

Name_____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor is called _____. 1) _____
- A) direct marketing
 - B) personal selling
 - C) advertising
 - D) sales promotion
 - E) public relations
- 2) All of the following are important decisions during the process of developing an advertising program EXCEPT _____. 2) _____
- A) developing advertising strategy
 - B) setting advertising objectives
 - C) evaluating advertising campaigns
 - D) selecting a target market
 - E) setting the advertising budget
- 3) Advertising _____ define the task that advertising must accomplish with a specific target audience during a specific period of time. 3) _____
- A) objectives
 - B) evaluations
 - C) strategies
 - D) campaigns
 - E) budgets
- 4) An advertising objective is classified by its primary purpose, which is to inform, persuade, or _____. 4) _____
- A) convince
 - B) encourage
 - C) compete
 - D) remind
 - E) explain
- 5) Which of the following is an objective of informative advertising? 5) _____
- A) encourage customers to switch brands
 - B) keep brand in customer minds during off-seasons
 - C) suggest new uses for a product
 - D) change customer perceptions of brand value
 - E) build brand preference
- 6) What is one of the primary goals of reminder advertising? 6) _____
- A) inform the market of a price change
 - B) build brand preference
 - C) maintain customer relationships
 - D) restore company image
 - E) correct false impressions

- 7) When the advertising objective is to build primary demand for a new product category, _____ advertising will most likely be used. 7) _____
- A) informative
 - B) patronage
 - C) comparative
 - D) persuasive
 - E) institutional
- 8) _____ advertising becomes more important as competition increases. The company's objective is to build selective demand. 8) _____
- A) POP promotion
 - B) Patronage
 - C) Informative
 - D) Persuasive
 - E) Reminder - oriented
- 9) Persuasive advertising becomes _____ advertising when a company directly or indirectly compares its brand with one or more other brands. 9) _____
- A) POP promotion
 - B) informative
 - C) comparative
 - D) institutional
 - E) reminder
- 10) What is a potential problem associated with comparative advertising? 10) _____
- A) Competitors respond with their own ads, which often results in negative publicity for both brands.
 - B) Consumers are bombarded with competing ads, which causes them to leave the market completely.
 - C) Competitors develop new and improved products in an attempt to win the advertising contest.
 - D) Consumers confuse the positive and negative aspects of the brands involved in the ad war.
 - E) Consumers alternate between competing products and never develop brand loyalties.
- 11) A product in the maturity stage will often require _____ advertising. 11) _____
- A) comparative
 - B) cooperative
 - C) reminder
 - D) informative
 - E) persuasive
- 12) Familiar products such as Coca-Cola are more likely to use _____. 12) _____
- A) institutional advertising
 - B) informative advertising
 - C) comparative advertising
 - D) reminder advertising
 - E) persuasive advertising

- 13) After determining its advertising objectives, the company's next step in developing an advertising program is to _____. 13) _____
- A) plan its advertising campaign
 - B) determine the media vehicle
 - C) develop its message strategy
 - D) set its advertising budget
 - E) use cash refund offers
- 14) All of the following require high advertising budgets EXCEPT _____. 14) _____
- A) undifferentiated brands
 - B) mature brands
 - C) new products
 - D) low-share brands
 - E) products in competitive markets
- 15) Which of the following may require heavy advertising in order to be set apart from similar products? 15) _____
- A) specialty brands
 - B) international brands
 - C) undifferentiated brands
 - D) flanker brands
 - E) mature brands
- 16) Some large corporations have developed _____ to help determine the optimal investment across various media; such tools are useful when determining the relationship between promotional spending and brand sales. 16) _____
- A) sales techniques
 - B) advertising strategies
 - C) statistical models
 - D) impact studies
 - E) advertising budgets
- 17) Which of the following is an element of developing an advertising strategy? 17) _____
- A) selecting advertising media
 - B) using sophisticated statistical models
 - C) setting the advertising budget
 - D) evaluating advertising campaigns
 - E) setting advertising objectives
- 18) Soaring media costs, focused target marketing strategies, and the growing array of new media have increased the importance of _____. 18) _____
- A) humor in advertisements
 - B) branded entertainment
 - C) competitive parity
 - D) media planning
 - E) advertising budget objectives

- 19) The success of the MINI Let's Motor campaign exemplifies the partnership between which two elements? 19) _____
- A) brand and objective
 - B) message and media
 - C) advertising and Internet
 - D) image and strategy
 - E) technology and creativity
- 20) To be successful, an advertisement must _____. 20) _____
- A) offer the highest quality service
 - B) guarantee the highest quality product
 - C) reach consumers frequently
 - D) gain the attention of consumers
 - E) promise the lowest market price
- 21) The Internet, video on demand, and DVRs (digital video recorders) present which of the following problems for marketers? 21) _____
- A) Consumers cannot focus on specific messages due to advertising clutter.
 - B) Consumers are watching less television.
 - C) Audiences are less interested in media consumption.
 - D) Television advertising is becoming more expensive.
 - E) Consumers have more choices about what to watch or not watch.
- 22) Which of the following represents the merge between advertising and entertainment? 22) _____
- A) Buzz marketing
 - B) Madison & Vine
 - C) webisodes
 - D) Wall St. & Fifth Ave
 - E) product placement
- 23) What is the term used to describe the idea that will be communicated to consumers through an advertisement? 23) _____
- A) message strategy
 - B) consumer-generated message
 - C) message execution
 - D) advertising appeal
 - E) creative concept
- 24) Developing an effective message strategy begins with identifying _____ that can be used as advertising appeals. 24) _____
- A) competitor's weaknesses
 - B) competitor's strengths
 - C) customer benefits
 - D) consumer trends
 - E) consumer emotions

