

Question 1

Andrea posted a video of describing how much she loves her new digital camera. This is an example of

- a. regulatory influences.
- b. product life cycle.
- c. consumer-generated content.
- d. psychographic description.
- e. economic trends.

Answer: <https://biology-forums.com/index.php?topic=856920>

Question 2

A site where the visitors stay for an extended period of time is referred to as a

- a. helpful site.
- b. sticky site.
- c. slow site.
- d. portal.
- e. long site.

Answer: <https://biology-forums.com/index.php?topic=857387>

Question 3

Two types of direct selling are telemarketing and online selling.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857794>

Question 4

Reebok is using high levels of public relations and media exposure, to accompany their sponsorship agreement with Sidney Crosby. This is called value-added sponsorship.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857708>

Question 5

Inside a selling strategy the salesperson must effectively position the product in the customer's mind by relating the right benefits to a unique _____ or situation that the customer presents.

- a. presentation
- b. style
- c. problem
- d. goal
- e. perspective

Answer: <https://biology-forums.com/index.php?topic=857743>

Question 6

An analysis of media consumption trends indicates a move away from _____ forms of communication.

- a. traditional
- b. personalized
- c. integrated
- d. electronic
- e. interactive

Answer: <https://biology-forums.com/index.php?topic=856837>

Question 7

If Procter & Gamble were putting together a typical media kit, which component would be left out?

- a. a press release.
- b. historical fact sheets.
- c. product samples.
- d. a public relations plan.

e. a schedule of conference events.

Answer: <https://biology-forums.com/index.php?topic=857582>

Question 8

The goal of data mining is

- a. to produce lower marketing costs.
- b. increase efficiency by identifying customers that are more likely to buy.
- c. devise more creative direct mail.
- d. to sell products at a higher price.
- e. both A and B are goals of data mining

Answer: <https://biology-forums.com/index.php?topic=857286>

Question 9

Describe the content of a creative brief.

Answer: <https://biology-forums.com/index.php?topic=857086>

Question 10

Which of the following is NOT a type of newspaper advertising?

- a. classified advertising
- b. national advertising
- c. retail advertising
- d. preprinted inserts
- e. all of the above are types of newspaper advertising

Answer: <https://biology-forums.com/index.php?topic=857223>

Question 11

What role does public relations play in the not-for-profit sector?

Answer: <https://biology-forums.com/index.php?topic=857601>

Question 12

Crest's advertising focuses on the fact that it is the brand preferred by most consumers and dentists. This is an example of

- a. innovation positioning.
- b. leadership positioning.
- c. image positioning.
- d. head-on positioning.
- e. channel positioning.

Answer: <https://biology-forums.com/index.php?topic=857032>

Question 13

Sports sponsorship occurs only at the professional level.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857706>

Question 14

Although popular with viewers, ads with humorous appeals have been proven to be ineffective.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857170>

Question 15

Free-standing inserts are distributed solely through magazines.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857526>

Question 16

BMW experimented with _____ when it partnered with Fairmont Hotels & Resorts, allowing members of the Fairmont's loyalty program access to a BMW X5 during their stay.

- a. product seeding
- b. sponsorship
- c. experiential marketing
- d. branded content
- e. product placement

Answer: <https://biology-forums.com/index.php?topic=857567>

Question 17

In a Starch readership test, responses are divided into three categories: noted, associated, and

- a. read most.
- b. recalled.
- c. related.
- d. recognized.
- e. memorized.

Answer: <https://biology-forums.com/index.php?topic=857851>

Question 18

What is brand positioning? Describe four different positioning strategies, using examples to illustrate. Describe a brand that you think illustrates a clear positioning strategy.

Answer: <https://biology-forums.com/index.php?topic=856998>

Question 19

American Express sent out a book of fake traveller's cheques to show how easy they are to use when one travels. This is an example of dimensional mail.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857352>

Question 20

A corporate blog is a means for an organization to regain some message control in the social media arena.

- a. True
- b. False

Answer: <https://biology-forums.com/index.php?topic=857625>