

Student: _____

1. _____ is the functional area or department in an organization most likely to be involved in the promotional planning process.
 - A. Accounting
 - B. Media relations
 - C. Corporate affairs
 - D. Finance
 - E. Marketing
2. Which of the following statements about the role of top management in the advertising and promotion decision making process is true?
 - A. Top management is usually very involved in the day-to-day decision making and operations of advertising and promotion.
 - B. Top management never has any input into the advertising and promotion process.
 - C. Top management is usually interested in how the advertising program represents the organization, and . may be involved for major expenditures or significant changes in the strategy.
 - D. Top management is only interested in the amount of money that must be allocated to advertising and promotion.
 - E. Top management is more interested in tactical planning than strategic.
3. Under a centralized organizational system, the responsibility for planning and controlling the advertising and promotional function lies with the:
 - A. brand manager
 - B. advertising manager
 - C. product manager
 - D. in-house agency
 - E. vice president of marketing
4. Problems associated with a(n) _____ include difficulty for the advertising department to understand the overall marketing goals for individual products or brands.
 - A. decentralized marketing system
 - B. in-house agency
 - C. centralized marketing system
 - D. brand management system
 - E. creative boutique
5. When a _____ is used, most of the advertising and promotional activities of a company will be performed by the advertising manager.
 - A. brand manager system
 - B. decentralized marketing system
 - C. centralized system
 - D. media buying service
 - E. creative boutique
6. A brand manager in a decentralized marketing system has responsibilities for _____ for his or her brand.
 - A. planning and coordinating the IMC program
 - B. developing and coordinating the budget
 - C. tracking profit performance
 - D. working closely with the outside advertising agency
 - E. doing all of these

7. The role of the advertising department in a company using a decentralized product management system is to:
- A. plan and coordinate the advertising campaign
 - B. provide advertising and promotion related support for the brand manager
 - C. conduct marketing research
 - D. develop sales programs
 - E. do none of these
8. In a decentralized system of advertising organization, the responsibility of planning, implementing, and controlling the marketing program for an individual brand belongs to the:
- A. brand manager
 - B. creative director
 - C. account executive
 - D. layout editor
 - E. communications team
9. Which of the following describes a limitation associated with the decentralized organizational structure for advertising?
- A. Brand managers are often overqualified and want too much input into advertising.
 - B. Brand managers are typically highly experienced in advertising and understand exactly what advertising can do for a brand.
 - C. Brand managers do not devote enough attention to short-term planning and administrative tasks.
 - D. Brand managers often end up competing for management attention, marketing budgets, and other resources.
 - E. With their reliance on intuition, brand managers often jeopardize the creative activities of the advertising agency.
10. An advantage to the _____ system is that each brand receives concentrated managerial attention.
- A. centralized
 - B. decentralized
 - C. democratic
 - D. collateral system
 - E. functionally incorporated
11. A major reason for a client using a(n) _____ is to reduce advertising and promotion costs.
- A. client management basis
 - B. creative and functional basis
 - C. in-house agency
 - D. a full-service system
 - E. self-sufficient agency
12. GM's brand managers' primary responsibility for the immediate future is in the advertising and promotion areas. Eventually GM hopes to make its brand managers responsible for:
- A. planning the marketing program for a car model
 - B. developing and coordinating the budget
 - C. tracking profit performance of the car model
 - D. implementing and controlling the marketing program
 - E. doing all of these
13. A major reason General Motors recently switched to a brand management organizational system was:
- A. to improve the quality of its automobiles
 - B. to produce more creative and award winning advertising
 - C. because top management wanted a completely integrated marketing communications program implemented
 - D. a belief that brand managers could create identities for GM models that will help differentiate them in their markets
 - E. for all of these reasons
-