- 25) _____ tend to be straightforward outlines of benefits and positioning points that the advertiser wants to stress. 25) _____
- A) Creative concept strategies
 - B) Branded entertainment plans
 - C) Big idea statements
 - D) Message strategy statements
 - E) Promotion mix plans
- 26) After creating message strategy statements, the advertiser must develop a compelling _____ that will bring the message strategy to life in a distinctive and memorable way. 26) _____
- A) customer strategy
 - B) customer benefit
 - C) media vehicle
 - D) execution style
 - E) creative concept
- 27) The big idea or the creative concept may emerge as a(n) _____, a phrase, or a combination of the two. 27) _____
- A) evaluation
 - B) appeal
 - C) differentiation
 - D) strategy
 - E) visualization
- 28) Which of the following are the three characteristics of an advertising appeal? 28) _____
- A) humorous, memorable, and interesting
 - B) meaningful, believable, and distinctive
 - C) unique, emotional, and entertaining
 - D) trendy, compelling, and appealing
 - E) engaging, informative, and stylish
- 29) The goal of _____ is to make an advertisement so useful that people want to watch it. 29) _____
- A) branded entertainment
 - B) continuity scheduling
 - C) advertainment
 - D) pulse scheduling
 - E) audience engagement
- 30) American Eagle Outfitters has increased interest in its clothing products using which of the following advertising forms? 30) _____
- A) memorable print ads
 - B) text messaging
 - C) brand integrations
 - D) product placement
 - E) webisodes

- 31) Product placement in television programs and movies is an example of _____. 31) _____
A) message execution
B) brand contact
C) advertainment
D) pulsing
E) branded entertainment
- 32) According to experts, what is the biggest potential problem facing advertainment? 32) _____
A) Consumers will remember the advertisement but forget the brand.
B) The marketplace will become cluttered with ads that lack helpful information.
C) Consumer demand for entertaining advertising will become difficult to match.
D) Local networks will oppose running potentially offensive advertisements.
E) The cost of creating clever advertisements will become too steep.
- 33) Which message execution style depicts average people using a product in an everyday setting? 33) _____
A) testimonial evidence
B) scientific evidence
C) personality symbol
D) lifestyle
E) slice of life
- 34) Advertisements built around dream themes are using which type of execution style? 34) _____
A) musical
B) fantasy
C) lifestyle
D) mood or image
E) personality symbol
- 35) The AFLAC duck and Tony the Tiger are examples of _____ used in successful advertising campaigns. 35) _____
A) character creations
B) fantasy figures
C) creative endorsements
D) personality symbols
E) celebrity spokespeople
- 36) What is the first element that a reader notices in a print ad? 36) _____
A) colour
B) copy
C) headline
D) slogan
E) illustration
- 37) An amateur video showing the result of mixing Diet Coke with Mentos candies exemplifies which growing trend in advertising? 37) _____
A) YouTube webisodes
B) consumer-generated messages
C) multiple minicampaigns
D) competitive consumer messages
E) consumer-driven promotions

- 38) How can consumer-generated ads benefit companies and their products? 38) _____
A) Viewers find user-generated advertisements more humorous than professional ads.
B) Consumer criticism of a competitor's product is believable and valuable.
C) Viewers enjoy participating in product contests and being in commercials.
D) Consumers become engaged in the product and consider its value in their lives.
E) Consumers trust the opinions of people similar to themselves.
- 39) All of the following are major steps in advertising media selection EXCEPT _____. 39) _____
A) deciding on format elements
B) deciding on media timing
C) choosing among major media types
D) selecting specific media vehicles
E) deciding on reach, frequency, and impact
- 40) What was one of the results of the "Quiznos vs. Subway TV Ad Challenge"? 40) _____
A) Subway filed a lawsuit asserting that Quiznos ads made false claims about Subway.
B) Most of the submitted ads included negative health information about eating fast food.
C) Consumer-generated ads are now rarely used by companies concerned about legal issues.
D) Quiznos filed a lawsuit against the winner of the Subway contest who created the winning ad.
E) Quiznos developed an advertising contest asking its customers to counter the Subway claims.
- 41) _____ is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. 41) _____
A) Qualitative value
B) Frequency
C) Reach
D) Premium
E) Format
- 42) The number of times an average person in the target market is exposed to an ad is known as the _____. 42) _____
A) engagement
B) impact
C) reach
D) frequency
E) exposure
- 43) The advertiser must decide on the _____, or desired media impact, of a message in a specific medium. 43) _____
A) illustration
B) qualitative value
C) reach
D) frequency
E) exposure costs

- 44) For many years, _____ have dominated the media mix used by national advertisers. However the media mix seems to be shifting. 44) _____
- A) radio and digital media
 - B) radio and television
 - C) newspapers and direct mail
 - D) television and magazines
 - E) direct mail and billboards
- 45) Advertisers are increasingly shifting larger portions of their budgets to media that cost less and target more effectively. Which of the following is harmed the MOST by such a shift? 45) _____
- A) cable television
 - B) network television
 - C) radio
 - D) satellite television systems
 - E) Internet
- 46) All of the following are examples of specialized and highly-targeted media that an advertiser might use to reach smaller customer segments EXCEPT _____. 46) _____
- A) product placement in video games
 - B) e-mail
 - C) cable television channels
 - D) magazines
 - E) podcasts
- 47) The Internet, direct mail, magazines, and radio all offer advertisers which of the following advantages? 47) _____
- A) credibility
 - B) low costs
 - C) audience selectivity
 - D) timeliness
 - E) flexibility
- 48) Companies are doing less _____ and more _____ as a result of an explosion of more focused media that better match today's targeting strategies. 48) _____
- A) broadcasting; narrowcasting
 - B) advertising; public relations
 - C) marketing; personal selling
 - D) narrowcasting; broadcasting
 - E) public relations; advertising
- 49) *This Hour Has 22 Minutes* and *Macleans* are both examples of _____, specific media within each general media type. 49) _____
- A) media multitaskers
 - B) major media
 - C) alternative media
 - D) micromedia
 - E) media vehicles

