

Choose the correct answer, and then shade the proper circle at your electronic answer sheet.

- 1- Understanding your competitive arena and competitors' strengths and weaknesses is a critical component of _____ orientation.
A) sales. B) production. C) competitive. D) market. E) societal.
- 2- Which of the following is not one of the traditional advertising media?
A) Billboards. B) Magazines. C) Transit cards. D) Banner ads. E) Direct mail.
- 3- It's well suited to highly targeted marketing efforts, creating engagement, and building one-to-one relationships.
A) Digital Marketing. B) Affiliate Marketing. C) Public Relations. D) Sales Promotion. E) Advertising.
- 4- Which of the following is not one of the factors that should be considered when setting the advertising budget?
A) Market share. B) Product life cycle. C) Competitors. D) Undifferentiation. E) Advertising media.
- 5- In the mnemonic S.M.A.R.T, the alphabetic character _____ refers to specifying who will do it.
A) S. B) M. C) A. D) R. E) T.
- 6- Which of the following is not among the consumer-oriented promotion tools?
A) Training programs. B) Price-offs. C) Premiums. D) Event sponsorship. E) Rebates.
- 7- When Sharp plan to Keep its products in a customer's mind during the off-seasons, the _____ advertising seems suited.
A) Reminder. B) Informative. C) Guerrilla. D) Podcast. E) Persuasive.
- 8- Mature brands usually require lower budgets as a ratio to sales.
A) True. B) False. C) D) E)
- 9- The customers' evaluation of a good or service in terms of whether that good or service has met their needs and expectations.
A) Customer ratings. B) Customer value. C) Customer focus. D) Customer trust. E) Customer satisfaction.
- 10- During _____ stage, advertising inform the target audience, while personal selling gets retailers to carry the product.
A) maturity. B) introduction. C) decline. D) growth. E) development.
- 11- In the communication process, communication involves _____ elements that are the major communication functions.
A) two. B) seven. C) four. D) nine. E) none.
- 12- Although _____ method for setting a promotion budget can result in overspending, it more often results in under-spending
A) competitive-parity. B) spending ratio. C) percentage-of-sales. D) affordable. E) objective-and-task.
- 13- The _____ step of the process of conducting PR is to determine relevant target audiences as internal or external.
A) last. B) third. C) second. D) first. E) fourth.
- 14- Which of the following is not among the reasons why sales promotion increased?
A) More segments. B) High competition. C) Long term focus. D) High clutter. E) High accountability.
- 15- "Implement actions to provide value to customers" is the _____ step in achieving a marketing orientation.
A) last. B) second. C) first. D) third. E) fifth.
- 16- Building upon the AIDA concept, this promotional tool is very effective in achieving most promotional goals.
A) Public Relations. B) Advertising. C) Sales Promotion. D) Personal Selling. E) Direct Marketing.
- 17- The consumer plan to eat at McDonald's and humming the "I'm lovin' it" jingle is _____ in the communication model.
A) noise. B) response. C) decoding. D) feedback. E) encoding.
- 18- Which of the following media is characterized by high selectivity, low cost, immediacy, and interactive capabilities?
A) Television. B) Outdoor. C) Internet. D) Newspapers. E) Direct Mail.
- 19- All of the following are among the methods that might be employed in evaluating PR, EXCEPT:
A) MBO. B) The team approach. C) Public opinion. D) Personal observation. E) Coverage ratio.
- 20- Based on the data about the promotion tools used by firms from 1986 to 1996, the _____ have increased during that period.
A) media advertising. B) trade promotions. C) PR campaigns. D) consumer promotions. E) social advertising.
- 21- When comparing sales and market orientations, the primary profit goal of market orientation is _____.
A) competitive arena. B) sales volume. C) customer satisfaction. D) earn trust. E) build relationships.
- 22- In order to encourage brand switching and Influence immediate buying decisions, the _____ promotion should be used.
A) reminder. B) attack. C) persuasive. D) viral. E) informative.
- 23- The receiver's field of experience involves _____ elements of the communication process elements.
A) two. B) nine. C) six. D) three. E) none of preceding.

