**Chapter 9 Multiple Choice Questions**

1. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_ represents interruption to the communications process.**
2. Channel
3. Environment
4. Message
5. Noise
6. **Organizations communicate with their target audience(s) primarily to:**
7. increase sales
8. inform, persuade and remind
9. inform about new products
10. pre-empt competition
11. **During the \_\_\_\_\_\_\_\_\_ phase of the product life cycle, the company will make strategic decisions on whether to rejuvenate or discontinue the product.**
12. introduction
13. growth
14. maturity
15. decline
16. **\_\_\_\_\_\_\_\_\_\_\_ comprises structured impersonal messages which usually inform, persuade or remind consumers about products, services or ideas.**
17. Advertising
18. Sales promotion
19. Public relation
20. Sponsorship
21. **Traditionally, advertising is not delivered through media such as:**
22. TV, radio and cinema
23. newspapers and magazines
24. posters and bill boards
25. sales teams
26. **\_\_\_\_\_\_\_\_\_\_\_\_\_ is an enticement to consumers or trade buyers to purchase products or services.**
27. Advertising
28. Sales promotion
29. Public relation
30. Personal selling
31. **Which of the following is not a sales promotion technique?**
32. Point of sale (POS) items
33. Price offers
34. Prize promotion
35. Public relations
36. **Public relations involves:**
37. paying for the right to be associated with an organization or an event
38. face-to-face communication between sellers and buyers
39. managing various methods for communicating such as publicity, press releases, stunts, events and press conferences
40. promotions to existing consumers, who may bring their purchasing decision forward
41. **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ facilitates discussion and support for complex buying situations.**
42. Sales promotion
43. Personal selling
44. Sponsorship
45. Events and experiences
46. **All of the communications methods (advertising, sales promotion, public relations, sponsorship, personal selling, events and experiences, and direct mail/phone) are enhanced and supported by:**
47. digital communication via the internet
48. the World Wide Web
49. Email communication
50. direct marketing
51. **Direct marketing encompasses:**
52. direct mail and email communication
53. direct mail and phone
54. electronic version of direct mail sent via the internet
55. display and banner ads
56. **The first step in effective communications planning is to:**
57. Establish budget
58. Identify target market
59. Determine objectives
60. Select channels (media)
61. **AIDA stands for:**
62. attention, interest, decision, action
63. action, interest, desire, action
64. attention, interest, desire, action
65. attention, interest, desire, awareness
66. **The communication at \_\_\_\_\_\_\_\_\_\_\_\_ stage requires a focus on creating awareness and knowledge of the product and its availability.**
67. attention
68. interest
69. desire
70. action
71. **At \_\_\_\_\_\_\_\_\_\_\_ stage, the consumer makes a purchase or changes their purchasing behavior.**
72. attention
73. interest
74. desire
75. action