

3. _____ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products.

- a) The promotion mix
- b) Integrated international affairs
- c) Integrated marketing communications
- d) Integrated demand characteristics

[View Answer](#)

Answer: c

4. The term marketing refers to:

- a) A philosophy that stresses customer value and satisfaction
- b) New product concepts and improvements
- c) Planning sales campaigns
- d) Advertising and promotion activities

[View Answer](#)

Answer: a

5. The _____ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency).

- a) Product concept
- b) Production concept
- c) Production cost expansion concept
- d) Marketing concept

[View Answer](#)

Answer: b

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6. These objectives are often the most suitable when firms operate in a market dominated by a major competitor and where their financial resources are limited:

- a) Hold
- b) Niche
- c) Harvest
- d) Divest

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