

# CENTRAL UNIVERSITY



2018 / 2019

## END OF SECOND SEMESTER EXAMINATIONS

CENTRAL BUSINESS SCHOOL

DEPARTMENT OF MARKETING

PRINCIPLES AND PRACTICE OF ADVERTISING

COURSE CODE: CBMK 204

MIOTSO & MATAHEKO: MORNING, EVENING &  
WEEKEND

TIME DURATION: **THREE (3) HOURS**

EXAMINER: JOSHUA DOE

### INSTRUCTIONS

Answer **ALL** questions in section A, **ANY THREE** questions from section B.

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**BY THE INVIGILATOR**

**Section A: Answer all questions**

1. The use of short-term incentives to encourage the purchase or sale of a product or service is called \_\_\_\_\_.
  - a. direct marketing
  - b. publicity
  - c. public relations
  - d. personal selling
  - e. sales promotion
  
2. Which of the following is an objective of informative advertising?
  - a. build brand preference
  - b. change customer perceptions of brand value
  - c. encourage customers to switch brands
  - d. keep brand in customer minds during off-seasons
  - e. suggest new uses for a product
  
3. What is one of the primary goals of reminder advertising?
  - a. build brand preference
  - b. correct false impressions
  - c. inform the market of a price change
  - d. maintain customer relationships
  - e. restore company image
  
4. Persuasive advertising becomes \_\_\_\_\_ advertising when a company directly or indirectly compares its brand with one or more other brands.
  - a. comparative
  - b. institutional
  - c. Informative
  - d. POP promotion
  - e. reminder
  
5. Cell phones are one type of \_\_\_\_\_.
  - a. digital media
  - b. consumer-generated media
  - c. indirect media
  - d. outdoor media
  - e. traditional media
  
6. A product in the maturity stage will often require \_\_\_\_\_ advertising.
  - a. cooperative
  - b. comparative
  - c. informative
  - d. persuasive
  - e. reminder

7. Perhaps the most logical budget-setting method is the \_\_\_\_\_ method because it is based on the required cash necessary to accomplish specific promotion goals.
- affordable
  - competitive-parity
  - exponential smoothing
  - objective-and-task
  - percentage-of-sales
8. U-Frame-It is a small company that has hired a local ad agency to put together an advertising campaign. Which of the following questions should be answered first?
- How does U-Frame-It's competition advertise?
  - What percentage of the budget should be allocated for U-Frame-It radio ads?
  - Which type of media vehicle is most appropriate for U-Frame-It ads?
  - What are the communication and sales objectives of U-Frame-It?
  - What is the demographic of U-Frame-It's customer base?
9. After determining its advertising objectives, the company's next step in developing an advertising program is to \_\_\_\_\_.
- determine the media vehicle
  - develop its message strategy
  - plan its advertising campaign
  - set its advertising budget
  - use cash rebate offers
10. In a recent radio spot, John and Barb gave a quick explanation of Sparkle's cleaning process and a description of the value consumers receive for their money. This is an example of a(n) \_\_\_\_\_.
- emotional appeal
  - moral appeal
  - rational appeal
  - social appeal
  - standard appeal
11. Companies are doing less \_\_\_\_\_ and more \_\_\_\_\_ as a result of an explosion of more focused media that better match today's targeting strategies.
- advertising; public relations
  - broadcasting; narrowcasting
  - marketing; personal selling
  - narrowcasting; broadcasting
  - public relations; advertising
12. To measure the \_\_\_\_\_ of an ad after it has been aired, the advertiser can evaluate how the ad affected consumer recall, product awareness, and preference.
- communication effects
  - comparative effects
  - profit effects
  - reminder effects
  - sales effects

13. Which method of setting an advertising budget is based on analyzing competitors' spending?
- affordable method
  - competitive-parity method
  - objective-and-task method
  - percentage-of-sales method
  - regression method
14. Glasis is a type of paint made specifically for use on cars. An ad in *Motor Trend* magazine advising consumers to request their body shops to use Glasis paint is an example of how a company uses \_\_\_\_\_.
- a pull strategy
  - a push strategy
  - buzz marketing
  - public relations
  - word-of-mouth influence
15. A manufacturer of a variety of technological devices asked its marketing department to develop inexpensive methods of building and maintaining brand awareness and excitement. The marketing department then recruited consumers who were early adopters of technological devices to spread the word about the company's new products. This is an example of \_\_\_\_\_.
- buzz marketing
  - direct marketing
  - nonpersonal marketing
  - public service activities
  - sales promotion
16. Which of these reflect scheduling ads evenly within a given period and scheduling ads unevenly over a given time period?
- Continuity: Hard hitting
  - Continuity: Pulsing
  - Pulsing: Hard hitting
  - Pulsing: Continuity
  - Sequencing: Routing
17. You are looking to advertise your new product, and you want good mass-marketing coverage and low cost per exposure. You should choose \_\_\_\_\_ as your advertising media.
- direct mail
  - newspaper
  - outdoor
  - radio
  - television