- 24- A measure of the qualitative value of message exposure through a given medium.
 A) Impact. | B) Reach. | C) Display. | D) Frequency. | E) Value.
- 25- All of the following are among the tools that may be used for the implementation or delivery PR program, EXCEPT:
 A) Press conferences. | B) Press releases. | C) Exclusives. | D) Contests. | E) Interviews.
- 26- In Practice, the only promotion type which is used by 100% of firms is _____.
 A) electronic retail promotion. | B) cents off. | C) sampling new products. | D) offers. | E) consumer direct couponing.
- 27- A brand raises the slogan “More durable products”, so it can be said that it adopts the _____ orientation.
 A) marketing. | B) societal. | C) production. | D) sales. | E) durable.
- 28- This promotional tool is characterized by there is no a clearly identifiable sponsor.
 A) Advertising. | B) Personal Selling. | C) Social Marketing. | D) Sales Promotion. | E) Public Relations.
- 29- In developing effective communication, at which step the marketing communicator needs to know where the target audience now stands and to what stage it needs to be moved.
 A) The last step. | B) The third step. | C) the fourth step. | D) The first step. | E) The second step.
- 30- Which of the following media is characterized by short life, poor reproduction quality, and small pass-along audience?
 A) Radio. | B) Newspapers. | C) Outdoor. | D) Magazines. | E) Television.
- 31- The ____ step in the PR process is necessary to serve as an “early warning system” for problems and to secure internal support.
 A) last. | B) third. | C) second. | D) first. | E) fourth.
- 32- The oldest & effective promotion tool since (1895).
 A) Samples. | B) Price-offs. | C) Premiums. | D) Bonus packs | E) none of preceding.
- 33- “Setting the advertising budget” is the _____ important decision when developing an advertising program.
 A) first. | B) second. | C) third. | D) fourth. | E) last.
- 34- The overall advertising objective is to help build customer relationships by communicating _____.
 A) customer value. | B) customer retention. | C) customer service. | D) customer satisfaction. | E) customer loyalty.
- 35- Some press releases are created based on the _____ model, when audiences are not necessarily researched beforehand.
 A) public information. | B) press agent/publicity. | C) audience extension. | D) two-way asymmetrical | E) two-way symmetrical.
- 36- All of the following are among PR advantages, EXCEPT:
 A) Credibility. | B) Less clutter. | C) Reduce redundancy. | D) Lead generation. | E) Image building.
- 37- In this type of promotion, winners are determined purely by chance, purchase is not required.
 A) Contests. | B) Raffles. | C) Sweepstakes. | D) Lotteries. | E) all of preceding.
- 38- The offering of an item of products free or at a low price for purchasers.
 A) Bonus packs. | B) Rebates. | C) Price-offs. | D) Premiums. | E) Couponing.
- 39- _____ advertising mainly aims to build primary demand.
 A) Reminder. | B) Pay-per-click (PPC). | C) Informative. | D) Podcast. | E) Persuasive.
- 40- Advertising appeals should have some characteristics. All of the following are among those EXCEPT:
 A) be believable. | B) be meaningful. | C) be distinctive. | D) be conformable. | E) none of preceding.
- 41- Based on the _____ model, practitioners are negotiators and use communication to ensure that all involved parties benefit.
 A) public information. | B) press agent/publicity. | C) two-way symmetrical. | D) two-way asymmetrical | E) mutual benefits.
- 42- In the PR process, when determining relevant target audiences, the internal audiences do not include _____.
 A) investors. | B) educators. | C) suppliers. | D) customers. | E) community members.
- 43- The costs for the customer must outweigh the benefits to result in a higher customer value.
 A) True. | B) False. | C) | D) | E)
- 44- _____ advertising pattern means scheduling ads unevenly over a given time period.
 A) Animated | B) Continuity. | C) Interactive. | D) Visual. | E) Pulsing.
- 45- This method forces management to spell out its assumptions about the relation between dollars spent and promotion results.
 A) Competitive-Parity. | B) Spending Ratio. | C) Percentage-of-Sales. | D) Affordable. | E) Objective-and-Task.

All my best wishes, Dr. Sofiman Rakha