

BU-424 International Trade & Marketing

Section Exam III Chapter # 16

Study Guide

32. (454) All of the following are specific objectives of sales promotion EXCEPT:

D. building brand loyalty.

33. (455) An especially effective promotional tool when the product concept is new or has a very small market share is ____.

C. product sampling

34. (455) Creating good relationships with the popular press and other media to help companies communicate messages to their publics—customers, the general public, and governmental regulators—is the role of ____.

C. public relations

35. (455) Which of the following elements of integrated marketing communications is related to encouraging the press to cover positive stories about companies and managing unfavorable rumors, stories, and events?

A. Public relations

36. (457) International public relations, sales promotion, and other IMC efforts work best when coordinated and reinforced with:

C. a consistent advertising campaign.

37. (460) Which industry is the global leader in advertising expenditures?

C. Automotive