- 50) The media planner must balance media costs against media _____. 50) _____
A) effectiveness
B) timing
C) economies
D) empires
E) relevance
- 51) When a media planner determines whether an advertisement for dishwashing soap should be placed in *Sports Illustrated* or *Good Housekeeping*, the planner is evaluating the media vehicle's _____. 51) _____
A) market coverage
B) cost per exposure
C) audience engagement
D) editorial quality
E) audience quality
- 52) _____ means scheduling ads evenly within a given period. _____ means scheduling ads unevenly over a given time period. 52) _____
A) Pulsing; Hard hitting
B) Continuity; Hard hitting
C) Pulsing; Continuity
D) Continuity; Pulsing
E) Sequencing; Routing
- 53) Scheduling ads unevenly, which is called _____, builds awareness that is intended to be carried over to the next advertising period. 53) _____
A) pulsing
B) sequencing
C) shuffling
D) segmenting
E) continuity
- 54) What is the number one issue facing today's advertisers? 54) _____
A) estimating the overall costs of an advertising campaign
B) measuring advertising's efficiency and effectiveness
C) calculating the communication effects of an ad campaign
D) determining the favourite media for all demographics
E) managing advertising campaigns on tight budgets
- 55) Sales and profit effects of advertising are difficult to measure because of factors outside of the ad campaign such as _____. 55) _____
A) budgets and communication tools
B) product features, price and availability
C) knowledge and product features
D) brand loyalty and media vehicles
E) seasons and attitude changes

- 56) One way to measure the _____ effects of advertising is to _____ past sales and past advertising expenditures. 56) _____
A) communication; average
B) communication; identify
C) sales; combine
D) sales; compare
E) promotion; analyze
- 57) All of the following are benefits of standardized global advertising EXCEPT _____. 57) _____
A) higher appeal to varying demographics
B) lower advertising costs
C) greater consistency among international Web sites
D) greater global advertising coordination
E) more consistent worldwide image
- 58) Most international advertisers develop global _____ for the sake of efficiency, but they adapt their advertising _____ to make them responsive to local market needs and expectations. 58) _____
A) programs; strategies
B) objectives; programs
C) strategies; objectives
D) campaigns; objectives
E) strategies; programs
- 59) Apple has modified its "I'm a Mac; I'm a PC" ad campaign in Japan for which of the following reasons? 59) _____
A) The Japanese government opposes direct-comparison advertisements.
B) Japanese culture frowns upon humorous advertisements on television.
C) Most Japanese would not notice the differences in style between the two men in the ad.
D) The Japanese culture views bragging as rude.
E) Most Japanese computer users prefer PCs to Apples.
- 60) What is the primary question that must be asked by an advertiser before deciding to run a commercial during the Super Bowl? 60) _____
A) What will be the production costs of the commercial?
B) Will the commercial generate enough buzz to justify the cost?
C) What will be the reach of the commercial?
D) Will the commercial deliver a high return on advertising investment?
E) Does our product match the demographics of the viewing audience?
- 61) Unilever decided not to purchase advertising during the Super Bowl a second time because the maker of Dove _____. 61) _____
A) earned a better response for less money through an outdoor campaign
B) spent too much money on one commercial that received low consumer ratings
C) received negative publicity for running a beauty ad during a sporting event
D) discovered that most of the audience did not watch the sentimental commercial
E) received little buzz after running its commercial during the game

- 62) Which of the five major promotion tools includes building up a positive corporate image and handling unfavourable stories and events? 62) _____
A) sales promotion
B) personal selling
C) direct marketing
D) direct marketing
E) public relations
- 63) Lobbying, or building and maintaining relations with legislators and government officials to influence legislation and regulation, is part of _____. 63) _____
A) outdated business ethics
B) press agencies
C) public relations
D) press relations
E) a mass market strategy
- 64) Which of the following functions is LEAST likely to be performed by a public relations department? 64) _____
A) product publicity
B) investor relations
C) public affairs
D) development
E) media vehicle selection
- 65) When nonprofit organizations need financial or volunteer support they often turn to public relations experts to help them in the area of _____. 65) _____
A) public affairs
B) investor relations
C) development
D) press relations
E) lobbying
- 66) Trade associations have used _____ to rebuild interest in declining commodities such as eggs, pork, and milk. 66) _____
A) lobbying
B) public relations
C) mass marketing
D) press relations
E) development
- 67) Why was the introduction of Nintendo's Wii game console especially successful? 67) _____
A) The company paid for demonstrations on morning news and talk shows to develop interest.
B) The company's public relations department wrote press releases and blogs to create buzz.
C) The company's marketing department used product placement to generate excitement about the system before it was released to the public.
D) The company's public relations department held preview parties and encouraged people to blog about the system.
E) The company spent millions of dollars on Internet ads and website development.

- 68) Why is public relations often overlooked as a tool for supporting product marketing objectives? 68) _____
- A) Public relations departments are typically small divisions within corporations.
 - B) Many public relations professionals see their jobs as simply communicating, not necessarily brand building.
 - C) The public relations department only wants to handle stockholders, employees, and government officials.
 - D) Public relations specialists lack the skills necessary to work with marketing experts.
 - E) The time and costs associated with public relations can be prohibitive.
- 69) The authors of the book *The Fall of Advertising and the Rise of PR* state that all of the following firms found success with very little advertising EXCEPT _____. 69) _____
- A) Amazon
 - B) Nike
 - C) Body Shop
 - D) Wal-Mart
 - E) Starbucks Coffee
- 70) _____ use several tools, including the news, speeches, corporate identity materials, and special events. 70) _____
- A) Public relations professionals
 - B) Computer programmers
 - C) Advertising agencies
 - D) Advertising specialists
 - E) Media planners
- 71) Logos, uniforms, brochures, and company trucks are all examples of _____ that can be used to help a company create a visual image for the public. 71) _____
- A) social marketing
 - B) corporate identity materials
 - C) buzz marketing materials
 - D) public service activities
 - E) direct marketing
- 72) News conferences, press tours, and grand openings are examples of _____, one of the tools commonly used by public relations professionals. 72) _____
- A) investor relations
 - B) public service activities
 - C) special events
 - D) development
 - E) social networking
- 73) Johnson & Johnson used _____ when it launched its Aveeno Positively Ageless product line through a YouTube video of an artist's chalk drawing; consumers spread the word about the video, which was viewed by nearly one million people. 73) _____
- A) public service ads
 - B) product publicity
 - C) social networking
 - D) advertainment
 - E) endorsements

