

040070307 – Integrated Marketing Communication

QUESTION BANK

TRUE/FALSE

1. Marketing communications play an important role for *all* companies.
2. According to a recent study, integrated marketing communications is seldom employed by business-to-business marketers.
3. The marketing communications component of the marketing mix has decreased dramatically in importance in recent decades.
4. Marketing and communications are virtually inseparable.
5. The use of marketing communications is not appropriate for organizations delivering not-for-profit services.
6. Most marketing communications occur at the brand level.
7. The term *brand* is a convenient (and appropriate) label for describing any object of concerted marketing efforts.
8. Brands perform a critical strategic role by providing a key means for differentiating one company's offering from competitive brands.
9. Many companies treat the various communication elements, such as advertising, sales promotions, public relations, and so on, as virtually separate activities rather than integrated tools that work together to achieve a common goal.
10. Interactive marketing communications, or simply IMC, is the philosophy and practice of carefully coordinating a brand's sundry marketing communications elements.
11. One reason firms have not practiced IMC is because different units within organizations have specialized in separate aspects of marketing communications.
12. One reason firms have not practiced IMC is because outside suppliers, such as advertising, public relations, and promotion agencies, have been reluctant to broaden their function beyond the one aspect of marketing communications in which they have developed expertise and built their reputations.
13. In reality, IMC is little more than a management fad that is short lived.
14. Novice managers are more likely than experienced managers to practice IMC.
15. By closely integrating multiple communication tools and media, brand managers achieve duplicity, which means multiple methods in combination with one another yield more positive communication results than do the tools used individually.
16. The integrated marketing communication process starts by determining the strengths and weaknesses of the marketer.
17. The IMC approach uses the "inside-out" approach in identifying communication vehicles.
18. The use of integrated marketing communications is restricted to the mass media.
19. The terms *touch point* and *contact* are used interchangeably to mean any message medium capable of reaching target customers and presenting the brand in a favorable light.
20. Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

MULTIPLE CHOICE

1. The marketing mix for a brand consists of ____.
 - a. product
 - b. price
 - c. promotion

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- d. place
 - e. All of these are correct.
2. Marketing communications is used by which type of organization?
- a. business-to-business organizations
 - b. consumer marketing organizations
 - c. not-for-profit organizations
 - d. None of these are correct.
 - e. All of these are correct.
3. Which of the following is NOT a form of media advertising?
- a. television
 - b. radio
 - c. magazines
 - d. sales promotions
 - e. newspapers
4. Coupons, trade shows, buying allowances, premiums, and price-off deals are all examples of ____.
- a. media advertising
 - b. promotions
 - c. place advertising
 - d. point-of-purchase advertising
 - e. public relations
5. Which term is preferred by most marketing practitioners to refer to the collection of advertising, sales promotions, public relations, event marketing, and other communication devices?
- a. marketing promotion
 - b. promotion
 - c. sales promotion
 - d. marketing communications
 - e. integrated marketing communications
6. Which of the following terms serves as a summary means for describing *all* forms of marketing focus?
- a. product
 - b. brand
 - c. communication
 - d. promotion
 - e. integration
7. Which of the following could be a brand?
- a. product
 - b. service
 - c. retail outlet
 - d. person
 - e. All of these could be a brand.
8. Current marketing philosophy holds that ____ is absolutely imperative for success.
- a. direct marketing
 - b. e-mail
 - c. coupons
 - d. integration
 - e. assessment
9. ____ is the philosophy and practice of carefully coordinating a brand's sundry marketing communications elements.
- a. Interactive marketing

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- b. Branding
 - c. Synergistic marketing communications
 - d. Synergistic marketing
 - e. Integrated marketing communications
10. Which of the following has NOT been a reason for the reluctance to change from a single-function, specialist model to an IMC model?
- a. no way to assess the effectiveness of integration
 - b. managerial parochialism
 - c. fear that change might lead to possible budget cutbacks in their areas of control
 - d. reluctance of agencies to broaden their function beyond the one aspect of marketing communications in which they have developed expertise and built their reputations
 - e. fear of reduction in authority and power
11. Which of the following statements is true regarding the adoption of IMC?
- a. Novice managers are more likely than experienced managers to practice IMC.
 - b. Firms involved in marketing services rather than products are more likely to have adopted IMC.
 - c. Business-to-business firms are more likely to adopt IMC than business-to-consumer firms.
 - d. Less sophisticated firms are likely adherents to IMC.
 - e. All of these are true regarding the adoption of IMC.
12. Milo is employed by a manufacturer of consumer packaged goods products. His job entails the planning, creation, integration, and implementation of diverse forms of marcom, such as advertising, sales promotion, publicity releases, events, etc., that are delivered over time to a brand's targeted customers and prospects with the ultimate goal of influencing or directly affecting their behavior. Milo is performing ____.
- a. integrated marketing (IM)
 - b. marketing communications (marcom)
 - c. integrated marketing communications (IMC)
 - d. promotion marketing (PM)
 - e. integrated promotion management (IPM)
13. The ultimate goal of integrated marketing communications is to ____.
- a. increase brand awareness
 - b. affect the behavior of the targeted audience
 - c. learn how to outsell the competition
 - d. lower production costs
 - e. All of these are correct.
14. What is achieved when multiple methods are used in combination with one another yielding more positive communication results than when the tools are used individually?
- a. synergy
 - b. duplicity
 - c. multiplicity
 - d. redundancy
 - e. repetition
15. Which of the following is NOT a key feature of IMC?
- a. The customer represents the starting point for all marketing communications activities.
 - b. Brand managers and their agencies should be amenable to using various marketing communication tools.
 - c. Multiple messages must speak with a single voice.

