

# 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

**Maggie Jones**



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