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 74) Canadian organizations spend more than \$13 billion on advertising annually. 74) _____
- 75) Advertising is used mostly by not-for-profit organizations, professionals, and social agencies to promote their various causes to target publics. 75) _____
- 76) A specific communication task to be accomplished with a specific target audience during a specific period of time is called an advertising objective. 76) _____
- 77) Gatorade's "How Fit is Your Water?" campaign is an example of informative advertising. 77) _____
- 78) Informative ads are used primarily in the growth stage of the product life cycle. 78) _____
- 79) Professional athletes such as Tiger Woods, Peyton Manning, and Maria Sharapova are featured in advertisements for Gatorade. Gatorade is utilizing persuasive advertising. 79) _____
- 80) Weekend advertisements for Home Depot encourage consumers to visit the store immediately. Home Depot is practicing reminder advertising. 80) _____
- 81) In advertising strategy, the creative department first creates good advertisements, and then the media department selects the best media, a system that almost always works very well. 81) _____
- 82) Low-share brands usually need more advertising spending as a percentage of sales. 82) _____
- 83) Thirty-second spots on national networks such as CBC and CTV are often less than \$80 000. 83) _____
- 84) A simple message idea can become a great ad campaign when a copywriter and an art director team up to develop creative concepts. 84) _____
- 85) Participants of the reality show *Survivor* win a team contest and receive a gift basket of Crest toothpaste, Ivory soap, and Charmin toilet paper. Proctor and Gamble, the maker of these products, has just participated in advertainment. 85) _____
- 86) Slice of life, lifestyle, and personality symbol are all execution styles used in public relations. 86) _____
- 87) Technical expertise, scientific evidence, and testimonial evidence are all examples of the execution styles that creative teams use in advertising products. 87) _____
- 88) Scientific evidence is the execution style used when Subway advertises six subs for under six fat grams. 88) _____
- 89) Jennifer Love Hewitt and Jessica Simpson speak for Proactiv Solution in its advertising. This is an example of a scientific evidence execution style. 89) _____
- 90) Reach is a measure of how many times the average person in the target market is exposed to the message. 90) _____
- 91) Media engagement measures are easy to come by for most media. 91) _____

- 92) One agency even leases space on the foreheads of college students for temporary advertising tattoos. 92) _____
- 93) Although television advertising is expensive for corporations, the cost per exposure is relatively low. 93) _____
- 94) Direct mail is one of the least expensive media on a per exposure basis. 94) _____
- 95) The communication effects of advertisements and ad campaigns are more difficult to measure than the sales and profit effects. 95) _____
- 96) In small and large companies, advertising is typically handled by an individual or team in the sales department. 96) _____
- 97) Today's advertising agencies are staffed with specialists who can often perform advertising tasks better than a producer or retailer's own employees can. 97) _____
- 98) Recently, the increased use of online social networks and video sharing has reduced the need for advertising standardization for global brands. 98) _____
- 99) Since China has lifted many of its international trade restrictions, corporations such as McDonalds and Coca- Cola now have only limited censorship rules governing their TV and radio advertising. 99) _____
- 100) In an attempt to change the perception that milk was unhealthy, the National Fluid Milk Processors Education Program established an advertising campaign featuring celebrities with milk mustaches and the tag line "Got Milk?" 100) _____
- 101) Public relations can have a strong impact on public awareness but at a much higher cost than advertising. 101) _____
- 102) A company's Web site can be an important public relations vehicle. 102) _____
- 103) The Butterball Turkey Talk-Line answers over 100,000 questions during November and December. The toll-free help line supplements the company's Web site and is a valuable public relations vehicle for Butterball. 103) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 104) Marketing management must make four important decisions when developing an advertising program. Name and describe these four decisions.
- 105) What are the three characteristics of advertising appeals?
- 106) The creative team must find the best way to execute an advertising message. Name and describe three of these styles of execution.
- 107) How are companies taking advantage of interactive technologies to tap consumers for message ideas and actual ads? What are the benefits and disadvantages of consumer-generated advertising?

- 108) Name and describe the four major steps in media selection.
- 109) Identify four of the major media types and identify some of the strengths and weaknesses of each type.
- 110) For the sake of accountability, advertisers must evaluate two types of advertising results: the communication effects and the sales and profit effects. How are these two results measured?
- 111) How do today's advertising agencies compare to the agencies of the mid- to late-1800's?
- 112) Describe public relations and three of its main functions.
- 113) In a short essay, explain why a public relations campaign can be a more cost-effective option for corporations than an advertising campaign. Provide examples of companies that have achieved success by focusing on public relations rather than advertising.
- 114) Public relations specialists have several tools that they use. Identify three of these tools and describe how they can be used to help a company communicate with the public.

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 115) U-Frame-It is a small company that has hired a local ad agency to put together an advertising campaign. Which of the following questions should be answered first? 115) _____
A) What are the communication and sales objectives of U-Frame-It?
B) What percentage of the budget should be for U-Frame-It radio ads?
C) What is the demographic of U-Frame-It's customer base?
D) How does U-Frame-It's competition advertise?
E) Which type of media vehicle is most appropriate for U-Frame-It ads?
- 116) Quaker Oats has been selling oatmeal for many years and is a trusted leader in the oatmeal market. What will be the most likely objective of advertisements for a new flavour of oatmeal being introduced by Quaker Oats? 116) _____
A) build a company image
B) correct false impressions
C) maintain customer relationships
D) encourage customers to switch brands
E) change customer perceptions
- 117) Suave ran ads featuring a woman with beautiful hair questioning "Suave or Matrix? Can You Tell?" This is an example of _____. 117) _____
A) reminder advertising
B) comparative advertising
C) buzz marketing
D) persuasive advertising
E) informative advertising

