

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

Chris Fill, Graham Hughes



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