

### Question 1

In television, the percent of viewers watching a particular show based on the number of television sets that are on during that particular time slot is measured through \_\_\_\_\_.

- A) share of audience
- B) ratings
- C) gross impressions
- D) exposures
- E) coverage

Answer: <https://biology-forums.com/index.php?topic=515211>

### Question 2

Images from collections of copyright-free art that anyone who buys the service can use are known as \_\_\_\_\_.

- A) die-cut images
- B) process images
- C) sepia images
- D) clip art
- E) public art

Answer: <https://biology-forums.com/index.php?topic=514304>

### Question 3

Copy testing is a way to take apart the signs and symbols in a message to uncover layers and types of meanings.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=512811>

### Question 4

When P&G introduced Physique shampoo, it sent emails to people asking for referrals. People referring 10 friends to the shampoo's promotional website received free merchandise and were entered into a sweepstakes to win a year's supply of the shampoo. Explain what this technique is and why marketers use it.

Answer: <https://biology-forums.com/index.php?topic=514876>

### Question 5

\_\_\_\_\_ materials bring together all the elements of a sale, including the consumer, the product, and often price deals.

- A) Point-of-sale
- B) Promotional
- C) Corporate
- D) Publicity
- E) Public relations

Answer: <https://biology-forums.com/index.php?topic=515070>

### Question 6

Identify the four primary objectives of a marketing database.

Answer: <https://biology-forums.com/index.php?topic=515658>

### Question 7

Which of the following statements regarding advertising and public relations is true?

- A) Consumers do not perceive public relations information and advertising information as the same.
- B) The public tends to trust advertising more than public relations.
- C) Public relations strategists have little trouble getting exposure through media.
- D) Public relations and advertising differ in how they use the media.
- E) The main goal of public relations is sales.

Answer: <https://biology-forums.com/index.php?topic=515363>

### Question 8

\_\_\_\_\_ means the message connects on some personal level with the receiver.

- A) Perception
- B) Relevance
- C) Selection

- D) Interest
- E) Attention

Answer: <https://biology-forums.com/index.php?topic=512412>

### Question 9

Signs and posters are examples of \_\_\_\_\_ media.

- A) broadcast
- B) digital
- C) interactive
- D) outdoor
- E) interpersonal

Answer: <https://biology-forums.com/index.php?topic=511926>

### Question 10

Which of the following is the most important function of media buying?

- A) matching the media vehicle to the strategic needs of the message
- B) providing information to media planners
- C) handling all billing and payment for media buys
- D) monitoring the media plan performance
- E) negotiating cost and making the media buy

Answer: <https://biology-forums.com/index.php?topic=515259>

### Question 11

Geotargeting is a form of push marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=515138>

### Question 12

Studies that periodically collect information from consumers throughout a campaign and after it has concluded are called tracking studies.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=515902>

### Question 13

Compare and contrast the terms family and household.

Answer: <https://biology-forums.com/index.php?topic=512709>

### Question 14

After segmenting a market, the marketer uses targeting to design specific communication strategies for the product's audience.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=512645>

### Question 15

Michelle is a specialist in media planning. She tells clients about media trends in the future. She often talks about the digitization of media, in which all mass media save and transmit information through the same digital forms. Through integration, the media work through and with each other. What media trend is Michelle discussing?

- A) commoditization
- B) interactivity
- C) cadence
- D) convergence
- E) engagement

Answer: <https://biology-forums.com/index.php?topic=514797>

### Question 16

Puma sells its edgy designs to trendy retailers but also sells its more mainstream products in stores such as Foot Locker. Which marketing mix element does this strategy illustrate?

- A) place

- B) branding
- C) promotion
- D) product
- E) price

Answer: <https://biology-forums.com/index.php?topic=512188>

### Question 17

A two-step offer is designed to sell consumers a lower-priced item before offering them a higher-priced, and thus more profitable, item.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=515591>

### Question 18

The person who shapes and sculpts the words in marketing communication is called a(n) \_\_\_\_\_.

- A) art director
- B) account planner
- C) account manager
- D) copywriter
- E) creative director

Answer: <https://biology-forums.com/index.php?topic=513782>

### Question 19

In 1971, what organization did several professional advertising associations, in conjunction with the Council of Better Business Bureaus, establish to negotiate voluntary withdrawal of national advertising that professionals consider deceptive?

- A) American Legacy Foundation
- B) National Advertising Review Council
- C) American Advertising Federation
- D) Public Citizen
- E) American Association of Advertising Agencies

Answer: <https://biology-forums.com/index.php?topic=512292>

### Question 20

What is the difference between a push strategy and a pull strategy? How do these two strategies work together?

Answer: <https://biology-forums.com/index.php?topic=515671>