- 118) When Proctor & Gamble developed the Mr. Clean Magic Eraser, the company needed to explain how the product cleans grime from walls without removing paint. What type of campaign was most likely used by Proctor & Gamble for the Mr. Clean Magic Eraser? 118) _____
- A) informative advertising
 - B) comparative advertising
 - C) reminder advertising
 - D) developmental advertising
 - E) persuasive advertising
- 119) Apex detergent is relatively undifferentiated from two other detergent brands: Acme and Brighton detergent; therefore, Apex may require _____. 119) _____
- A) a new package
 - B) a different target market
 - C) comparative advertising
 - D) heavy advertising to set it apart from others
 - E) a higher price
- 120) In its advertisements, Timex promotes its affordable and sturdy watches. Fossil emphasizes style and fashion in its advertisements, while Rolex stresses luxury and status. These are all examples of _____ appeals. 120) _____
- A) believable
 - B) entertainment
 - C) distinctive
 - D) meaningful
 - E) creative
- 121) An ad for a new convection oven shows a busy professional woman serving dinner to her family. The convection oven is seen in the background, and the headline reads, "The latest development in time travel." This is an example of what type of execution style? 121) _____
- A) scientific evidence
 - B) fantasy
 - C) mood or image
 - D) lifestyle
 - E) slice of life
- 122) When Energizer uses a bunny to represent its product, which type of execution style is being employed? 122) _____
- A) personality symbol
 - B) musical
 - C) mood or image
 - D) fantasy
 - E) technical expertise
- 123) When a pharmaceutical ad includes a world-renowned heart surgeon describing the benefits of the medication, which type of execution style is being used? 123) _____
- A) mood or image
 - B) technical expertise
 - C) musical
 - D) personality symbol
 - E) fantasy

- 124) Mike's Bike Shop's has a new print advertisement appearing in the local newspaper. What will be the first element readers will notice in the advertisement? 124) _____
- A) copy
 - B) colour
 - C) illustration
 - D) subheadlines
 - E) headline
- 125) You receive a report that 68% of your target market has been exposed to your ad campaign during a given period of time. The information in the report relates to _____. 125) _____
- A) engagement
 - B) impact
 - C) reach
 - D) frequency
 - E) qualitative value
- 126) You are looking to advertise your new product, and you want good mass-marketing coverage and low cost per exposure. You should choose _____ as your advertising media. 126) _____
- A) television
 - B) radio
 - C) direct mail
 - D) newspaper
 - E) outdoor
- 127) Franklin & Marshall College wishes to contact high school seniors at independent schools in Pennsylvania. Which of the following media would be most effective and efficient? 127) _____
- A) a direct mail piece sent to the schools
 - B) billboards throughout the state
 - C) local newspapers ads throughout the state
 - D) radio ads throughout the state
 - E) an e-mail reaching out to students through the Internet
- 128) Capture Cameras is launching a new advertising campaign to demonstrate the quality of their digital cameras. Which media option will attract the most demographically skewed audience with relatively low impact? 128) _____
- A) the Internet
 - B) newspaper
 - C) radio
 - D) billboard
 - E) TV
- 129) IAMS Pet Food runs a commercial on the Animal Planet cable channel during an episode of *The Dog Whisperer*. The advertising agency for IAMS is taking advantage of which of the following? 129) _____
- A) broadcasting
 - B) narrowcasting
 - C) audience engagement
 - D) frequency and reach
 - E) prime time

- 130) ABC Advertising Agency was recently hired to create an advertising campaign for a local water park. Since the park is only open during the spring and summer months, _____ plays a major role in the firm's decision about scheduling advertisements. 130) _____
- A) audience quality
 - B) media vehicles
 - C) continuity
 - D) audience engagement
 - E) media timing
- 131) The advertising agency hired by Mrs. Brown's Cookie Company has developed a series of commercials about the new cookie flavours created by the company. The head of the marketing department thinks that pulsing would be the most appropriate way to schedule the commercials. What is the potential benefit of pulsing the cookie ads? 131) _____
- A) Ad schedules can be adapted based on sales.
 - B) The ads would achieve maximum awareness.
 - C) Audience quality can be evaluated.
 - D) The costs of advertising would be low.
 - E) Ads can be modified for different demographics.
- 132) Okanagan Fruit is considering an international advertising campaign. The company may face any or all of the following problems EXCEPT _____. 132) _____
- A) some products may be barred or illegal
 - B) media availability may vary
 - C) regulation of advertising may vary
 - D) media costs may vary
 - E) the steps required to develop advertising may differ
- 133) Kathy Champe, a public relations specialist for a regional chain of pharmacies, regularly contacts members of the local and state-wide media with information about community events and charity fundraisers sponsored by her company. This is an example of the _____ function of public relations. 133) _____
- A) press relations
 - B) lobbying
 - C) public affairs
 - D) development
 - E) product publicity
- 134) The Prairie Milk Marketing Partnership launched a series of ads and an interactive website, NeverStopMilk.ca, targeting Canada's youth, with the tagline "Always grow. Grow all ways." Which of the following functions was the goal of this public relations campaign? 134) _____
- A) create newsworthy information about milk
 - B) build up a positive image for milk
 - C) maintain relationships with milk producers
 - D) gain financial support for milk producers
 - E) influence government regulations on milk

- 135) In an attempt to set the company apart from its competitors, United Parcel Service has its employees wear brown uniforms and drive brown trucks. What type of public relations tool is UPS using? 135) _____
- A) product publicity
 - B) public service materials
 - C) corporate logos
 - D) buzz marketing
 - E) corporate identity materials
- 136) The public relations department at a manufacturer of a variety of technological devices has been charged with developing inexpensive methods of building and maintaining brand awareness and excitement. To begin with, the public relations department has recruited consumers who are early adopters of technological devices to spread the word about the company's new products. This is an example of the public relations tool of _____. 136) _____
- A) public service activities
 - B) corporate identity marketing
 - C) special events
 - D) audiovisual materials
 - E) buzz marketing