14. Which of the following is an advantage associated with an in-house advertising agency?
- A. lower advertising costs
 - B. more highly skilled specialists
 - C. more varied perspective on advertising problems
 - D. greater flexibility
 - E. all of these
15. A major reason why some companies choose to use an in-house agency is to:
- A. maintain creative freshness
 - B. reduce advertising and promotions costs
 - C. better understand how advertising works
 - D. win advertising awards that will enhance the image of their brands
 - E. do all of these
16. All of the following are advantages of in-house agencies EXCEPT:
- A. more originality
 - B. cost savings
 - C. increased coordination
 - D. more overall control
 - E. increased knowledge and understanding of the market
17. Lack of sufficient internal expertise and personnel growing stale while working on the same product might be reasons why a company might move away from:
- A. a decentralized marketing system
 - B. an in-house agency
 - C. the use of full-service advertising agencies
 - D. a centralized marketing system
 - E. the use of creative boutiques
18. A company that uses an in-house agency might turn its advertising and promotion tasks over to an outside agency to:
- A. get more control over the advertising process
 - B. save money
 - C. get an objective, fresh look at its advertising situation by someone outside the company who can come up with different creative ideas
 - D. make coordination of the advertising and promotional process easier
 - E. do all of these
19. Superagencies were formed:
- A. because advertisers were disenchanted with large agencies
 - B. because advertisers wanted agencies were flexible and responsive
 - C. to save money for clients
 - D. so agencies could provide their clients with integrated marketing communications services worldwide
 - E. to lessen the need for competitive pricing
20. Which of the following statements explains why an organization would want to use an outside advertising agency?
- A. An outside advertising agency saves money for the client.
 - B. An outside advertising agency helps the client gain more prestige and a better image.
 - C. An outside advertising agency has media experts.
 - D. An outside advertising agency provides research expertise.
 - E. An outside advertising agency provides the client with the services of highly skilled individuals who are experts in a number of areas including creative, media, and research.
-

21. Which of the following statements about advertising agencies is true?
- A. Agencies must be used since companies do not have the capabilities of developing their own advertising.
 - B. Agencies are often used because of the skill, expertise, and experience they can offer in the advertising area.
 - C. Most large, national advertisers use in-house agencies.
 - D. Most large agencies offer only creative services to their clients.
 - E. Most large advertisers are totally content with the current commission system of compensation.
22. Which type of ad agency is most likely to assist the client in areas such as marketing strategy and research, campaign planning and execution, and media planning and buying?
- A. a creative boutique
 - B. a full-service agency
 - C. a media buying service
 - D. a collateral agency
 - E. all of these
23. A full-service agency offers its clients:
- A. a full range of marketing, communication, and promotion services
 - B. research
 - C. creative development
 - D. public relations expertise
 - E. all of these
24. An ad agency that offers its clients a complete range of marketing, communication, and promotion services is known as a:
- A. creative boutique
 - B. media buying service
 - C. in-house agency
 - D. full-service agency
 - E. integrated marketing organization
25. The communications link between the ad agency and its clients is:
- A. account services
 - B. marketing services
 - C. the media
 - D. creative services
 - E. the sales promotions department
26. The _____ is responsible for understanding the advertiser's marketing and promotional needs and interpreting them to agency personnel.
- A. account executive
 - B. database manager
 - C. media specialist
 - D. copywriter
 - E. traffic coordinator
27. The agency person who is the focal point of the agency-client relationship is the:
- A. media buyer
 - B. product manager
 - C. copywriter
 - D. brand manager
 - E. account executive
-

28. The function of gathering, analyzing, and interpreting information that will be useful in developing advertising is the responsibility of the agency's _____ department.
- A. production
 - B. traffic
 - C. media
 - D. account management
 - E. research
29. The department in an advertising agency that is responsible for analyzing, selecting, and contracting for ad space or time that will be used to deliver its client's advertising message is the _____ department.
- A. public relations
 - B. account services
 - C. marketing research
 - D. media
 - E. creative services
30. The _____ department is becoming an increasingly important part of the agency business as many large advertisers consolidate their media buying with one or a few agencies to save money and improve media efficiency.
- A. traffic
 - B. media
 - C. production
 - D. product management
 - E. art
31. The _____ are the individuals who conceive the ideas for the ads and write the advertising message.
- A. copywriters
 - B. art directors
 - C. traffic coordinators
 - D. account executives
 - E. media planners
32. The _____ is responsible for creating the visual portion of an ad such as layouts and the commercial storyboards.
- A. account executive
 - B. copywriter
 - C. product management department
 - D. research department
 - E. art department or art director
33. Which department within an advertising agency would assume the responsibility for hiring outside persons such as printers, engravers, photographers, or other vendors to turn a layout into a finished product?
- A. media department
 - B. art department
 - C. copywriters
 - D. traffic department
 - E. production department
34. The _____ department coordinates all phases of production to see that the ads are completed on time.
- A. research
 - B. production
 - C. art
 - D. traffic
 - E. media
-

