

# Unit 08: An Integrated Marketing Communication Approach

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Published 2014

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## 1. Unit 08: An Integrated Marketing Communication Approach

## 4. Chapter: Unit 08: An Integrated Marketing Communication Approach

### 1. Unit 08: An Integrated Marketing Communication Approach Questions

#### 4.1.1. A company that sells expensive kitchen utensils is developing their...

Author: Melinda Salzer

A company that sells expensive kitchen utensils is developing their marketing strategy. The marketing department suggests that personal selling will be an excellent way to generate sales, and salespeople can demonstrate the products in people's homes. Why is this a good strategy for these products?

Please choose only one answer:

- Because personal selling is an excellent way of allowing consumers to ask questions and get immediate answers
- Because the sales message can be tailored to the customers' needs, while the customers learn about the products
- Because personal selling is an excellent way of demonstrating complex products
- Because salespeople will be able to immediately address any concerns that the customers have about the products
- All of the above

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#### 4.1.2. A family-owned restaurant faces stiff competition from a local rest...

Author: Melinda Salzer

A family-owned restaurant faces stiff competition from a local restaurant chain. The chain has a large promotional budget, while the family-owned restaurant operates on small budget. Which of the following promotional activities might be effective in maximizing the family-owned restaurant's promotional dollars?

Please choose only one answer:

- Reward customers for directing new diners to the restaurant.
- Sponsor a local Little League team.
- Give tours of the restaurant's kitchen.
- Create a website that includes recipes from the restaurant's menu.
- All of the above

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#### 4.1.3. A group of local musicians has been posting signs on streetlamps an...

Author: Melinda Salzer

A group of local musicians has been posting signs on streetlamps and creating sidewalk paintings to advertise the group. The group's agent has been doing his own advertising. These efforts include letters to concert venues and some radio advertising. The group has not seen an increase in popularity or in performance opportunities. What might be the most significant problem?

Please choose only one answer:

- The posters might not look as professional as the advertising material being used by the group's agent.
- Letters to concert venues should come from the band members and not the band's agent.
- Not enough time has passed for these advertising efforts to take effect. Everyone involved should be more patient. These efforts will prove to be successful in time.
- These efforts do not reflect careful planning and coordination and do not appear to be part of a plan designed to communicate a unified message.
- The group's and agent's efforts do not appear to include sufficient promotional activities.

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#### 4.1.4. A new ice cream shop on the east coast finds that sales are slow du...

Author: Melinda Salzer

A new ice cream shop on the east coast finds that sales are slow during the winter months. What promotional tool might be most effective in maintaining a higher level of sales year-round?

Please choose only one answer:

- Regularly distributed coupons will bring customers to the store more often.
- Free samples of new flavors will be a draw for customers.
- A buy one-get one free promotion will be the most effective strategy in this situation.
- A loyalty program will be most effective, because it will encourage customers to visit the shop throughout the year, earning them additional perks, discounts, and rewards.
- Frequent contests and sweepstakes will entice customers and encourage them to come to the shop.

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#### 4.1.5. A new local roofing company is planning its introductory promotiona...

Author: Melinda Salzer

A new local roofing company is planning its introductory promotional strategy. One of the owners of the company thinks that direct marketing is a thing of the past and that customers will not be attracted to the company through this method. The other partner feels that benefits can be attained through direct marketing. Which of the following is a benefit of using direct marketing activities in the 21st century?

Please choose only one answer:

- Customers can receive a mail piece that will direct them to a company website where more information can be obtained.
- A mail piece can provide only partial information, creating consumer interest and a desire to find out more.
- Direct mail can lead consumers to online interactive sites where they can participate in contests and sweepstakes sponsored by the company.
- The Internet has made it possible to target potential customers for direct marketing campaigns with even greater accuracy than in the past, making this tool highly effective at reaching the appropriate target market.
- All of the above

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#### 4.1.6. A small graphics company wants to implement an Integrated Marketing...

Author: Melinda Salzer

A small graphics company wants to implement an Integrated Marketing Communications (IMC) promotional plan. However, they have a very small budget. How, if at all, could they successfully implement such a plan?

