Marketing Communications

**Chapter 1:**

**Multiple choice questions**

The role of marketing communications is to

Inform

Persuade

Remind

All of the above

**2** What is the specific function of marketing communications relative to the usage of the market offering? It tells us -

What, why, how and when to use the market offering

What, why, how, when & who should use the market offering

What , who, when and how to use the market offering

What, why, where and how to use the market offering

**3**  The marketing communication mix consists of the following:

Advertising, direct marketing, sales promotion, personal selling and public relations

Advertising, direct marketing, sales promotion, personal selling, publicity and PR

Advertising, direct marketing and emailing, sales promotion, personal selling and PR

Advertising , direct marketing, sales promotion & e-vouchers, personal selling and PR

Advertising, diret marketing, sales promotion, personal selling and online chats, and PR

**4**  Marketing communications in the main takes the form of three models of communication which are:

the one-to-two, two-to-three steps and the multi-step models of communications

the one-step, two-step and multitude of step models of communications

the one to two, two to three and the multi-award winning models of communications

the one-step, two-step and multi-step models of communications

**5** \_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_ can alter the shared meaning between target and destination in the influencer model of communication.

**6** Social media platforms have brought about ways of facilitating

Revolving contradictions

Revolving conversations

Revolving conflaborations

Revolving contra-indications

**7** The role of a seeding strategy is to affect change by

Initiating marketing communications activity

Activating marketing communications activity

Deliberating marketing communications activity

Engineering marketing communications activity

All of the above

**8** The innovation-adoption model of consumer response suggests the following stages

Awareness, interest, evaluation, trial and adaption

Awareness, interest, evaluation, trial and adulation

Awareness, interest, evaluation, trial and adoption

Awareness, interest, evaluation, trial and addiction

**9** Which three characteristics best sum up the differences between the more traditional and the more contemporary view of communications.

Modern/postmodern

Monologue/dialogue

Offensive/defensive

Mass/selective

All of the above

**10**  The elements of the 4Cs framework which provides a bases for evaluating IMC are:

Coherence, consistency, contemporary and complementary

Coherence, consistency, continuity and complementary

Coherence, consistency, contingency and complementary

Coherence, consistency, contradictory and complementary

**Answers**

1 d) The role of marketing communications is to both inform, persuade and remind us either directly or indirectly about the products, services and brands the enterprise seeks to exchange. (Kotler et al., 2016).

2 b) It tells us why we should use the product/service; what the use is; the place we can use it; when to use it; how to use it, and who it is designed to be used by.

3 a) Advertising, direct marketing, sales promotion, personal selling and public relations make up the marketing communications mix. Publicity is an element of PR; emailing is direct marketing via internet, and likewise e-vouchers are another form of sales promotion and finally online chat is where advocates influence attitude and behaviour. So a) is the best answer.

4 d) The one-step model is the linear model of communication. The two-step model is the influencer model of communication and the multi-step model is the more contemporary version of communications models called the interactional model, therefore d) is the best answer.

5 *Opinion Formers* and *Opinion Leaders* act as the filters and can alter the shared meaning between target and destination/receiver in the influencer model of communication.

6 b) The internet has enabled the development of technology platforms such as social media, which facilitate the way we converse together and which also accelerates the chat around the network, so revolving conversations is the best answer.

7 e) The role of a seeding strategy is to deliberately initiate and activate conversations and chat about your brand. In essence you are engineering marketing communications activity. So, all of these words mean premeditated and calculated intent on doing and starting something.

8 c) As the title innovation-adoption suggests, the consumer response models follows the stages of awareness, interest, evaluation, trial and adoption, so c) is the best answer.

9 e) All of the contrasting terms sum up the differences between the more traditional and the more modern approach to how we see communication.

10 b) Contemporary means modern and now; contingency means conditional, for example on something happening; and contradictory means conflict or antagonistic and/or disagreement with each other, for instance. The best answer is b) because continuity means being the same or similar over time.