**Chapter 7**

**Multiple choice questions**

What should IMC be driven by?

The marketing department

The SWOT analysis

The marketing strategy

Competitor analysis

**2** What does the interaction model of communications stress interaction between?

Consumers

Staff

Media

All of these

**3** In Kliatchko’s model of IMC, what does the content column refer to?

Sales materials developed by the company

Media coverage of the company

All communications by and about the company

The company’s key messages

**4** What are customer touch-points?

Anything tangible related to the company that customers can touch

All customer service interactions

Any contact the customer has with the company or about it

Anything the company sends to customers

**5** What does the financial measure ROCI help companies to understand?

How much return they get from their marketing budget

Their return for spend on particular customer groups

The return for spend on individual customers

The rate of customers expressing interest in the company

**6** What is multiple source perception?

Consumer buy products and services from multiple sources

Consumers build their perceptions from multiple media sources

Consumer perceive some sources of information to be better than others

Consumers have mixed perceptions of media sources

**7** What are the main considerations that need to be balanced in IMC?

Foreign and local languages

Central control and business unit autonomy

Costs and likely income

The needs of customers and distributors

**8** Why does tennis player Andy Murray appear in Standard Life’s website for Hong Kong but not the Republic of Ireland (RoI)?

Tennis is less popular in the RoI than rugby and golf, but popular in Hong Kong

He offended Irish people in a press interview

As a British sports star he relevant to expat residents in Hong Kong but not to Irish consumers

It is more cost effective for the Hong Kong marketing team to copy content from the group website than to devise its own.

**9** The 4 columns in Kliatchko’s model are?

Customers, competencies, channels and media

Stakeholders, channels, content, results

Stakeholders, media, tools, touch-points

Clients, channels, content, visuals

**10** What does Kiatchko mean when he talks about stakeholders?

Shareholders

Customers and staff

Customers, staff and shareholders

All of the organisation’s audiences

**Answers**

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