digital marketing as the core of any program
- d. the focus on direct marketing as the core of any program

Answer: a

Diff: 1

Type: MC

Page Reference: 7

Skill: Concept

Objective: 1-4

- 93) One problem that has typically plagued the execution of traditional marketing communications plans was that the various pieces of marketing communications were often managed by
- a. one person
  - b. People on different teams working towards the same goal
  - c. different people
  - d. no one

Answer: c

Diff: 2

Type: MC

Page Reference: 7

Skill: Concept

Objective: 1-4

- 94) A person who works directly for the company that will invest in the marketing communications is the
- a. marketing manager
  - b. production manager
  - c. media manager
  - d. account planner

Answer: a

Diff: 1

Type: MC

Page Reference: 10

Skill: Concept

Objective: 1-5

- 95) The first task of the marketing manager is to determine
- a. the marketing communications budget
  - b. what role marketing communications can play within the broader context of the marketing plan
  - c. the pricing strategy for the campaign
  - d. the staffing requirements for the campaign

Answer: b

Diff: 2

Type: MC

Page Reference: 10

Skill: Concept

Objective: 1-5

96) The largest marketing communications agencies in Canada are so-called

- a. pioneer agencies
- b. niche agencies
- c. full-service agencies
- d. planning agencies

Answer: c

Diff: 3

Type: MC

Page Reference: 11

Skill: Application

Objective: 1-6

97) Agencies that are defined by their strategy to specialize in one specific area of marketing communications are so-called

- a. pioneer agencies
- b. niche agencies
- c. full-service agencies
- d. planning agencies

Answer: b

Diff: 2

Type: MC

Page Reference: 11

Skill: Concept

Objective: 1-6

98) Full-service agencies perform a \_\_\_\_\_ range of marketing communications functions.

- a. particular
- b. specific
- c. narrow
- d. broad

Answer: d

Diff: 2

Type: MC

Page Reference: 11

Skill: Concept

Objective: 1-6

99) An agency that has focused its efforts in the agricultural industry is an example of an agency that has specialized by

- a. market
- b. target audience
- c. communications tactic
- d. competition

Answer: a

Diff: 3

Type: MC

Page Reference: 11

Skill: Application

Objective: 1-6

100) An agency that works only in the area of product placement is an example of an agency that has specialized by

- a. market
- b. target audience
- c. communications tactic
- d. competition

Answer: c

Diff: 3

Type: MC

Page Reference: 11

Skill: Application

Objective: 1-6

101) An agency that focuses on delivering marketing communications for clients interested in connecting with the youth market is an example of an agency that has specialized by

- a. market
- b. target audience
- c. communications tactic
- d. competition

Answer: b

Diff: 3

Type: MC

Page Reference: 11

Skill: Application

Objective: 1-6

102) When selecting an agency, a company will do all of the following, *except*:

- a. consider the "pitch"
- b. request references
- c. request accountability
- d. identify and prioritize corporate goals

Answer: c

Diff: 1

Type: MC

Page Reference: 15

Skill: Concept

Objective: 1-6

103) If a large firm were to hire a small agency,

- a. the large firm may not be able to pay for the agency's sophisticated services and processes
- b. the large firm's account could be lost
- c. the large firm may be treated as being insignificant
- d. the small agency might be overwhelmed by the account

Answer: d

Diff: 3

Type: MC

Page Reference: 15

Skill: Application

Objective: 1-6

104) Client retention rates is an example of

- a. an evaluation criteria in choosing a marketing communications agency
- b. a financial goal
- c. a goal when choosing a marketing communications agency
- d. a "pitch"

Answer: a

Diff: 2

Type: MC

Page Reference: 16

Skill: Concept

Objective: 1-6

105) Often a pitch includes a formal presentation addressing a specific problem, situation or set of questions. This is called a

- a. home run
- b. shootout
- c. goal
- d. birdie

Answer: b

Diff: 2

Type: MC

Page Reference: 17

Skill: Concept

Objective: 1-6

106) All of the following are examples of potential evaluation criteria in choosing a marketing communications agency *except*:

- a. production capabilities
- b. personal chemistry
- c. market potential
- d. conflicts of interest

Answer: c

Diff: 2

Type: MC

Page Reference: 16

Skill: Concept

Objective: 1-6

107) CTV and Maclean's are examples of

- a. marketing strategies
- b. marketing elements
- c. production companies
- d. media companies

Answer: d

Diff: 3

Type: MC

Page Reference: 18

Skill: Application

Objective: 1-6

108) Bell Media is a multi-media company with leading assets in all the following, *except*:

- a. television
- b. manufacturing
- c. radio
- d. digital

Answer: b

Diff: 3

Type: MC

Page Reference: 18

Skill: Application

Objective: 1-6

109) Asking an agency for a list of awards it has received is an example of which screening element:

- a. relevant experience
- b. creative reputation and capabilities
- c. client retention rates
- d. production capabilities

Answer: b

Diff: 3

Type: MC

Page Reference: 16

Skill: Application

Objective: 1-6

110) Each of the following is a responsibility of an agency in order to ensure a successful relationship with a client, *except*:

- a. be stable
- b. be process-driven
- c. be understanding
- d. be committed

Answer: a

Diff: 1

Type: MC

Page Reference: 18

Skill: Concept

Objective: 1-6

111) Which of the following is a responsibility of a client in order to ensure a successful relationship with an agency?