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- d. The ultimate goal is to influence brand awareness and enhance consumer attitudes toward the brand.
 - e. Build relationships.
16. A key feature of IMC is that the process should ____.
- a. use an “inside-out” approach
 - b. be restricted to only one or a select number of communication media
 - c. use the same media to reach all target audiences to improve efficiency
 - d. start with the customer or prospect and then work back to the brand communicator in determining the most appropriate messages and media
 - e. utilize the same communication media over time
17. Which approach will best serve the customers’ information needs and motivate them to purchase the brand?
- a. inside-out
 - b. outside-in
 - c. top-down
 - d. bottom-up
 - e. combination
18. Which of the following terms is used to mean any message medium capable of reaching target customers and presenting the brand in a favorable light?
- a. touch point
 - b. contact
 - c. intersection
 - d. touch point and contact
 - e. touch point, contact, and intersection
19. The marketing manager for Carver Products, Inc. asked her research staff to identify all of the points of contact that consumers are likely to have with Carver’s products. The marketing manager would most likely to use this information in designing a(n) ____.
- a. point-of-purchase display
 - b. board of director’s report
 - c. integrated marketing communications program
 - d. marketing research survey
 - e. slice-of-life television commercial
20. What does the phrase, “speak with a single voice,” mean?
- a. Carefully select those tools that are most appropriate for the communications objective at hand.
 - b. Reach the target audience efficiently and effectively using whatever touch points are most appropriate.
 - c. Successful marketing communications requires building relationships between brands and their consumers/customers.
 - d. All marketing communication elements should use the same endorser so that consumers do not get confused.
 - e. Coordination of messages and media is absolutely critical to achieving a strong and unified brand image and moving consumers to action.

ESSAY TYPE QUESTION:

1. Compare and contrast the terms *promotion* and *marketing communications*, and list the primary tools of marketing communications.
2. Describe the basic philosophy underlying integrated marketing communications (IMC), and discuss reasons why firms have not practiced IMC all along and why there is a reluctance to change.

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3. Explain what the payoff is from using integrated marketing communications.
4. Explain the five key features that undergird the philosophy and practice of integrated marketing communications.
5. Discuss the changes in marketing communication practices that have been particularly prominent.
6. Debra is the brand manager for Tide laundry detergent, marketed by Procter & Gamble, and she is making the brand-level fundamental decisions in the marcom decision process. Discuss what she will be considering.
7. Discuss the benefits of brand equity from the firm's perspective.
8. Discuss the challenges marketers face as they develop advertisements and other form of marketing communication for young Hispanics. Do you think marketers should advertise to bilingual Hispanics in English or Spanish?
9. What is meant by encoding and decoding? Discuss how these two processes differ for radio versus television commercials.
10. Discuss how the semiotics can be of value to the field of integrated marketing communications. Select a specific stimulus such as an advertisement, package, or other relevant marketing symbol and conduct a semiotic analysis of it
11. Discuss how a company introducing an innovative new product might use the innovation adoption model in planning its integrated marketing communications program.
12. Assume that you are the marketing communications manager for a brand of paper towels. Discuss how the low involvement hierarchy could be of value in developing and advertising and promotion strategy for this brand.
13. Evaluate the "Just Imagine" campaign for Whirlpool appliances discussed in IMC Perspective. Do you think this campaign will be effective in connecting with the working women Whirlpool is targeting? Why or why not?
14. Find an example of a print ad and evaluate it using the cognitive response model. Identify the specific types of cognitive responses that the ad might elicit from consumers and discuss why these might occur.
15. Explain what is meant by a central versus peripheral route to persuasion and the factors that would determine when each might be used by consumers in response to an advertisement.
16. Discuss the various elements of the communications process. Find an example of an advertising campaign being used by a company and analyze this campaign in terms of these elements of the communications process
17. How can companies marketing their products in a foreign country avoid some of the communications problems that might arise because of differences due to language, culture?
18. Those responsible for most of the advertising and promotion decisions for consumer products are brand managers (client side) and account executives (agency side). These individuals are usually well paid, well-educated marketing professionals living in urban areas. Consider the typical consumer for a brand such as Budweiser beer or Mennen after-shave. What problems could these differences present in developing an IMC program for these brands? How might these problems be overcome?
19. Discuss how marketers can use the persuasion matrix to plan their communication programs. Choose a print ad or TV commercial and use the persuasion matrix to analyze how it might influence consumers' response processes.
20. What are the differences between the source credibility components of expertise and trustworthiness? Provide an example of an ad or other form of marketing communication that uses these source characteristics.