

- 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 Communication Exam Questions And Answers**

**Bill Chitty, William Chitty, Edwina  
Luck, Nigel Barker, Anne-Marie  
Sassenberg, Terence A. Shimp, J. Craig  
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