

# Multiple Choice Questions

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## Chapter 1: Processes and applications of direct marketing

- 1-1. \_\_\_\_\_ is a database-driven interactive process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction via one or multiple channels.
- A. database marketing
  - B. direct marketing
  - C. mass marketing
  - D. affiliate marketing
- 1-2. Direct marketing as a term is synonymous with \_\_\_\_\_.
- A. mail order selling
  - B. Internet advertising
  - C. telemarketing
  - D. none of the above
- 1-3. Direct marketing objectives do not include \_\_\_\_\_.
- A. selling merchandise for a company
  - B. enhancing a company's image
  - C. getting people to visit a store
  - D. getting people to inquire about a specific product or service
- 1-4. Brand marketing and direct marketing are converging because of:
- A. cost
  - B. the regulatory environment
  - C. the digital revolution
  - D. the cost of paper
- 1-5. Direct marketing is known for having its historical roots in \_\_\_\_\_ and \_\_\_\_\_.
- A. measurability and accountability
  - B. direct mail and mail order selling
  - C. Internet mail and on-line catalogues
  - D. offers and promotions
- 1-6. Direct marketing is characterized by \_\_\_\_\_.
- A. ongoing relationships and affinity with customers
  - B. measurement of results and accountability for costs
  - C. multichannel fulfilment and distribution
  - D. all of the above
- 1-7. Which of the following are not factors that have affected the growth of direct marketing?
- A. more banking options
  - B. improved printing techniques
  - C. dissatisfaction with retail outlets
  - D. increasing use of credit cards

- 1-8. Which of the following is not a basic characteristic of direct marketing?
- A. measurement of results
  - B. accountability for costs
  - C. discounts
  - D. customer/prospect database
- 1-9. \_\_\_\_\_ allows customers to select the media or channels they prefer when shopping for products and services.
- A. multichannel distribution
  - B. Internet marketing
  - C. electronic media
  - D. response marketing
- 1-10. Multichannel distribution means:
- A. using more than one direct mail campaign to reach customers
  - B. using more than one television or cable station to reach customers
  - C. using a variety of media to reach customers
  - D. none of the above
- 1-11. The seamless approach to delivering a consistent brand experience across all available channels and devices a customer uses to interact with a company or organization and its brands is called:
- A. customer lifetime value
  - B. market segmentation
  - C. omni-channel marketing
  - D. multi-channel fulfilment
- 1-12. The goal of the direct marketer is to:
- A. eliminate brand marketing
  - B. interact with the customer on a one-to-one basis
  - C. do everything inexpensively
  - D. use as few channels as possible to get the message out
- 1-13. Which of the following transactions is not an example of direct marketing?
- A. Going to a retail store to purchase an item seen in their Christmas catalogue that you received by mail
  - B. Purchasing clothing from a Land's End catalogue, given to you by a friend
  - C. Selecting a new set of tires at a Firestone neighbourhood store
  - D. Ordering a Kenmore vacuum cleaner by mail from a Sears sales catalogue
- 1-14. Organizations that can benefit from the use of a database and direct marketing include which of the following?
- A. product and service enterprises
  - B. non-profit organizations
  - C. political action groups
  - D. all of the above
- 1-15. Marketers are able to target relevant communications to customers based on geographic location, utilizing \_\_\_\_\_.
- A. placement analysis
  - B. navi-tags
  - C. geo-tags
  - D. none of the above

- 1-16. The single most notable differentiating feature of direct marketing is that it always seeks to generate \_\_\_\_\_.
- A. an immediate purchase
  - B. a measurable response
  - C. awareness
  - D. none of the above
- 1-17. The “historical foundations” of direct marketing are centred on \_\_\_\_\_.
- A. customer relationship management
  - B. high-tech media
  - C. list rental activities
  - D. multi-channels
- 1-18. Non-profit organizations use direct marketing primarily in order to:
- A. keep costs down
  - B. let people know about their cause and gain support
  - C. sell their own products
  - D. avoid legal challenges to mass advertising practices
- 1-19. According to the text, Victoria’s Secret is an excellent example of a company that uses \_\_\_\_\_.
- A. team-based buying
  - B. high-tech media formats
  - C. multichannel distribution
  - D. database marketing
- 1-20. Sports organizations use direct marketing to:
- A. fill seats
  - B. get corporate supports
  - C. promote special events to season ticket holders
  - D. all of the above

**TRUE-FALSE**

- 1-21. The Internet has not yet proved to be a valuable tool in political fundraising.
- 1-22. The goal of direct marketers is to interact with customers on a one-to-one basis, based on information obtained and stored about each customer in the customer database.
- 1-23. The goal of direct marketing is to make a sale.
- 1-24. Mass media expenditures and practices have not yet been significantly impacted by direct marketing.
- 1-25. Inherent to the effectiveness of the direct marketing process is the constant focus on offer creation.
- 1-26. Direct marketing is measurable, with results always being related to costs.
- 1-27. Sears Roebuck & Company was the first to create the concept of mail-order catalogues.
- 1-28. The Internet has placed a new perspective on how organizations transact as well as on how businesses are valued.
- 1-29. Micro-targeting has proved to be a valuable technique for political parties.
- 1-30. Lack of budget, marketing skills, and senior level buy-in are reasons why all direct marketers don’t embrace omni-channel marketing.
- 1-31. An uncontrollable variable in sports marketing is the reputation of the visiting team.

1-32. New marketing channels continue to emerge while traditional channels grow irrelevant.

**Answers**

- 1-1. B (p. 9)
- 1-2. D (p. 9)
- 1-3. B (p. 10-11)
- 1-4. C (p. 11)
- 1-5. B (p. 11)
- 1-6. D (p. 10)
- 1-7. A (p. 12-14)
- 1-8. C (p. 10)
- 1-9. A (p. 19)
- 1-10. C (p. 19)
- 1-11. C (p. 20)
- 1-12. B (p. 17)
- 1-13. C (p. 19)
- 1-14. D (p. 21)
- 1-15. C (p. 17)
- 1-16. B (p. 18)
- 1-17. A (p. 14-15)
- 1-18. B (p. 24)
- 1-19. C (p. 19)
- 1-20. D (p. 28)
- 1-21. False (p. 24)
- 1-22. True (p. 17)
- 1-23. False (p. 19)
- 1-24. False (p. 15)
- 1-25. False (p. 14)
- 1-26. True (p. 18)
- 1-27. False (p. 11)
- 1-28. True (p. 12)
- 1-29. True (p. 25)
- 1-30. True (p. 21)
- 1-31. True (p. 30)
- 1-32. False (p. 20)