Please choose only one answer:

- Only organizations with substantial budgets can successfully implement an IMC promotional plan.
- The company could go over budget in implementing an IMC promotional plan.
- The company could coordinate efforts and join forces with other companies and associations within the industry.
- The company could wait until it has a larger budget.
- None of the above

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#### 4.1.7. A vitamin company has just released a new product that has been pro...

Author: Melinda Salzer

A vitamin company has just released a new product that has been proven to enhance the look and feel of a woman's hair. The results have been particularly dramatic in women over the age of 50. The product will be sold over the Internet. The marketing department plans to send product samples, along with their research results, to Oprah Winfrey and other daytime TV show hosts. How will this offline strategy, coupled with a paid search (PPC) strategy, be of benefit?

Please choose only one answer:

- The PPC campaign should be used separately and not in conjunction with an offline strategy at all times.
- A PPC strategy will not be helpful for this product's campaign, because the product is new to the marketplace.
- By coordinating the PPC efforts with the offline strategy, the company will increase its market exposure while driving consumers to its website.
- This effort will only be effective if the company is one of the top-ranked companies when consumers conduct a web search.
- Using an offline strategy in this case will be sufficient for this product, because Oprah Winfrey is such an influential personality.

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#### 4.1.8. According to one study conducted by the American Productivity Quali...

Author: Melinda Salzer

According to one study conducted by the American Productivity Quality Center, which of the following is among the four stages of IMC development?

Please choose only one answer:

- Tactical coordination of marketing communication
- Redefining the scope of marketing communication
- Application of information technology
- Financial and strategic integration
- All of the above

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#### 4.1.9. In planning an Integrated Marketing Communications (IMC) promotiona...

Author: Melinda Salzer

In planning an Integrated Marketing Communications (IMC) promotional plan, what obstacle do many agencies find to be a barrier to implementation among their clients?

Please choose only one answer:

- The clients do not have the personnel to execute the strategy.
- Clients generally do not feel that IMC is an effective strategy.
- Clients want the agencies to do all the work.
- Because IMC is a relatively new approach, clients are not used to doing things in this way.
- Clients are not open to learning new approaches to marketing.

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#### 4.1.10. In the plan developed by Kellogg's for Special K cereal, why was th...

Author: Melinda Salzer

In the plan developed by Kellogg's for Special K cereal, why was the strategy implemented over several seasons?

Please choose only one answer:

- Because they did not have enough money to implement the plan all at once
- Because the plan, implemented over time, created consumer interest, awareness and participation, as well as it kept the consumer motivated to follow the campaign
- Because the desired media outlets were not available to the company when needed
- Because the company made a mistake in planning its strategy, and the activities should have been implemented all at once
- Because this is a strategy that many competitors have used

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#### 4.1.11. The makers of a new video game are evaluating advertising methods. ...

Author: Melinda Salzer

The makers of a new video game are evaluating advertising methods. The game will be targeted to teenagers. One member of the marketing team feels that because so many teens watch the TV program, Glee, advertising should be centered on that program as well as other shows appealing to this demographic. Other members of the team feel that advertising should be shown in a variety of locations and media outlets. Is the latter a better strategy than only using television advertising? Why, or why not?

Please choose only one answer:

- It is not a better strategy, because most teens are getting their information only from television advertising.
- It is a better strategy as long as only one other media outlet is used. Too much information will be overkill.
- It is a better strategy, because consumers have come to rely on a variety of sources for their information.
- It is a better strategy as long as only high-tech media outlets are used.
- It is not a better strategy, because teens are not influenced by advertising.

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#### 4.1.12. What is the purpose of an Integrated Marketing Communications (IMC)...

Author: Melinda Salzer

What is the purpose of an Integrated Marketing Communications (IMC) plan?

Please choose only one answer:

- To make things easier for the company's advertising agency
- To ensure that all advertising activities are conducted by the same advertising agency
- To enable the advertising agency to focus only on Sales Promotion activities
- To ensure that all elements of an advertising program reach consumers no matter where they receive their information
- None of the above

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Question: [What is the purpose of an Integrated Melinda Salzer @Berkeley Advertising](#)

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#### 4.1.13. What is the purpose of Public Relations?