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

- 137) What are the three primary purposes of advertising objectives? 137) _____
- 138) When does a marketer use informative ads? 138) _____
- 139) When does a marketer use a comparative ad? 139) _____
- 140) When does a marketer use reminder ads? 140) _____
- 141) Which of the two elements to developing advertising strategy is more important: creating the message or selecting the media? 141) _____
- 142) Was the success of BMW's "Let's Motor" campaign driven by a really good creative idea or a really good media idea? 142) _____
- 143) How has clutter in television and other advertising media created an increasingly hostile advertising environment? 143) _____
- 144) Explain how a marketer could create a message strategy when marketing a product toward children. 144) _____
- 145) Give a hypothetical example of a slice-of-life message execution style. 145) _____
- 146) How does a personality symbol impact a brand? 146) _____
- 147) Give a hypothetical example of testimonial evidence. 147) _____

- 148) What does "reach" tell a marketer? 148) _____
- 149) Explain how different types of messages may require different media. 149) _____
- 150) Who are the media multi-taskers? 150) _____
- 151) Explain how seasonality impacts media timing. 151) _____
- 152) Give an example of how a company might run an experiment to measure the sales and profit effects of its advertising. 152) _____
- 153) What are some of the reasons a company such as Unilever might decide not to invest in Super Bowl advertising? 153) _____
- 154) Explain why an ad would need to be modified from one country to the next. 154) _____
- 155) Why is public relations sometimes described as a marketing stepchild? 155) _____
- 156) Why can public relations efforts have a strong impact on public awareness at a substantially lower cost than advertising? 156) _____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

Refer to the scenario below to answer the following questions.

Most of the clientele at Second Avenue have learned about the store through word-of-mouth communication. This small retailer of quality second-hand children's clothing thrives on the sale of a vast inventory of children's clothing placed there on consignment. "Because small children grow so quickly," Second Avenue's owner commented, "they often outgrow many of their clothes before they've hardly been worn!" Second Avenue provides a way for people to sell their children's clothing, earn a few dollars, and buy the next larger size. "We're extremely picky about the condition of the clothing we stock," the owner stated, "but we sell most items at a 60 percent discount."

- 157) Which of the following media options would MOST benefit Second Avenue's promotional efforts given the store's limited budget? 157) _____
- A) periodic advertising in a local newspaper
 - B) weekly commercials during the local evening news
 - C) daily advertisements on a local radio station
 - D) a billboard placed on the highway
 - E) a link on the city's Chamber of Commerce Web site
- 158) Second Avenue wants to create a postcard to be sent to local families with young children. The postcard will include information about the store's typical inventory, store hours, and directions. Which of the following format elements can make the biggest difference in the success or failure of the direct mailing? 158) _____
- A) headline
 - B) copy
 - C) colour
 - D) font
 - E) illustration

- 159) The owner of Second Avenue wants to establish a community clothing drive to collect clothes for a local children's shelter. The owner will set up collection barrels outside Second Avenue. Which of the following public relations tools is the owner using? 159) _____
- A) development
 - B) product publicity
 - C) public affairs
 - D) press relations
 - E) lobbying
- 160) Which type of advertising objective makes the most sense for Second Avenue if they wish to maintain relationships with existing customers? 160) _____
- A) persuasive
 - B) reminder
 - C) relationship
 - D) comparative
 - E) informative
- 161) Which type of advertising objective makes the most sense for Second Avenue if they wish to describe available services and support? 161) _____
- A) relationship
 - B) reminder
 - C) persuasive
 - D) comparative
 - E) informative
- 162) Second Avenue has hired the services of a creative agency to develop advertising concepts. If this agency proposes an ad that depicts two mothers discussing the task of shopping for children's clothes, which execution style is the agency recommending? 162) _____
- A) musical
 - B) testimonial evidence
 - C) mood
 - D) slice of life
 - E) fantasy
- 163) Second Avenue has hired the services of a creative agency to develop advertising concepts. If this agency proposes an ad that a likeable source endorsing Second Avenue, which execution style is the agency recommending? 163) _____
- A) musical
 - B) testimonial evidence
 - C) slice of life
 - D) mood
 - E) fantasy
- 164) Once a concept has been approved, the owner of Second Avenue needs help deciding where to place it. Which media type forces Second Avenue to finalize their ads early because of long lead times? 164) _____
- A) magazines
 - B) radio
 - C) television
 - D) newspaper
 - E) internet

- 165) Once a concept has been approved, the owner of Second Avenue needs help deciding where to place it. Which media type offers Second Avenue immediacy and interactive capabilities? 165) _____
- A) television
 - B) radio
 - C) newspaper
 - D) magazines
 - E) internet
- 166) The owner of Second Avenue would like to know whether the ads and media are communicating the ad message well. What should be measured? 166) _____
- A) reach and frequency
 - B) sales and revenue effects
 - C) sales and profit effects
 - D) total exposure
 - E) communication effects

Answer Key

Testname: UNTITLED1

- 1) C
- 2) D
- 3) A
- 4) D
- 5) C
- 6) C
- 7) A
- 8) D
- 9) C
- 10) A
- 11) C
- 12) D
- 13) D
- 14) B
- 15) C
- 16) C
- 17) A
- 18) D
- 19) B
- 20) D
- 21) E
- 22) B
- 23) A
- 24) C
- 25) D
- 26) E
- 27) E
- 28) B
- 29) C
- 30) E
- 31) E
- 32) A
- 33) E
- 34) B
- 35) D
- 36) E
- 37) B
- 38) D
- 39) A
- 40) A
- 41) C
- 42) D
- 43) B
- 44) D
- 45) B
- 46) D
- 47) C
- 48) A
- 49) E
- 50) A

Answer Key

Testname: UNTITLED1

- 51) E
- 52) D
- 53) A
- 54) B
- 55) B
- 56) D
- 57) A
- 58) E
- 59) D
- 60) D
- 61) A
- 62) E
- 63) C
- 64) E
- 65) C
- 66) B
- 67) D
- 68) B
- 69) B
- 70) A
- 71) B
- 72) C
- 73) C
- 74) TRUE
- 75) FALSE
- 76) TRUE
- 77) FALSE
- 78) FALSE
- 79) TRUE
- 80) FALSE
- 81) FALSE
- 82) TRUE
- 83) TRUE
- 84) TRUE
- 85) FALSE
- 86) FALSE
- 87) TRUE
- 88) TRUE
- 89) FALSE
- 90) FALSE
- 91) FALSE
- 92) TRUE
- 93) TRUE
- 94) FALSE
- 95) FALSE
- 96) FALSE
- 97) TRUE
- 98) FALSE
- 99) FALSE
- 100) FALSE

Answer Key

Testname: UNTITLED1

101) FALSE

102) TRUE

103) TRUE

- 104) a. Set advertising objectives, which can be classified by primary purpose: whether the aim is to inform, persuade, or remind.
b. Set the advertising budget: often depends on its stage in the product life cycle.
c. Develop advertising strategy: consists of creating an advertising message and selecting advertising media.
d. Evaluate advertising campaigns: monitor how well the advertising worked.

