Package Title: Practice

Course Title: Boone, Contemporary Business, Third Canadian Edition

Chapter Number: 13

Shuffle: No

Question type: True/False

1) Promotion is the same as advertising.

a) True

b) False

Answer: False

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

Question type: Multiple Choice

2) Procter & Gamble’s online forum, Capessa, and the Tremor campaign, which relies on influential teenagers to generate interest for its products, are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) marketing communication.

b) advertising.

c) personal selling.

d) sales promotion.

Answer: a

Difficulty: Hard

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Application

AACSB: Analytic

3) The goal of integrated marketing communications is to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) give the customer many opportunities to buy

b) create a unified promotional approach

c) target messages to completely separate audiences with little overlap

d) take advantage of viral marketing

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Comprehension

AACSB: Communication

4) Nancy sells textbooks to college professors by visiting their offices. What type of activity is this?

a) direct marketing

b) personal selling

c) face-to-face promotion

d) promotional marketing

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Application

AACSB: Analytic

5) Advertising, sales promotion, direct marketing, and public relations are all types of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) nonpersonal selling

b) personal selling

c) publicity

d) promotion

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Knowledge

AACSB: Communication

6) When marketers attempt to establish their product in the minds of the consumer, they are utilizing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) product placement

b) coercion

c) positioning

d) subliminal perception

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Knowledge

AACSB: Communication

7) Reminder-oriented advertising is often used during the \_\_\_\_\_\_\_\_\_\_\_ stage(s) of the product life cycle to maintain awareness of the importance and usefulness of the product, concept, or institution.

a) late introduction and growth

b) growth and maturity

c) late maturity and decline

d) growth

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Knowledge

AACSB: Communication

8) Dawn operates a small marine service company. She has an up-to-date customer database with names, addresses, and past-purchase data. She wants to offer her customers a pre-season special on engine tune-ups. The best form of advertising would be \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) a magazine ad

b) a local TV spot

c) a direct-mail postcard

d) flyers distributed in the mail

Answer: c

Difficulty: Hard

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Application

AACSB: Analytic

9) When Tylenol mentions in its advertising that it doesn’t upset the stomach like aspirin, what type of advertising is it using?

a) informative

b) comparative

c) persuasive

d) reminder-oriented

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Application

AACSB: Analytic

10) Which type of advertising tries to improve the competitive status of a product, institution, or concept?

a) informative

b) comparative

c) persuasive

d) reminder-oriented

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Comprehension

AACSB: Communication

11) One of Canada’s leading types of advertising media is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) magazines

b) flyers

c) direct mail

d) television

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Knowledge

AACSB: Communication

12) Local advertising is currently dominated by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) TV

b) radio

c) billboards

d) newspaper

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.2 Summarize the different types of advertising.

Section Reference 1: Advertising

Bloom’s Taxonomy: Comprehension

AACSB: Communication

13) The manager at Price-Rite grocery store created an end-of-aisle display featuring healthy snack food and beverages. His goal was to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) differentiate the products

b) provide information

c) accentuate the products’ value

d) increase sales

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Application

AACSB: Analytic

14) Sales promotion consists of all of the following **except \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

a) coupons

b) product samples

c) advertising

d) rebates

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

15) T-shirts, free pens, or refrigerator magnets are examples of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) give aways

b) product samples

c) specialty advertising

d) promotional objects

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Application

AACSB: Analytic

16) Displays or demonstrations that promote products when and where consumers buy them, such as in retail stores, are considered \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) in-store advertising

b) product samples

c) specialty advertising

d) point-of-purchase advertising

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

17) A salesperson tells the product’s story during the \_\_\_\_\_\_ step of the sales process.

a) qualifying

b) demonstration

c) closing

d) presentation

Answer: d

Difficulty: Easy

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Knowledge

AACSB: Communication

18) Personal selling works best when \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) customers are geographically dispersed

b) the product has a relatively high price

c) the distribution channel is intensive and includes many channel members

d) the product is simple to understand and frequently purchased

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

19) What type of activity might involve hiring someone to wear a sandwich board with an advertisement for a particular product?