18. In designing the message structure, marketers must decide whether to present the \_\_\_\_\_ arguments first or last in a message.
- emotional
  - moral
  - structural
  - strongest
  - scientific
19. Logos, uniforms, brochures, and company trucks are all examples of \_\_\_\_\_ that can be used to help a company create a visual image for the public.
- buzz marketing materials
  - corporate identity materials
  - direct marketing
  - public service activities
  - social marketing
20. When selecting a media vehicle, the media planner looks both at the total cost of using a medium and at the \_\_\_\_\_.
- cost of premium offers
  - cost per thousand persons reached
  - cost of the magazine it is using
  - continuity cost
  - profit margin
21. Advertising has some shortcomings. What is NOT one of them?
- It is impersonal.
  - It slowly reaches many people.
  - It does not make audience members feel the need to respond.
  - It carries on one-way communication with the audience.
  - It can be very costly.
22. An example of a(n) \_\_\_\_\_ appeal is the Salvation Army appeal. "While you are trying to figure out what to get the man who has everything, don't forget the man who has nothing."
- awareness
  - emotional
  - moral
  - rational
  - standard
23. A.Y. Mensah, a manufacturer of pumps and plumbing valves, employs regional salespeople to sell its products to wholesalers and cities. This is an example of \_\_\_\_\_.
- advertising
  - direct marketing
  - personal selling
  - public relations
  - sales promotion

24. To be successful, an advertisement must \_\_\_\_\_
- gain the attention of consumers
  - guarantee the highest quality product
  - offer the highest quality service
  - promise the lowest market price
  - reach consumers frequently
25. Which of the following form of marketing communication is very believable because it consists of news stories, features, sponsorships, and events which seem more real and believable to readers than ads do?
- Advertising
  - Communication Cycle
  - Public relations
  - Personal communication
  - Publicity
26. A(n) \_\_\_\_\_ argument is only likely to be effective when the audience is highly educated or likely to hear opposing claims or when the communicator has a negative association to overcome.
- emotional
  - moral
  - two-sided
  - one-sided
  - scientific
27. A is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time is referred to as \_\_\_\_\_
- Format
  - Frequency
  - Premium
  - Qualitative value
  - Reach
28. Which major promotion category makes use of displays, discounts, coupons, and demonstrations?
- advertising
  - direct marketing
  - public relations
  - publicity
  - sales promotion
29. Today's consumers do not need to rely on marketer-supplied information about products and services because they can use \_\_\_\_\_ to seek out a wealth of information.
- direct marketing
  - informative advertising
  - marketing communications
  - mass market media
  - the Internet and other technologies

30. What is the term used to describe the idea (usually related to customer benefits) that will be communicated to consumers through an advertisement?
- advertising appeal
  - consumer-generated message
  - creative concept
  - message strategy
  - message execution
31. A company's total marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This is also called \_\_\_\_\_.
- competitive marketing
  - direct marketing
  - integrated marketing
  - the promotion mix
  - target marketing
32. The advertiser must decide on the \_\_\_\_\_, or desired media impact, of a message in a specific medium.
- exposure costs
  - frequency
  - illustration
  - qualitative value
  - reach
33. Marketing communicators must do all of the following EXCEPT \_\_\_\_\_.
- choose the media through which to send a message
  - determine the communication objectives
  - deliver products to the customer
  - identify the target audience
34. ABC Advertising Agency was recently hired to create an advertising campaign for a local water park. Since the park is only open during the raining seasons, \_\_\_\_\_ plays a major role in the firm's decision about scheduling advertisements.
- audience quality
  - continuity
  - media vehicles
  - media timing
35. Which of the following is NOT a factor in the changes occurring in today's marketing communications?
- Companies routinely invest millions of dollars in the mass media.
  - Mass markets have fragmented, and marketers are shifting away from mass marketing.
  - Mass media no longer capture the majority of promotional budgets.
  - Improvements in communication technologies are changing how companies and customers communicate with each other.
  - Today's consumers are better informed about products and services.

36. Integrated marketing communications require a company's mass-market advertisements, Web site, e-mail, and personal selling communications to all have \_\_\_\_\_.
- equal portions of the advertising budget
  - independent communications directors
  - the same target audience
  - the same message, look, and feel
  - separate marketing objectives
37. The communicator must decide how to handle message structure issues. One issue is whether to \_\_\_\_\_ or not.
- avoid competitors
  - draw a conclusion
  - make a moral appeal
  - use the push strategy
  - use the pull strategy
38. Developing an effective message strategy begins with identifying \_\_\_\_\_ that can be used as advertising appeals.
- consumer trends
  - competitors' strengths
  - customer benefits
  - competitors' weaknesses
  - consumer emotions
39. Using integrated marketing communications, the communications process should start with \_\_\_\_\_.
- an audit of all potential customer touch points
  - an advertising strategy
  - public relations
  - publicity
  - the competitive-parity method
40. An advertising objective is classified by its primary purpose, which is to inform, persuade, or \_\_\_\_\_.
- explain
  - encourage
  - convince
  - compete
  - remind

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## SECTION B

1. Government of Ghana consulted to you engage an external advertising agency as part to promote its One-District-One-Factory project. With the aid of relevant examples, identify and discuss the steps involved in recruiting an external agency. *(20 marks)*
2. Every advertising project goes through a planning cycle. Discuss with appropriate examples the key elements of an advertising plan *(20 marks)*
3. There are different types of marketing communication agencies. While some are classified full service agencies, other are classified creative boutiques, and yet still some are classified as "a la carte" agencies. Examine the functions of a full service agency in the advertising industry. *(20 marks)*
4. Advertising does not cause its target audience to buy immediately. With this in mind, evaluate the role of advertising as a marketing communications tool for a small firm *(20 marks)*
5. Discuss any seven (7) characteristics of an effective advertising copy that aids advertisers in creating effective advertising *messages ( 20 marks)*