**Quiz 1**

# 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. 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 |