35. Most of an advertising agency's expenses are in the area of:
- A. media costs
 - B. salaries and benefits for employees
 - C. personal selling
 - D. production facilities
 - E. commissions
36. A _____ is an agency organizational structure in which each functional area is set up as a separate department. This structure is called on as needed to perform its specialty and serve all of the agency's clients.
- A. departmental system
 - B. group system
 - C. creative boutique
 - D. matrix system
 - E. media buying service system
37. The Creative Ideas advertising agency handles each of its clients by assigning individuals from various departments to work together as a team on their accounts. The agency is using a _____ organizational system.
- A. departmental system
 - B. group system
 - C. matrix system
 - D. boutique system
 - E. dedicated system
38. An advertising agency that wants its employees to develop expertise in servicing a variety of accounts should use a(n) _____ structure.
- A. group system
 - B. departmental system
 - C. creative boutique
 - D. in-house
 - E. decentralized
39. An advertising agency might use a group system organizational structure to:
- A. allow agency personnel to become very knowledgeable about a particular client's market and business
 - B. ensure continuity in servicing a particular account
 - C. provide better service to a key account
 - D. create a long-term relationship with its clients
 - E. do all of these
40. One area where Canadian agencies have worked with creative boutiques is the development of messages targeted to the ____.
- A. affluent market
 - B. innovators
 - C. ethnic markets
 - D. difficult customers
 - E. none of these
41. Creative boutiques are agencies that:
- A. limit their client service to creative planning and execution
 - B. have resulted from advertisers wanting to save money in buying media space
 - C. can perform the same functions as full-service agencies for their clients
 - D. are used only when advertising is not important to marketing success
 - E. are accurately described by all of these statements
-

42. Independent companies that specialize in the purchase of radio and television time are known as:
- A. creative boutiques
 - B. mid-sized agencies
 - C. full-service agencies
 - D. media buying services
 - E. media boutiques
43. Because _____ purchase such large amounts of time and space, they receive large discounts.
- A. creative boutiques
 - B. full-service agencies
 - C. in-house agencies
 - D. media buying services
 - E. none of these
44. The traditional method of compensating ad agencies is with:
- A. the commission system
 - B. hourly billings
 - C. the fee system
 - D. the straight salary method
 - E. the objective-and-task compensation system
45. Agency compensation under the commission system is based on:
- A. total number of hours worked
 - B. a percentage of a client's marketing budget
 - C. a specified percentage of any advertising time or space the agency purchases for its client
 - D. a percentage of advertising production costs
 - E. the client's position in the distribution channel
46. Opponents of the agency commission system would argue that this system is not effective because:
- A. a commission keeps the emphasis on creative skills not the bottom-line.
 - B. a commission is simple to administer.
 - C. it encourages agencies to recommend high media expenditures to increase their commission level.
 - D. a commission encourages agencies to limit their client's advertising expenditures.
 - E. a commission does not tie agency compensation to media costs.
47. Which of the following statements about changes in the way advertising agencies are being compensated is true?
- A. Many agencies and their clients have developed some type of fee arrangement or cost-plus agreement for agency compensation.
 - B. With the move toward integrated marketing services, it is likely that there will be a return to the . commission system of compensation.
 - C. From the viewpoints of both the client and the agency, the traditional commission system is much . superior to negotiated commissions.
 - D. Since most clients want their agencies to be in total charge of the integrated marketing communications . process, they are willing to compensate them based on media commissions.
 - E. All of these statements about changes in the way ad agencies are being compensated are true.
48. A major argument put forth by defenders of the commission system is that a commission:
- A. keeps the agencies from placing advertising in expensive media
 - B. ties agency compensation to the inflation in media costs
 - C. is very complex to administer
 - D. is a simple method to determine agency compensation
 - E. encourages agencies to use noncommissionable media such as direct mail
-

