

Chapter 16—Integrated Marketing Communications

TRUE/FALSE

1. Promotion is communication by marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or elicit a response.

ANS: T PTS: 1 REF: 249 OBJ: 16-1
TOP: AACSB Communication KEY: CB&E Model Promotion
MSC: BLOOMS Knowledge

2. Black & Mild FT are the only cigars on the market made with “a skillful blend of premium pipe tobaccos and a filter tip for extra smoothness.” This feature creates a competitive advantage for the product.

ANS: T
A competitive advantage is an aspect of the product that the target market perceives as different from and superior to the competition.

PTS: 1 REF: 249 OBJ: 16-1 TOP: AACSB Reflective Thinking
KEY: CB&E Model Product MSC: BLOOMS Application

3. The promotional mix is the combination of promotional tools used to reach the target market and fulfill the organization’s overall goals.

ANS: T PTS: 1 REF: 250 OBJ: 16-2
TOP: AACSB Communication KEY: CB&E Model Customer
MSC: BLOOMS Knowledge

4. Advertising is any form of impersonal, one-way mass communication in which the sponsor or company is identified.

ANS: T PTS: 1 REF: 250 OBJ: 16-2
TOP: AACSB Communication KEY: CB&E Model Promotion
MSC: BLOOMS Knowledge

5. Benedick and Taapo are arguing about newspaper publicity. Benedick says favorable publicity is free—hence the phrase “free publicity.” Taapo says that publicity is not free because costs were incurred in developing the public relations materials used by the newspapers. Benedick has a more accurate grasp of the definition of publicity.

ANS: F
Publicity is not free. Preparing news releases, staging special events, and persuading media to broadcast them cost money.

PTS: 1 REF: 251 OBJ: 16-2 TOP: AACSB Communication
KEY: CB&E Model Promotion MSC: BLOOMS Application

6. Publicity is free.

ANS: F

Preparing news releases, staging special events, and persuading media to broadcast them cost money.

PTS: 1 REF: 251 OBJ: 16-2 TOP: AACSB Communication
KEY: CB&E Model Promotion MSC: BLOOMS Comprehension

7. Sales promotion consists of all marketing activities that stimulate consumer buying and dealer effectiveness.

ANS: T PTS: 1 REF: 251 OBJ: 16-2
TOP: AACSB Communication KEY: CB&E Model Promotion
MSC: BLOOMS Knowledge

8. Communication via telephone is not considered personal selling because it is not face-to-face.

ANS: F

Telemarketing is a form of personal selling. It does allow for immediate interaction.

PTS: 1 REF: 251 OBJ: 16-2 TOP: AACSB Communication
KEY: CB&E Model Promotion MSC: BLOOMS Comprehension

9. The U.S. manager is working with some Indonesians who do not speak English. In attempting to exchange information, they are using symbols to assign meanings to the facts the manager hopes to convey. This is an example of communication.

ANS: T PTS: 1 REF: 252 OBJ: 16-3
TOP: AACSB Communication KEY: CB&E Model Customer
MSC: BLOOMS Application

10. Nature Valley uses popular magazines, radio, and cable television to promote its brand of trail mix. Nature Valley uses mass communication.

ANS: T PTS: 1 REF: 252 OBJ: 16-3
TOP: AACSB Communication KEY: CB&E Model Promotion
MSC: BLOOMS Application

11. When a marketer sends a message to the target market, the marketer must first decode the symbols used.

ANS: F

The receiver decodes the message; the marketer as a sender would encode it.

PTS: 1 REF: 253 OBJ: 16-3 TOP: AACSB Communication
KEY: CB&E Model Customer MSC: BLOOMS Comprehension

12. NutriFoods is concerned that its advertising messages are not getting through to the target market as intended. Its radio ads contain music that its target market does not like, and its spokesperson has a very nasal voice that sounds as though he has a perpetual cold. These are examples of noise in the communications process.

ANS: T PTS: 1 REF: 253-254 OBJ: 16-3
TOP: AACSB Communication KEY: CB&E Model Customer| CB&E Model Promotion
MSC: BLOOMS Application

13. Even though a message is received, it will not necessarily be properly decoded; receivers interpret messages based on their own frames of reference.

ANS: T PTS: 1 REF: 254 OBJ: 16-3
TOP: AACSB Communication KEY: CB&E Model Promotion| CB&E Model Customer
MSC: BLOOMS Comprehension

14. If Charles Schwab Mutual Funds Investment Broker were to study its promotional strategies by looking at sales trends and market research, it would be using direct feedback to evaluate its promotional strategies.

ANS: F
Charles Schwab relies on indirect feedback. Direct feedback would imply immediate interaction.

PTS: 1 REF: 254 OBJ: 16-3 TOP: AACSB Communication
KEY: CB&E Model Marketing Plan MSC: BLOOMS Application

15. All promotions are designed to either inform, persuade, or remind the target audience.

ANS: T PTS: 1 REF: 256 OBJ: 16-4
TOP: AACSB Communication KEY: CB&E Model Promotion
MSC: BLOOMS Knowledge

16. Maddie's Beverage Company has recently introduced Wateroos, eight-ounce servings of water in juice-style containers with straws, to encourage children to drink more water. Since this product is in the introductory stage of the product life cycle and as yet has no direct competition, Maddie's promotional objective should be persuasion.

ANS: F
Early in the life cycle, the primary focus of promotions should be to inform consumers of the product.

PTS: 1 REF: 256 OBJ: 16-4 TOP: AACSB Communication
KEY: CB&E Model Marketing Plan MSC: BLOOMS Application

17. It's been a few years since odor-free paint hit the market, and a paint manufacturer estimates the paint to be in the growth stage of its product life cycle. With all the competition in the industry today, the manufacturer should use promotions that persuade buyers of odor-free paint to purchase its brand over all others.

ANS: T PTS: 1 REF: 256-257 OBJ: 16-4
TOP: AACSB Reflective Thinking KEY: CB&E Model Product| CB&E Model Promotion
MSC: BLOOMS Application

18. AIDA is an acronym for *attention*, *interest*, *desire*, and *action*.