a) guerrilla marketing

b) personal selling

c) institutional advertising

d) persuasive marketing

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Integrated Marketing Communications

Bloom’s Taxonomy: Application

AACSB: Communication

20) Six out of every ten sales promotion dollars are spent on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) premiums

b) samples

c) contests

d) coupons

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Knowledge

AACSB: Communication

21) What promotional strategy listed below is used to promote a specific brand?

a) primary demand

b) integrated marketing communications

c) selective demand

d) secondary demand

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.13 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Chapter Overview

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

22) When you call a toll-free number to get information on a product, you are participating in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) outbound telemarketing

b) inbound telemarketing

c) information promotion

d) B2B marketing

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.3 Outline sales promotion.

Section Reference 1: Sales Promotion

Bloom’s Taxonomy: Comprehension

AACSB: Communication

23) The \_\_\_\_\_\_\_\_\_ strategy attempts to promote a product by generating consumer demand for it primarily through advertising and sales promotion appeals.

a) pushing

b) publicity

c) word-of-mouth

d) pulling

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.4 Describe pushing and pulling promotional strategies.

Section Reference 1: Pushing and Pulling Strategies

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

24) The Green Thumb Lawn Service mails postcards in September offering fall and winter clean-up specials. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) providing information about a new service

b) accentuating product value by comparing a professional service to the quality of work done by homeowners

c) an effort to stabilize sales after the summer lawn care season ends

d) increasing sales by capitalizing on impulse purchases

Answer: c

Difficulty: Hard

Learning Objective 1: LO13.4 Describe pushing and pulling promotional strategies.

Section Reference 1: Pushing and Pulling Strategies

Bloom’s Taxonomy: Application

AACSB: Analytic

25) Guerilla marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) targets hard-to-reach consumers

b) is only effective for large corporations

c) works best in urban areas

d) is an innovative, low-cost approach to marketing

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.1 Discuss how integrated marketing communications relates to a firm's overall promotional strategy.

Section Reference 1: Chapter Overview

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

26) A \_\_\_\_\_\_\_\_ strategy is used to generate consumer demand.

a) pulling

b) cooperative

c) volume

d) pushing

Answer: a

Difficulty: Easy

Learning Objective 1: LO13.4 Describe pushing and pulling promotional strategies.

Section Reference 1: Pushing and Pulling Strategies

Bloom’s Taxonomy: Knowledge

AACSB: Communication

27) When companies promote products to channel members, rather than to end users, they are using a \_\_\_\_\_\_\_\_ strategy.

a) indirect

b) short

c) pulling

d) pushing

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.4 Describe pushing and pulling promotional strategies.

Section Reference 1: Pushing and Pulling Strategies

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

Question type: True/False

28) Consumer products depend more heavily on pushing strategies than do B2B products.

a) True

b) False

Answer: False

Difficulty: Medium

Learning Objective 1: LO13.4 Describe pushing and pulling promotional strategies.

Section Reference 1: Pushing and Pulling Strategies

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

Question type: Multiple Choice

29) Exclusiveness is often obtained through a \_\_\_\_\_\_\_\_\_ pricing strategy.

a) limited

b) highball

c) prestige

d) elite

Answer: c

Difficulty: Medium

Learning Objective 1: LO13.5 Outline the different types of pricing objectives in the marketing mix.

Section Reference 1: Pricing Objectives in the Marketing Mix

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

30) The breakeven point \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) ensures profit maximization

b) is the same as the market clearing price

c) is always lower than the amount demanded by consumer.

d) is the level of sales that will generate enough revenue to cover total costs

Answer: d

Difficulty: Medium

Learning Objective 1: LO13.5 Outline the different types of pricing objectives in the marketing mix.