49. Critics argue that the use of _____ ties agency compensation to media costs.
- percentage charges
 - fixed fee arrangements
 - cost-plus agreements
 - the commission system
 - the objective-and-task compensation system
50. Which of the following is NOT a valid criticism of the commission compensation system for an ad agency?
- It is difficult to administer.
 - In periods of media cost inflation, the agency is disproportionately rewarded.
 - There is an incentive to avoid noncommissionable media.
 - Media costs do not relate directly to effort or expertise expended by agencies.
 - It ties agency compensation to media costs.
51. Under which type of compensation system might an agency be more inclined to recommend expensive media such as network television and national magazines to its clients?
- commission system
 - fee arrangement system
 - cost-plus system
 - incentive-based compensation system
 - objective-and-task compensation system
52. Why are negotiated commission structures becoming more common?
- to keep from paying the traditional 25 percent commission system
 - to ensure that agencies do not make too much money
 - to consider the needs of clients as well as the amount of time and effort the agency spends on an account
 - to encourage agencies to cut back on buying network TV advertising for their clients
 - to support the creation of a transactional relationship between agency and client
53. Which of the following statements about agency commissions is true?
- Some leading agencies now receive average commissions of 8 to 10 percent.
 - Nearly all of the leading agencies still earn a 15 percent commission.
 - Most agencies are earning more of their income from fixed commissions as clients expand their IMC . programs to include other forms of promotion.
 - Most agencies are unwilling to negotiate their commission rates.
 - Leading agencies often get 20 percent commissions.
54. What form of compensation is used to pay the advertising agency when the client's advertising program does not involve a large amount of media billings?
- a 15 percent commission
 - a negotiated fee
 - a rebate from the media
 - a share of the profits
 - a 17.65 percent mark up on costs
55. Negotiated commission rates for advertising agencies:
- are becoming more commonplace
 - are becoming less common
 - set a 15 percent minimum commission rate for all agency work
 - are rarely used by consumer-products advertisers
 - are designed primarily to benefit agencies
-

56. A(n) _____ is a type of compensation arrangement where an agency charges a client a fixed monthly amount of money for all of its services and credits media commissions against this monthly rate.
- A. fixed fee
 - B. negotiated commission
 - C. cost-plus agreement
 - D. incentive-based compensation
 - E. fee-commission combination
57. Under the __, the client agrees to pay the agency a fee based on the cost of its work plus some agreed-on profit margin.
- A. fee arrangement
 - B. media commission
 - C. incentive-based
 - D. fee-combination
 - E. cost-plus
58. The Red River Valley advertising agency receives compensation from its clients based on how well it meets predetermined performance goals. Indicate the compensation method that best corresponds to this situation.
- A. fixed-fee
 - B. mediated
 - C. incentive-based
 - D. cost-plus system
 - E. fee-commission
59. Why would General Motors switch to an incentive-based compensation system with several of its agencies?
- A. to encourage their agencies to use more mass media advertising
 - B. to encourage their agencies to stop using network TV advertising
 - C. to save money on advertising
 - D. to encourage its agencies to look beyond traditional mass media advertising and develop other ways of reaching consumers
 - E. to accomplish all of these objectives
60. A _____ audit of an agency focuses on factors such as costs, expenses, and payments to outside suppliers while a _____ audit focuses on factors such as the agency's efforts in planning, development, and implementing the advertising program:
- A. financial/qualitative
 - B. qualitative/financial
 - C. financial/creative
 - D. qualitative/quantitative
 - E. fixed costs/variable costs
61. A client's evaluation of its advertising agency's performance should take into account:
- A. financial considerations, such as how the agency conducts its business
 - B. qualitative considerations, such as the quality of the agency's efforts in creative, media, etc.
 - C. performance of account representatives
 - D. market performance measures, such as sales and market share
 - E. all of these
62. Ad agencies lose clients due to:
- A. personality conflicts
 - B. unrealistic demands by clients
 - C. changes in the size of the client or agency
 - D. personnel changes
 - E. all of these
-