105) Advertising appeals should be meaningful, believable, and distinctive. Meaningful appeals point out benefits that make the product more desirable or interesting to consumers. Believable appeals lead consumers to believe that the product or service will deliver the promised benefits. Finally, distinctive appeals should tell how the product is better than the competing brands.

- 106) a. Slice of life: shows one or more typical people using the product in a normal setting.
b. Lifestyle: shows how a product fits in with a particular lifestyle.
c. Fantasy: creates a fantasy around the product or its use.
d. Mood or image: builds a mood or image around the product or service.
e. Musical: shows people or cartoon characters singing about the product.
f. Personality symbol: creates a character to represent the product.
g. Technical expertise: depicts the company's expertise in making the product or delivering the service.
h. Scientific evidence: presents survey or scientific evidence that the brand is better than other brands.
i. Testimonial evidence/endorsement: features a highly believable or likable source endorsing the product.
- 107) Companies can now search existing video sites such as YouTube, set up their own Web sites, create accounts on social networks such as MySpace, and sponsor ad-creation contests. Several companies, such as Coca-Cola, MasterCard, and Frito-Lay, have used consumer-generated ads in national promotions. Consumer-generated advertising offers companies a way to gather new perspectives on their products and develop insights into how their products are used and seen by actual consumers. Also, consumer-generated advertising is very inexpensive. On the other hand, companies do not control consumer-generated material, which can lead to conflicting, or even negative, messages about a brand.

- 108) a. Decide on reach, frequency, and impact. Reach is a measure of the percentage of people that are exposed to the advertisement; frequency is the measure of how many times the average person is exposed to the message; impact is how people feel about the advertisement.
b. Choose among major media types: television, newspapers, magazines, direct mail, radio, outdoor, and Internet.
c. Select specific media vehicles, such as choosing TV shows that the target would watch so he or she will see the commercial.
d. Decide on media timing. Determine how to schedule the advertising over the course of a year.

- 109) a. Television: Advantages are good mass-marketing coverage, low cost per exposure, and appeals to the senses; weaknesses are high total costs and high clutter.
b. Newspapers: Strengths are timeliness, good local market coverage, and high believability; weaknesses are short life and poor reproduction quality.
c. Direct mail: Strengths are flexibility and capacity for personalization; weaknesses are relatively high cost per exposure and "junk mail" image.
d. Magazines: Strengths are high audience selectivity, credibility, and good pass-along readership; weaknesses are high costs and long lead times.
e. Radio: Strengths are good local acceptance and low cost; weaknesses are low attention and fleeting exposure to messages.
f. Outdoor: Strengths are flexibility, low cost, and low message competition; weaknesses are low audience selectivity and creative limitations.
g. Internet: Strengths include high selectivity, low cost, and interactive capabilities; weaknesses are audience control of exposure and relatively low impact.

Answer Key

Testname: UNTITLED1

- 110) Measuring the *communication effects* of an ad or ad campaign tells whether the ads and media are communicating the ad message well. Individual ads can be tested before or after they are run. Before an ad is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude changes resulting from it. After an ad is run, the advertiser can measure how the ad affected consumer recall or product awareness, knowledge, and preference. Pre- and post-evaluations of communication effects can be made for entire advertising campaigns as well.

Advertisers have gotten pretty good at measuring the communication effects of their ads and ad campaigns. However, *sales and profit* effects of advertising are often much harder to measure. Sales and profits are affected by many factors other than advertising—such as product features, price, and availability. One way to measure the sales and profit effects of advertising is to compare past sales and profits with past advertising expenditures. Another way is through experiments. For example, to test the effects of different advertising spending levels, Coca-Cola could vary the amount it spends on advertising in different market areas and measure the differences in the resulting sales and profit levels. More complex experiments could be designed to include other variables, such as differences in the ads or media used.

- 111) Advertising agencies were started in the mid- to late- 1800s by salespeople and brokers who worked for the media and received a commission for selling advertising space to companies. As time passed, the salespeople began to help customers prepare their ads. Eventually, they formed agencies and grew closer to the advertisers than to the media. Today's agencies employ specialists who can often perform advertising tasks better than the company's own staff can. Agencies also bring an outside point of view to solving the company's problems, along with lots of experience from working with different clients and situations. So even companies with strong advertising departments of their own use advertising agencies.
- 112) Public relations departments build good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and handling or heading off unfavourable rumours, stories, and events. Functions include:
- a. Product publicity: publicizing specific products
 - b. Public affairs: building and maintaining national or local community relations
 - c. Lobbying: building and maintaining relations with legislators and government officials to influence legislation and regulation
 - d. Press relations: creating and placing newsworthy information in the new media to attract attention to a person, product, or service associated with the company
 - e. Investor relations: maintaining relationships with shareholders
- 113) Public relations can have a strong impact on public awareness at a much lower cost than advertising can. The company does not pay for the space or time in the media. Rather, it pays for a staff to develop and circulate information and to manage events. If the company develops an interesting story or event, it could be picked up by several different media, having the same effect as advertising that would cost millions of dollars. And it would have more credibility than advertising. Starbucks, Amazon, Body Shop, and Nintendo's Wii have all achieved success through public relations campaigns rather than huge advertising campaigns.