Section Reference 1: Pricing Objectives in the Marketing Mix

Bloom’s Taxonomy: Knowledge

AACSB: Communication

31) \_\_\_\_\_\_\_\_ is the sum of total variable costs and total fixed costs.

a) Breakeven

b) Total costs

c) Total revenue

d) Cost-based pricing

Answer: b

Difficulty: Easy

Learning Objective 1: LO13.6 Describe how firms set prices in the marketplace and the four alternative pricing strategies.

Section Reference 1: Pricing Strategies

Bloom’s Taxonomy: Knowledge

AACSB: Communication

Question type: True/False

32) A breakeven point in pricing will cover all fixed costs and some variable costs.

1. True
2. False

Answer: False

Difficulty: Medium

Learning Objective 1: LO13.6 Describe how firms set prices in the marketplace and the four alternative pricing strategies.

Section Reference 1: Pricing Strategies

Bloom’s Taxonomy: Knowledge

AACSB: Analytic

Question type: Multiple Choice

33) Retailers often reduce the price of pencils and crayons during the back-to-school selling season. This is an example of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) volume pricing

b) pricing to achieve profitability goals

c) prestige pricing

d) psychological pricing

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.5 Outline the different types of pricing objectives in the marketing mix.

Section Reference 1: Pricing Objectives in the Marketing Mix

Bloom’s Taxonomy: Application

AACSB: Communication

34) The skimming pricing strategy would work best for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

a) an existing product that was being repositioned in the marketplace

b) a unique product that would be difficult for competitors to copy

c) a product nearing the end of the maturity phase of the product life cycle

d) convenience goods

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.6 Describe how firms set prices in the marketplace and the four alternative pricing strategies.

Section Reference 1: Pricing Strategies

Bloom’s Taxonomy: Comprehension

AACSB: Analytic

35) A pricing strategy that sets prices low in order to penetrate the market is called a \_\_\_\_\_\_\_\_\_\_ strategy.

a) skimming

b) penetrating

c) even pricing

d) new pricing

Answer: b

Difficulty: Medium

Learning Objective 1: LO13.6 Describe how firms set prices in the marketplace and the four alternative pricing strategies.

Section Reference 1: Pricing Strategies

Bloom’s Taxonomy: Knowledge

AACSB: Communication

Question type: True/False

36) The skimming pricing strategy is usually used during the decline stage of the product life cycle.

1. True
2. False

Answer: False

Difficulty: Medium

Learning Objective 1: LO13.6 Describe how firms set prices in the marketplace and the four alternative pricing strategies.

Section Reference 1: Pricing Strategies

Bloom’s Taxonomy: Comprehension

AACSB: Communication

Question type: Multiple Choice

37) \_\_\_\_\_\_ pricing causes consumers to believe they are buying for less.

a) Odd

b) Even

c) Skim

d) Demand

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.7 Discuss consumer perceptions of price.

Section Reference 1: Consumer Perceptions of Prices

Bloom’s Taxonomy: Knowledge

AACSB: Communication

38) A consumer’s perception of product quality is closely related to the item’s \_\_\_\_\_\_\_\_\_\_\_.

a) price

b) distribution method

c) promotional strategy

d) benefits

Answer: a

Difficulty: Medium

Learning Objective 1: LO13.7 Discuss consumer perceptions of price.

Section Reference 1: Consumer Perceptions of Prices

Bloom’s Taxonomy: Knowledge

AACSB: Communication

Question type: True/False

39) Research shows that consumer perception of quality is closely related to an item’s price.

1. True
2. False

Answer: True

Difficulty: Medium

Learning Objective 1: LO13.7 Discuss consumer perceptions of price.

Section Reference 1: Consumer Perceptions of Prices

Bloom’s Taxonomy: Knowledge

AACSB: Communication

40) Consumers associate odd prices with products that cost less or are on sale.

1. True
2. False

Answer: True

Difficulty: Medium

Learning Objective 1: LO13.7 Discuss consumer perceptions of price.

Section Reference 1: Consumer Perceptions of Prices

Bloom’s Taxonomy: Knowledge

AACSB: Communication