**Quiz 2**

# Chapter 1: Marketing communications and campaign planning

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

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

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| 1 Brand and brand-item marcoms are not only trying to sell the brand to the customer but must communicate *about* the brand. | T | F |
| 2. The purpose of advertising is to be “mind-turning.” | T | F |
| 3. Brand-building advertising is the largest form of advertising. | T | F |
| 4. A brand item that has low uniqueness equity demonstrates downside elasticity by increasing sales when its relative price is above the category average. | T | F |
| 5. Three levels of effects occur simultaneously during marketing communications: ad or promotion processing, brand communication effects, and customer decision stages. | T | F |
| 6. Brand communication effects are acquired as a “hierarchy of effects.” | T | F |
| 7. Brand communication effects are likely to operate as a hierarchy during choice. | T | F |
| 8. The buyer response steps are based on probabilities. | T | F |
| 9. The first marcoms planning step is to set campaign objectives. | T | F |
| 10. A strategy is defined as a broad aim or a desired outcome. | T | F |