

## Multiple-Choice Exam – Answers

(XX% of your total course grade)

Name (print) \_\_\_\_\_ Student # \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

### Instructions

- A. No textbooks, or notes, or electronic devices allowed in the exam room. The only book you are permitted to bring is a foreign dictionary, which must be inspected by the exam supervisor. The dictionary must not contain any course notes.
  - B. The exam consists of XX multiple-choice questions. Correct answers are worth 1 point each. If you are not sure of the answer, make your best guess and do not omit any answers.
  - C. To answer the question, circle one letter only. If more than one letter is circled, the answer will be marked wrong. Preferably, use pencil so you can make corrections. There must be one clearly circled answer per question.
  - D. Time: 10 minutes reading time, then an average of 2 minutes per question, plus 5 minutes for you to check that no answers are omitted. So XX minutes in total.
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1. Imagine that you are the new manager of Qantas, the Australian airline. You are getting ready to prepare an advertising campaign. What would be your FIRST step in the planning sequence?

- a. select an advertising agency with a good track record for creative strategy
- b. develop the brand's communication objectives
- c. decide where sales are going to come from, that is, identify the target audience
- d. set the marketing objectives for the brand
- e. determine the brand's current and desired positioning in the various markets you are aiming for**

2. You have estimated the probability of exposure to your next advertising campaign as .2, the probability of ad processing as .3, and the probability of achieving the communication objectives as .5. What is the probability that the campaign will be capable of influencing target audience action?

- a. 1.0
- b. .5
- c. .06
- d. .03**
- e. .02

3. In terms of brand equity, which is the best combination for a brand item to have?

- a. low downside elasticity, high upside elasticity**
- b. high downside elasticity, low upside elasticity
- c. high downside elasticity, high upside elasticity
- d. low downside elasticity, low upside elasticity
- e. high value, low uniqueness

4. In the category of fast-food restaurants, which category positioning strategy has McDonald's adopted?

- a. central me-too
- b. central**
- c. differentiated me-too
- d. differentiated
- e. product-as-hero

5. According to the T-C-B model, under which ONE condition below should a brand adopt differentiated positioning?

- a. market pioneer
- b. market leader
- c. a follower brand that cannot adopt central me-too**

- d. a brand using mixed approach-avoidance motivation
- e. a brand using problem-solution motivation

## Quiz 1

### Chapter 1: Marketing communications and campaign planning

Name: \_\_\_\_\_ Date: \_\_\_\_\_

*Circle the correct answer for each: True (T) or False (F)*

1. In the U.S. economy, more money is spent on main-media advertising than on other marcoms activities.	T	F
2. Manufacturers direct all their marcoms to consumers.	T	F
3. Promotions should activate the customer to immediately purchase a brand-item and provide meaningful communication about the brand.	T	F
4. Moran's method involves comparing relative price with category profit from week to week to determine the brand-item's brand equity.	T	F
5. A sharp increase in sales prompted by a slight price reduction is an indication of high value equity.	T	F
6. Ad processing responses are different from promotion offer processing responses.	T	F
7. A direct-response ad can achieve all five communication effects in a single ad exposure.	T	F
8. The buyer response steps – exposure, ad or promotion processing, brand communication effects, and target audience action – cut across the three levels of effects.	T	F
9. There are six marcoms planning steps.	T	F
10. A goal is an objective made specific as to degree and time.	T	F

## Quiz 1 Answers

### Chapter 1: Marketing communications and campaign planning

1. In the U.S. economy, more money is spent on main-media advertising than on other marcoms activities.

F

(Exhibit 1-2: Main-media advertising 47%, other marcoms 53%.)

2. Manufacturers direct all their marcoms to consumers.

F

(Exhibit 1-3: Manufacturers may also direct their marcoms to distributors or to businesses.)

3. Promotions should activate the customer to immediately purchase a brand-item and provide meaningful communication about the brand.

T

(The objective of immediate purchase of the brand-item fits the definition of promotions in the chapter, and given that promotions are a form of marcoms they must therefore communicate about the brand.)

4. Moran's method involves comparing relative price with category profit from week to week to determine the brand-item's brand equity.

F

(This statement is nonsense.)

5. A sharp increase in sales prompted by a slight price reduction is an indication of high value equity.

T

(This is in fact the definition of Moran's concept of value equity.)

6. Ad processing responses are different from promotion offer processing responses.

F

(No, the possible processing responses – attention, learning, emotions, and acceptance – are the *same* no matter whether it's an ad or a promotion.)

7. A direct-response ad can achieve all five communication effects in a single ad exposure.

T

(Yes. The classic AIDA awareness-interest-desire-action model fits direct-response advertising quite well. The ad can create *awareness* of the brand, stimulate category need in the form of *interest* in the product or service category, build brand attitude as *desire* for this brand, then develop brand purchase intention which, provided that it looks easy to buy because of purchase facilitation, should result in behavioral *action* in the form of a direct response of some sort such an inquiry or a direct purchase. Thus, all five communication effects can be achieved in a single exposure to a direct-response ad.)

8. The buyer response steps – exposure, ad or promotion processing, brand communication effects, and target audience action – cut across the three levels of effects.

T

(True: In fact, following the externally imposed exposure step, the next three steps represent internal processes in the buyer's mind and are the same as the headings on the three levels of effects.)

9. There are six marcoms planning steps.

F

(No, there are seven including the final step of deciding whether you need to use other marcoms such as sponsorships, PR, personal selling, or social marketing in addition to advertising and sales promotion.)





























































10. A goal is an objective made specific as to degree and time.

T



(Correct definition of a goal.)

## Test Bank Files

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