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QUESTION 1

Which of the following is the first step in planning and executing an advertising campaign?

- A. Creating advertisement
- B. Conveying the message
- C. Evaluating and selecting media
- D. Determine the budget
- E. Identifying the target audience

Correct Answer: E

QUESTION 2

Which of the following is true of low-involvement customers?

- A. They scrutinize an advertisement in a thorough manner.
- B. They pay more attention to quality.
- C. They process key elements of a message deeply.
- D. They are likely to have superficial impressions.
- E. They pay more attention to price.

Correct Answer: D

QUESTION 3

The _____ component of attitude reflects a person's belief system, or what we believe to be true.

- A. behavioral
- B. affective
- C. perceptive
- D. physiological
- E. cognitive

Correct Answer: E

QUESTION 4

In a franchise system,:

- A. the franchisor operates a retail outlet using a name and format developed and supported by the franchisee.
- B. the franchisee pays a lump sum plus a royalty on all sales in return for the right to operate a business in a specific location.
- C. the franchisee has complete control over the store design, products or services sold, management training, and advertising.
- D. franchisors receive all profits that the franchisees generate, and pay franchisees a fixed sum.
- E. franchisees are responsible for advertising, product development, and system development.

Correct Answer: B

QUESTION 5

The second step in the marketing research project involves

- A. analysis.
- B. design.
- C. data collection.
- D. implementation.
- E. defining.

Correct Answer: B

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