- a. be stable
- b. be process-driven
- c. be understanding
- d. be committed

Answer: a

Diff: 1

Type: MC

Page Reference: 18

Skill: Concept

Objective: 1-6

112) Which of the following is not a Canadian brand?

- a. Nike
- b. BlackBerry
- c. Roots
- d. Tim Hortons

Answer: a

Diff: 1

Type: MC

Page Reference: 19

Skill: Application

Objective: 1-7

113) All of the following are examples of services offered by Canadian companies for broadcast marketing communications, *except*:

- a. sound studios
- b. animators
- c. coupon processing
- d. editing

Answer: c

Diff: 3

Type: MC

Page Reference: 19

Skill: Application

Objective: 1-6

114) Which of the following is not an issue facing Canadian marketers?

- a. regional differences in media
- b. the homogenous landscape of the Canadian people
- c. the vastness of the Canadian market
- d. regional differences in consumer behaviour

Answer: b

Diff: 2

Type: MC

Page Reference: 19

Skill: Concept

Objective: 1-6

115) Brand parity is the:

- a. perception that there are no real differences between major brands
- b. feeling that most advertising is false
- c. belief that all advertisers say essentially the same thing
- d. idea that brands are distinct and easy to identify

Answer: a

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-1

116) Michael buys a CD player from the closest store because he doesn't think there is much of a difference between brands. This is an example of:

- a. a poor quality IMC program
- b. standardization
- c. marketing integration
- d. brand parity



Answer: d  
Diff: 2  
Type: MC  
Page Reference: 9  
Skill: Concept  
Objective: 1-1

- 117) To combat brand parity, the marketing team at a company such as Johnson & Johnson might claim it:
- a. is developing additional products
  - b. has found new customers to buy products
  - c. has new locations
  - d. sells superior products

Answer: d  
Diff: 3  
Type: MC  
Page Reference: 9  
Skill: Application  
Objective: 1-1

- 118) Integrated market communications is important because purchase decisions are often made with the help of:
- a. homogeneous marketing
  - b. standardized advertising
  - c. generic commercials
  - d. targeted promotions

Answer: d  
Diff: 2  
Type: MC  
Page Reference: 9  
Skill: Concept  
Objective: 1-4

- 119) Today, purchase-behaviour predictions are more precise due to the development of the:
- a. UPS
  - b. UPC
  - c. UCP
  - d. UPP

Answer: b  
Diff: 2  
Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-4

120) The bar-code technology was originally used to manage:

- a. inventories
- b. assets
- c. liabilities
- d. cash

Answer: a

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-4

121) UPCs combined with other technology are useful in IMC because they:

- a. facilitate the implementation of JIT
- b. enable EOQ calculations to be performed electronically
- c. allow quicker service at consumer contact points
- d. allow large amounts of data and information about customers to be gathered

Answer: d

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-4

122) Full-service agencies perform all of the following functions, *except*:

- a. brand development
- b. creative development
- c. direct marketing
- d. global strategies

Answer: d

Diff: 2

Type: MC

Page Reference: 11

Skill: Concept

Objective: 1-5

123) The people who have a hands-on role in bringing the ideas from the creative and media department to life are:

- a. production managers
- b. media managers
- c. creatives
- d. account planners

Answer: a

Diff: 2

Type: MC

Page Reference: 13

Skill: Concept

Objective: 1-5

124) The skills most valued by employers for the position of media manager include all of the following, *except*:

- a. creative skills
- b. organizational skills
- c. comfort with numbers
- d. communication skills

Answer: a

Diff: 2

Type: MC

Page Reference: 13

Skill: Concept

Objective: 1-5

125) According to Martyn Straw, chief strategy officer for an advertising agency, marketing has gone from an expense to a(n) \_\_\_\_\_.

- a. cost
- b. investment
- c. burden
- d. liability

Answer: b

Diff: 2

Type: MC

Page Reference: 8

Skill: Concept

Objective: 1-4

126) Younger consumers are more likely to \_\_\_\_\_ new technology.

- a. embrace
- b. reject
- c. be indifferent to
- d. be intimidated by

Answer: a

Diff: 2

Type: MC

Page Reference: 8

Skill: Concept

Objective: 1-4

127) Campaigns now use \_\_\_\_\_ mean(s) of communicating with audiences.

- a. repetitive
- b. no
- c. one
- d. multiple

Answer: d

Diff: 2

Type: MC

Page Reference: 7

Skill: Concept

Objective: 1-4

128) In the past, predictions of consumer purchasing behaviours were based on the results of test markets, attitudinal research, and intention-to-buy surveys. Although excellent means of obtaining information about consumers, they are all of the following, *except*:

- a. slow
- b. precise
- c. costly
- d. potentially unreliable

Answer: b

Diff: 2

Type: MC

Page Reference: 9

Skill: Concept

Objective: 1-4