63. Which of the following would be a valid reason for switching advertising agencies?
- A. dissatisfaction over the quality of the advertising produced by the agency
 - B. conflicts over compensation policies
 - C. a change in the company's marketing strategy
 - D. a stagnation or decline in sales of the product
 - E. all of these
64. _____ are agencies that specialize in offering services, such as database management, direct mail, and creative and production capabilities.
- A. Full function ad agencies
 - B. Sales promotion agencies
 - C. Direct-response agencies
 - D. Public relations firms
 - E. Creative boutiques
65. _____ specialize in the development and management of sweepstakes, refund and rebate offers, and incentive programs.
- A. Sales promotion agencies
 - B. Direct response agencies
 - C. Creative boutiques
 - D. Interactive agencies
 - E. Public relations firms
66. A(n) _____ is the type of firm an organization would hire to develop and implement programs to manage the organization's publicity, image, and affairs with consumers and other relevant publics.
- A. public relations firm
 - B. advertising agency
 - C. media mix organization
 - D. creative boutique
 - E. direct-response agency
67. Which of the following statements about the development of interactive media is true?
- A. Many traditional advertising agencies have developed interactive media capabilities.
 - B. Many marketers are using specialized interactive agencies to develop their interactive media.
 - C. Interactive agencies range from smaller companies that specialize in website design and creation to . full-service interactive agencies.
 - D. Full-service interactive agencies provide various services including strategic consulting regarding the . use of the Internet and online branding, technical knowledge, systems integration, and the development of e-commerce capabilities.
 - E. All of these statements about the development of interactive media are true.
68. Opponents and proponents argue over whether a single agency should be used to provide all integrated marketing communication services for clients. Which of the following statements describes an argument used by either the opponents or the proponents?
- A. Proponents of this approach argue that using one agency allows for greater control of and more synergy . among each of the communication elements.
 - B. Opponents of this approach argue it is an attempt by ad agencies to retain business that might otherwise . be lost to other communication service companies.
 - C. Opponents argue that the approach does not work well due to internal conflicts within the various departments of these agencies.
 - D. Proponents of the system argue that the one-stop shop makes it more convenient for the client to . coordinate all of its marketing efforts.
 - E. All of these statements reflect arguments for and against using a single agency to provide all integrated . marketing communication services for clients.
-

69. Many agencies are moving toward offering more integrated marketing communication (IMC) services because:
- A they want to maintain control of the entire promotional process because it leads to more synergy among . the various communication elements
 - B. it is more convenient for a client to coordinate all of its promotional efforts with one agency
 - C an agency with integrated marketing communication capabilities can create a single unified image for . the product to all relevant publics
 - D. they believe that economies of scale and synergy will make the decision to offer more IMC services a profitable one
 - E. of all of these reasons
70. Surveys of marketing and ad agency executives about integrated marketing communications (IMC) have shown that:
- A. agency executives do not support the idea of integrated marketing
 - B. marketers and agency executives have similar opinions regarding who should be in charge of the IMC program
 - C. internal turf battles, agency egos, and fear of budget reductions are seen as major barriers to successful IMC campaigns
 - D. marketing executives feel that a lack of people with IMC skills is a major obstacle to implementing integrated marketing
 - E. none of these is true
71. Which of the following results were found in a series of interviews on agency-client relationships with an executive from each of BMO Financial Group, Levi Strauss & Co., Nestle Canada, and Moosehead Breweries?
- A Marketers believe they can help agencies in the relationship by being better clients through clear . decision-making and solid marketing research.
 - B Clients should share sensitive and confidential information so that the agency understands the clients' . business and marketing objectives.
 - C. The agency and client must be viewed as one team, not two organizations.
 - D. All of these are true.
 - E. None of these are true.
72. Which of the following is NOT a direct benefit of the Performance by Results (PBR) system?
- A. greater efficiency and accountability
 - B. stronger mutual understanding
 - C. improved retention of creative talent
 - D. stronger competitive position
 - E. fewer barriers of self-interest
73. Agencies that are reluctant to let clients see their internal cost figures are less likely to accept a:
- A. fixed-fee arrangement
 - B. cost-plus agreement
 - C. commission-based arrangement
 - D. incentive-based compensation agreement
 - E. fee-combination arrangement
74. Which of the following compensation methods an advertiser should adopt if its primary goal is to achieve efficiency and accountability?
- A. fixed-fee arrangement
 - B. cost-plus agreement
 - C. commission-based arrangement
 - D. incentive-based compensation agreement
 - E. fee-combination arrangement
-