Answer Key

Testname: UNTITLED1

- 114) a. PR professionals find or create favourable *news* about the company and its products or people. Sometimes news stories occur naturally, and sometimes the PR person can suggest events or activities that would create news.
b. *Speeches* can also create product and company publicity. Increasingly, company executives must field questions from the media or give talks at trade associations or sales meetings, and these events can either build or hurt the company's image.
c. Another common PR tool is *special events*, ranging from news conferences, press tours, grand openings, and fireworks displays to laser shows, hot air balloon releases, multimedia presentations, or educational programs designed to reach and interest target publics.
d. Public relations people also prepare *written materials* to reach and influence their target markets. These materials include annual reports, brochures, articles, and company newsletters and magazines.
e. *Audiovisual materials*, such as slide-and-sound programs, DVDs, and online videos are being used increasingly as communication tools.
f. *Corporate identity materials* can also help create a corporate identity that the public immediately recognizes. Logos, stationery, brochures, signs, business forms, business cards, buildings, uniforms, and company cars and trucks—all become marketing tools when they are attractive, distinctive, and memorable.
g. Companies can improve public goodwill by contributing money and time to *public service activities*.
h. Many marketers are now also designing *buzz marketing* campaigns to generate excitement and favourable word of mouth for their brands. Buzz marketing takes advantage of *social networking* processes by getting consumers themselves to spread information about a product or service to others in their communities.
- 115) A
116) C
117) B
118) A
119) D
120) C
121) D
122) A
123) B
124) C
125) C
126) A
127) A
128) A
129) B
130) E
131) D
132) E
133) A
134) B
135) E
136) E
137) Advertising objectives can be classified by primary purpose—whether the aim is to inform, persuade, or remind.
138) Informative ads are used heavily when introducing new products or new product categories.
139) Comparative ads are a type of persuasive ads in which a company directly or indirectly compares its brand with one or more other brands.
140) Reminder ads are important for mature products; they keep consumers thinking about the product.

Answer Key

Testname: UNTITLED1

- 141) In the past, companies often viewed media planning as secondary to the message-creation process. The creative department first created good advertisements, and then the media department selected and purchased the best media for carrying these advertisements to desired target audiences. Today, however, soaring media costs, more-focused target marketing strategies, and the blizzard of new media have promoted the importance of the media-planning function. The decision about which media to use for an ad campaign is now sometimes more critical than the creative elements of the campaign.
- 142) BMW's "Let's Motor" campaign employed a rich mix of unconventional media, carefully integrated to create personality for the car and a tremendous buzz of excitement among consumers. Was this success based on clever media ideas or clever creative ideas? Both—it was the product of a tight media-creative partnership.
- 143) According to one recent study, 63 percent of people believe there are too many ads, and 47 percent say ads spoil their viewing enjoyment. Today's digital wizardry has given consumers a rich new set of information and entertainment choices. With the growth in cable and satellite TV, the Internet, video on demand (VOD), video downloads, and DVD rentals, today's viewers have many more options. Digital technology has also armed consumers with an arsenal of weapons for choosing what they watch or don't watch. Increasingly, consumers are choosing *not* to watch ads.
- 144) When directing marketing efforts toward children, the marketer will want to create a message that is most appealing to children. The market will likely relate to specific situations in which children usually find themselves or the marketer may use a personality symbol with which the children can relate.
- 145) Possible examples are endless. Slice-of-life examples show one or more typical people using a product in a normal setting.
- 146) A personality symbol is a character that represents the product and with which the consumer can relate; the personality symbol helps a consumer connect with the product.
- 147) Possible examples are endless. Testimonial evidence features a highly believable or likable source endorsing the product.
- 148) Reach is a measurement of the percentage of people in the target market who are exposed to the ad campaign during a given period of time.
- 149) For example, a message announcing a major sale tomorrow will require radio or newspapers; a message with a lot of technical data might require magazines, direct mailings, or an online ad.
- 150) Media multitaskers are people who absorb more than one medium at a time. According to a recent survey, three-fourths of TV viewers read the newspaper while they watch TV, and two-thirds of them go online during their TV time. North Americans aged 8 to 18 are managing to cram an average 8.5 hours of media consumption into 6.5 hours. What's more, 73 percent of multitasking kids are engaged in "active multitasking," with the content in one medium influencing concurrent behaviour in another.
- 151) Seasonality will impact how often an advertisement is aired or printed. Usually during the Christmas season, ads from numerous marketers of various products are seen more frequently. During other seasons, the pattern of ads (frequency) will change greatly.
- 152) Answers will vary. Nabisco could vary the amount it spends on advertising a new food product in different market areas and compare the resulting sales and profit levels.
- 153) Super Bowl advertising is outrageously expensive. Advertisers pay 85 percent more per viewer than they'd pay using primetime network programming. Beyond the cost, the competition for attention during the Super Bowl is fierce. Many advertisers feel they can get more for their advertising dollar in venues that aren't so crowded with larger-than-life commercials. Then there's the question of strategic fit. Whereas the Super Bowl might be a perfect advertising event for big budget companies selling beer, snacks, soft drinks, or sporting goods, it simply doesn't fit the pocketbooks or creative strategies of many other companies and their brands.
- 154) Differences in perceptions of time, colour, and imagery will impact how effective or acceptable an advertisement will be in other countries. In addition, changes in the use of language may be required to avoid being offensive to the foreign culture. Also, countries have varying laws regulating advertising.

Answer Key

Testname: UNTITLED1

- 155) Despite its potential strengths, public relations is sometimes described as a marketing stepchild because of its often limited and scattered use. The public relations department is often located at corporate headquarters or handled by a third-party agency. Its staff is so busy dealing with various publics that public relations programs to support product marketing objectives may be ignored. Moreover, marketing managers and public relations practitioners do not always speak the same language. Whereas many public relations practitioners see their jobs as simply communicating, marketing managers tend to be much more interested in how advertising and public relations affect brand building, sales and profits, and customer relationships.
- 156) With public relations, the company is paying for a staff to develop and circulate information and plan events instead of paying for space or time in the media.
- 157) A
- 158) E
- 159) C
- 160) B
- 161) E
- 162) D
- 163) B
- 164) A
- 165) E
- 166) E