

Chapter 10 Sample Questions on Advertising, PR and Promotion

1. One issue facing advertisers is that consumers screen out messages that are not relevant to them.

True* False

2. Glenn is using a push strategy to promote his new, self-published financial guidebook. He is directly promoting it to readers in the Wall Street Journal.

True False*

3. The three basic objectives of advertising are to select, target, and promote.

True False*

4. An advertisement stating "Buy now: no money down" is a persuasive-type ad.

True* False

5. Public Service Announcements (PSAs) typically focus on social marketing objectives.

True* False

6. Public Service Announcements (PSAs) represent a form of social shopping.

True False*

7. An advertising campaign's objectives should be specific and measurable.

True * False

8. The key to a successful emotional appeal is to create a bond between the consumer and the brand.

True* False

9. Beverage companies often pay movie producers to have their products used and shown in movies. This is an example of product placement.

True* False

10. Loyalty programs are sales promotions designed to retain current customers and encourage multiple purchases over time with the promise of a reward or premium.

True* False

11. The difference between advertising and publicity is that advertising is:

A. more effective.

B. almost always used in conjunction with consumer satisfaction surveys.

C. a paid form of marketing communication that has a sponsor.*

D. designed to remind consumers while publicity is used to persuade consumers.

E. always handled by advertising agencies.

12. Advertising is a paid form of marketing communication using:

- A. television.
- B. radio.
- C. print media.
- D. the Internet.
- E. any of these.*

13. Kelly is the head of marketing for a nonprofit agency that supports the arts. She just received the go-ahead from her Board of Directors to conduct the agency's first-ever advertising campaign. Her first step will be to:

- A. identify the target audience.*
- B. set the advertising objectives.
- C. determine the advertising budget.
- D. evaluate and select the media.
- E. create the advertisements.

14. Because advertising is the most visible form of marketing,

- A. many people think of marketing and advertising as synonymous.*
- B. it is the most important part of a marketing mix.
- C. everyone is in advertising.
- D. marketing budgets always emphasize advertising over other forms of marketing communications.
- E. it is the largest source of employment opportunities for marketing graduates.

15. Advertisers often face the problem of consumers:

- A. screening out their message.
- B. not reacting to their message.
- C. not remembering their message.
- D. remembering the message but forgetting the brand.
- E. all of these*

16. To get us to remember their ad and the product or brand in the ad, advertisers assuming the high involvement or AIDA model of audience response must first:

- A. use persuasion.
- B. offer incentives.
- C. create effective PSAs.
- D. get our attention.*
- E. vary between flighting and pulsing scheduling.

17. An advertising goal is crucial to an ad campaign because it:
- A. is the basis for sales commissions.
 - B. is required by the accounting department.
 - C. offers insights into the creative leadership of mass media buyers.
 - D. will later be used to measure the success or failure of the campaign.*
 - E. all of these
18. Generally, when advertising to consumers, the objective of an advertising campaign is:
- A. a pull strategy--to get the product into stores by having consumers demand it.*
 - B. a push strategy--to stimulate interest among members of the supply chain.
 - C. to win advertising awards.
 - D. to offset sales promotion costs.
 - E. to maximize media planning.
19. Florida Heat Pump Manufacturing Company is offering a free, all-expenses-paid trip to Las Vegas for HVAC dealers that sell at least twenty units this year. Florida Heat Pump is using a _____ promotional strategy.
- A. pull
 - B. puffery
 - C. publicity
 - D. push*
 - E. posttesting
20. After identifying the target audience for the university's new advertising campaign, the advertising team needs to decide whether the advertising objective is to _____, _____, or _____ potential and/or existing students.
- A. create, stimulate, or ignore
 - B. beg, borrow, or steal
 - C. pay, buy, or barter
 - D. inform, persuade, or remind*
 - E. push, pull, or sell
21. P&G's Tide laundry detergent has been around since 1948 and is still a market leader. P&G has used _____ advertising to reposition Tide several times over the product's life, trying to motivate new consumer segments to use the product.
- A. informative
 - B. persuasive*
 - C. reminder
 - D. discussive
 - E. institutional

22. Each year in December, Anheuser-Busch runs television ads featuring the Clydesdale horses pulling a stagecoach with an Anheuser-Busch logo. The message is low-key, wishing everyone well during the holiday season. This is an example of _____ advertising.

