

The University of the West Indies

Integrated Marketing Communications

Practice Test

Stream M11

1Hr 30mins

This text contains sixty (60) multiple choice questions. Please read carefully before answering the following questions.

- 1) What is not considered a factor when organizing advertising efforts?
 - a) Size of companies
 - b) Budget
 - c) Market organization structure
 - d) **Direct selling**

- 2) what are the three ways in which companies organize their campaign efforts?
 - a) **Centralized systems, decentralized systems, in house agencies**
 - b) Decentralized systems, centralized systems, direct selling
 - c) Direct selling, personal selling, promotional advertising
 - d) Sales promotion, direct selling, personal selling

- 3) what is not considered an advantage of centralized systems?
 - a) Clear chain of command
 - b) Fewer personnel required
 - c) Reduced cost
 - d) **rapid response to problems**

- 4) which is not a type of advertising agency?
 - a) full service agencies
 - b) interactive agencies
 - c) **media selling agencies**
 - d) creative boutiques

- 5) integrated marketing communications involves the coordination of all forms of marketing communications in a(n) _____ program that maximizes the impact on the intended audience market.
 - a) long

Marketing Communication Exam Questions And Answers

Roman Wölfel



Marketing Communication Exam Questions And Answers:

This book delves into Marketing Communication Exam Questions And Answers. Marketing Communication Exam Questions And Answers is a vital topic that must be grasped by everyone, ranging from students and scholars to the general public. This book will furnish comprehensive and in-depth insights into Marketing Communication Exam Questions And Answers, encompassing both the fundamentals and more intricate discussions.

1. The book is structured into several chapters, namely:
 - Chapter 1: Introduction to Marketing Communication Exam Questions And Answers
 - Chapter 2: Essential Elements of Marketing Communication Exam Questions And Answers
 - Chapter 3: Marketing Communication Exam Questions And Answers in Everyday Life
 - Chapter 4: Marketing Communication Exam Questions And Answers in Specific Contexts
 - Chapter 5: Conclusion
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 6. In chapter 5, this book will draw a conclusion about Marketing Communication Exam Questions And Answers. The final chapter will summarize the key points that have been discussed throughout the book.
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