**Chapter 3**

**Multiple choice questions**

What are the ‘building tasks of discourse?

Significance, activities, and identities

Relationships and sign systems or knowledge

Politics and connections

All of the above

**2** Discourse can be used to interpret cultural materials and to reproduce ideologies.

True

False

Political marketing is:

The study of the processes of exchanges between political entities and their environment and among themselves, with particular reference to the positioning of these entities and their communications

Concerned with strategies for positioning and communications, and the methods through which these strategies may be realized, including the search for information into attitudes, awareness and the response of target audiences.

Both a and b

What statement below best describes semiotics?

Dialectical in nature and describes the implication of cognitive processes in the consumer in the structure of meanings they encounter in culture.

A term used interchangeably with ‘the science of signs and their associated meanings’.

The interpretation of reality in terms of cultural codes that structure phenomena into signs and meanings

All of the above.

The denotative level refers to the basic (constant) meaning that a sign bears. It allows consumers to identify the product or service a brand represents.

True

False

**6** The connotative level is a more powerful emotional level of a brand. At this level, a brand is linked to culturally shaped symbolism and values

True

False

**7** Polysemy refers to words and phrases with many possible meanings

True

False

**8** Homophones are words that are spelled the same, yet have different meanings (e.g., lead (the metal) and lead (a dog’s leash).

True

False

**9** What are the ‘semiotic dimensions of brands’?

Material, conventional and theoretical

Material, conventional and contextual

Material, conventional, contextual and performance

Material, conventional, theoretical and practical

**10** Which ‘market-based relation’ answers the question: “how is consumer sovereignty constructed, maintained and subverted”?

Consumer-product

Consumer-market

Consumer-consumer

All of the above.

**Answers**

1 d); 2 a); 3 c); 4 d); 5 a); 6 a); 7 a); 8 b); 9 c); 10 a