- A. informative
- B. persuasive
- C. reminder*
- D. discussive
- E. institutional

23. The California Raisin Advisory Board used to run ads featuring "The California Raisins," a fictitious R&B musical group composed of dancing raisins who boogied to the song, "I Heard it Through the Grapevine." The ads, which were hugely popular and which gave rise to a line of raisin-themed merchandise, were designed to encourage raisin consumption. This campaign was an example of:

- A. product focused advertising.
- B. consumer generated advertising.
- C. public service announcements.
- D. institutional advertising.*
- E. push strategies.

24. First Lady Michelle Obama has recorded an ad encouraging parents to teach their children good nutrition habits in order to stem the increase in child obesity. This message is an example of:

- A. product focused advertising.
- B. consumer generated advertising.
- C. a public service announcement.*
- D. reminder advertising.
- E. a flighting campaign.

25. Regardless of the tactical objective of the advertising campaign, each campaign's objectives should be:

- A. sincere.
- B. consistent with those of the available media.
- C. either informative or persuasive but not both.
- D. specific and measurable.*
- E. designed for use in both a pull and a push strategy.

26. Ryan is attempting to create a budget for his firm's advertising campaign. From experience, Ryan knows that he cannot just pull out an old budget and update it. Instead, the advertising budget will depend on:

- A. the nature of the product.
- B. what stage the target audience is in the AIDA model.
- C. other ongoing promotional efforts.
- D. the stage in the product life cycle (PLC).
- E. all of these.*

27. The advertising message admonition, "People are not looking for quarter-inch drill bits; they are looking for quarter-inch holes", suggests that advertising messages need to:

- A. emphasize technology.
- B. focus on quality.
- C. inform consumers about opportunities.
- D. focus on solving problems.*
- E. engage in mild puffery.

28. Marketers _____ an advertising campaign in order to ensure that the various elements of the campaign will work in an integrated fashion and do what they are intended to do.

- A. pretest*
- B. posttest
- C. monitor
- D. flight
- E. pulse

29. In the early stages of an ad campaign, the objectives are established. To determine if those objectives have been met, the marketer will:

- A. posttest.*
- B. conduct feedback analysis.
- C. complete closed-loop monitoring.
- D. conduct a completion tracking.
- E. develop an execution analysis.

30. The additional sales that can be attributed to an advertising campaign are known as:

- A. payload.
- B. impact.
- C. lift.*
- D. the campaign increment.
- E. return on advertising.

31. Which of the following is the best example of puffery?
- A. "Take two and call us in the morning."
 - B. "Happy hour every Friday."
 - C. "You have tried the rest, now try the best."*
 - D. "All natural ingredients."
 - E. "Northwestern, the quiet company."
32. Which of the following is NOT part of public relations?
- A. Annual reports
 - B. Coupons and rebates*
 - C. Brochures
 - D. News releases
 - E. Copies of Op Ed pieces, letters to the editor and recent press clipping
33. _____ are special incentives or excitement-building programs that encourage consumers to purchase a particular product, often used in conjunction with advertising or personal selling programs.
- A. Premiums
 - B. Trade incentives
 - C. Sales promotions*
 - D. Push programs
 - E. Targeted leader items
34. _____ is when two or more firms join forces to reach a target audience in a short-term effort.
- A. Promotional co-branding
 - B. Cross-promotion*
 - C. Joint-venture promotion
 - D. Multi-target promoting
 - E. Convenience promoting
35. Traditionally, marketers have seen the role of _____ as generating short-term results, whereas the goal of _____ was to lead to long-term results.
- A. public relations; institutional advertising
 - B. advertising; personal selling
 - C. sales promotion; advertising*
 - D. advertising; public relations
 - E. corporate blogs; public relations