

Chapter 01 Test Bank

Student: _____

1. Digital/online advertising account for the majority of companies' marketing communications expenditures.
True False
2. Not all marketing transactions involve the exchange of money for a product or service.
True False
3. The status gained from owning a particular brand is an example of a functional benefit.
True False
4. As marketers embraced the concept of integrated marketing communications, they began to rely primarily on media advertising.
True False
5. The integrated marketing communications approach calls for a centralized messaging function so that everything a company says and does communicates a common theme and positioning.
True False
6. The goal of integrated marketing communications (IMC) is to generate both short-term financial returns and build long-term brand and shareholder value.
True False
7. One reason marketers are adopting the IMC approach is they understand the value of strategically integrating the various communications functions.
True False
8. There has been an evolution to micromarketing as the mass audience assembled by network television and augmented by other mass media is fragmenting at an accelerating rate.
True False

Chapter 1 Test Bank

Guffey



Chapter 1 Test Bank:

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