

### Question 1

Vloggers are paid individuals who create videos, post them on video sites such as YouTube or Vine.

True or False?

Answer: <https://biology-forums.com/index.php?topic=855234>

### Question 2

When a company advertises, develops consumer promotions, such as a contest, and develops other marketing communications as a tie-in with an event marketing program, it is called which type of promotion?

- A) Local
- B) Corporate
- C) Advertising
- D) Cross

Answer: <https://biology-forums.com/index.php?topic=856084>

### Question 3

Crowdsourcing is the process of:

- A) outsourcing the creative aspect of an advertisement to the public.
- B) outsourcing the production aspect of an advertisement to the public.
- C) outsourcing both the creative and production aspect of an advertisement to the public.
- D) selecting creatives from the public domain rather than from an advertising agency.

Answer: <https://biology-forums.com/index.php?topic=854222>

### Question 4

The major advantage of comparison ads is that they are effective in capturing the viewer's attention.

True or False?

Answer: <https://biology-forums.com/index.php?topic=854419>

### Question 5

Some individuals would like to create a Department of \_\_\_\_\_ to oversee both the public relations activities and the marketing programs.

- A) Communications
- B) Advertising
- C) Specialty events
- D) Production

Answer: <https://biology-forums.com/index.php?topic=855894>

### Question 6

A lifetime value analysis creates a figure that represents the:

- A) sales revenue generated by a customer throughout his or her lifetime with a brand or company.
- B) present value of the profit revenue generated by a customer in a particular product category.
- C) present value of the profit revenue of a customer throughout the lifetime of a relationship with a brand or company.
- D) profit revenue of a customer throughout his or her lifetime.

Answer: <https://biology-forums.com/index.php?topic=855481>

### Question 7

When brand parity exists, consumers base purchases on:

- A) advertising effectiveness, social media comments, and brand equity.
- B) retail store location, price, and coupon or discount offer.
- C) price, availability, promotions or other criteria.
- D) information found on the internet or on social media.

Answer: <https://biology-forums.com/index.php?topic=853374>

### Question 8

Companies normally select brand ambassadors for buzz marketing programs based on:

- A) the age, income, and gender matching the brand's target market.
- B) the level of acceptance of new products and new technologies.
- C) devotion to the brand and the size of their social circles, families, reference groups, and work associates.

D) their knowledge and experience with the brand.

Answer: <https://biology-forums.com/index.php?topic=855280>

### Question 9

Interstate Batteries' sponsorship of a NASCAR driver and car is an example of a public relations program.

True or False?

Answer: <https://biology-forums.com/index.php?topic=855901>

### Question 10

The large number of marketing messages consumers are exposed to daily is an example of noise and is also called clutter.

True or False?

Answer: <https://biology-forums.com/index.php?topic=853316>

### Question 11

What principles should be used when creating substantiation of an advertising claim?

Answer: <https://biology-forums.com/index.php?topic=856151>

### Question 12

In selecting an advertising agency, after corporate goals are set, the next step in the process is to:

- A) request a creative pitch.
- B) screen an initial list of applicants.
- C) request client references.
- D) select the process to be used and the criteria for selection.

Answer: <https://biology-forums.com/index.php?topic=854245>

### Question 13

A disclaimer warranty typically specifies each of the following except:

- A) the conditions under which a warranty will be honored.
- B) statements about past legal actions regarding the product.
- C) potential hazards associated with products.
- D) the terms of financing agreements, bonuses, and discounts.

Answer: <https://biology-forums.com/index.php?topic=854342>

### Question 14

In terms of the visual element of an advertisement, an abstract image has a:

- A) higher level of recall than a concrete image.
- B) lower level of recall than a concrete image.
- C) greater impact on the affective component of attitude than a concrete image.
- D) greater impact on the cognitive component of attitude than on the affective component.

Answer: <https://biology-forums.com/index.php?topic=854139>

### Question 15

Sponsorships and event marketing are used by companies to create a short-term burst in sales.

True or False?

Answer: <https://biology-forums.com/index.php?topic=856061>

### Question 16

Event marketing occurs when a company sponsors a specific event, such as the Special Olympics, at a particular venue.

True or False?

Answer: <https://biology-forums.com/index.php?topic=856087>

### Question 17

Describe effective reach and effective frequency.

Answer: <https://biology-forums.com/index.php?topic=854765>

### Question 18

Each of the following is an important key to building a successful premium program except:

- A) match the premium to the target market.
- B) select premiums that are highly popular and current fads.
- C) select premiums that reinforce the firm's product and image.
- D) integrate the premium with other IMC tools.

Answer: <https://biology-forums.com/index.php?topic=855699>

### Question 19

The effectiveness of product placements and branded entertainment has been recently reduced due to:

- A) the level of clutter in the placements.
- B) the costs.
- C) viewer acceptance.
- D) the measured impact on sales.

Answer: <https://biology-forums.com/index.php?topic=855374>

### Question 20

What are the primary benefits of radio advertising? The primary problems?

Answer: <https://biology-forums.com/index.php?topic=854834>