Author: Melinda Salzer

What is the purpose of Public Relations?

Please choose only one answer:

- To announce sales and special store events to consumers
- To highlight new advertising campaigns for the entire company
- To share information solely with the media as a foundation for future company events
- To build good relationships with the advertiser's public, namely consumers, stockholders, legislators, and employees
- None of the above

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#### 4.1.14. What might be the most effective element of the promotional mix to ...

Author: Melinda Salzer

What might be the most effective element of the promotional mix to use when the L'Oreal company wants to see an increase in sales of its shampoo products during the next quarter, and why?

Please choose only one answer:

- Personal selling because that will make an immediate connection with consumers
- Public relations because that will create corporate good will among consumers
- Sales promotion, such as coupons, because that will encourage interest and immediate sales
- Direct marketing because that will communicate consumer needs
- Television advertising because that is the only way to reach consumers

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#### 4.1.15. When developing a promotional plan, what step should be taken first?

Author: Melinda Salzer

When developing a promotional plan, what step should be taken first?

Please choose only one answer:

- Determine your budget.
- Define your objectives.
- Identify your media outlets.
- Determine the message.
- None of the above

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Question: [When developing a promotional plan what Melinda Salzer @Berkeley](#)

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#### 4.1.16. Which of the following is an element of the promotional mix?

Author: Melinda Salzer

Which of the following is an element of the promotional mix?

Please choose only one answer:

- Direct marketing
- Sales promotion
- Public relations
- Personal selling
- All of the above

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [Which of the following is an element of Melinda Salzer @Berkeley](#)

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#### 4.1.17. Why is "Multiple Rights," also known as the "360" deals, effective ...

Author: Melinda Salzer

Why is "Multiple Rights," also known as the "360" deals, effective as a marketing strategy for performers in the music industry?

Please choose only one answer:

- Because it gives their agents freedom to plan any type of advertising and promotion they choose
- Because their fans are all in the same age demographic
- Because it coordinates the marketing efforts of all concert sales, merchandise sales, and record sales
- All of the above
- None of the above

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#### 4.1.18. You are planning next year's promotional activities for your irriga...

Author: Melinda Salzer

You are planning next year's promotional activities for your irrigation systems company. In the past, your activities have included renting a booth at trade shows throughout the country at various times of the year. These shows have enabled your company to explain the ways in which your system works and to meet potential customers. The overall cost of displaying at these shows is very high. Financial advisors have suggested that trade shows be eliminated from the company's promotional activities. Is this a sound strategy? Why, or why not?

Please choose only one answer:

- Yes, because trade shows are nothing more than a chance for people to dine, drink, and socialize.
- No, because overall, attending trade shows has shown to provide long-term benefits.
- Yes, because traditional trade show attendance can be replaced with less-costly virtual shows, which may provide added benefits such as tracking visitor behavior, which is not possible at a live show.
- Yes, because potential customers do not usually attend shows to gather product information.
- None of the above

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#### 4.1.19. Your company fully embraces the idea of an integrated approach in d...

Author: Melinda Salzer

Your company fully embraces the idea of an integrated approach in developing your promotional plan. You have evaluated different elements and have decided to use all of the options available. Is this a good strategy? Why, or why not?

Please choose only one answer:

- Yes, because all elements will work together to help you build your business.
- Yes, as long as your focus is on one element with all other elements in supporting roles, your plan should be effective.
- Yes, because research has shown this to be the most effective approach.
- No, because you should evaluate the strengths and weaknesses of all elements and determine which ones will be most effective for your business.
- Yes, as long as you release the various elements at different times, your plan should be effective.

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#### 4.1.20. Your department store has decided to participate in the Dress for S...

Author: Melinda Salzer

Your department store has decided to participate in the Dress for Success program, which provides professional clothing for disadvantaged women so they can seek and obtain employment. What is the appropriate way to communicate your plans with your customers, the community, and other interested parties?

Please choose only one answer:

- Produce and air a television commercial
- Develop print advertising to appear in newspapers
- Prepare and distribute a Press Release to all media outlets, including online sources
- Air radio commercials
- Create and distribute promotional products that include the date of your event

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