75. Marketing communication effectiveness measures include all of the following EXCEPT:
- A. brand awareness
 - B. likability of advertising
 - C. intent to purchase
 - D. profitability
 - E. brand loyalty
76. Marketers willing to increase message credibility and save media costs are more likely to use the services of a(n):
- A. public relations agency
 - B. direct-response agency
 - C. interactive agency
 - D. sales promotion agency
 - E. advertising agency
77. A typical direct-response agency is divided into three main departments:
- A. creative, media, and research
 - B. account management, media, and research
 - C. account management, creative, and media
 - D. creative, media, and production
 - E. media, production, and research

02 Key

1. _____ is the functional area or department in an organization most likely to be involved in the promotional planning process.
(p. 36)
- A. Accounting
 - B. Media relations
 - C. Corporate affairs
 - D. Finance
 - E. Marketing**

Belch - Chapter 02 #1

Difficulty: Easy

Learning Objective: 1

2. Which of the following statements about the role of top management in the advertising and promotion decision making process is true?
(p. 36)
- A. Top management is usually very involved in the day-to-day decision making and operations of advertising and promotion.
 - B. Top management never has any input into the advertising and promotion process.
 - C. Top management is usually interested in how the advertising program represents the organization, and may be involved for major expenditures or significant changes in the strategy.**
 - D. Top management is only interested in the amount of money that must be allocated to advertising and promotion.
 - E. Top management is more interested in tactical planning than strategic.

Belch - Chapter 02 #2

Difficulty: Easy

Learning Objective: 1

3. Under a centralized organizational system, the responsibility for planning and controlling the advertising and promotional function lies with the:
(p. 36)
- A. brand manager
 - B. advertising manager**
 - C. product manager
 - D. in-house agency
 - E. vice president of marketing

Belch - Chapter 02 #3

Difficulty: Easy

Learning Objective: 1

4. Problems associated with a(n) _____ include difficulty for the advertising department to understand the overall marketing goals for individual products or brands.
(p. 37)
- A. decentralized marketing system
 - B. in-house agency
 - C. centralized marketing system**
 - D. brand management system
 - E. creative boutique

Belch - Chapter 02 #4

Difficulty: Moderate

Learning Objective: 1

5. When a _____ is used, most of the advertising and promotional activities of a company will be performed by the advertising manager.
(p. 37)
- A. brand manager system
 - B. decentralized marketing system
 - C. centralized system**
 - D. media buying service
 - E. creative boutique

Belch - Chapter 02 #5

Difficulty: Easy

Learning Objective: 1

6. A brand manager in a decentralized marketing system has responsibilities for _____ for his or her brand.
- (p. 37)
- A. planning and coordinating the IMC program
 - B. developing and coordinating the budget
 - C. tracking profit performance
 - D. working closely with the outside advertising agency
 - E.** doing all of these

*Belch - Chapter 02 #6
Difficulty: Easy
Learning Objective: 1*

7. The role of the advertising department in a company using a decentralized product management system is to:
- (p. 38)
- A. plan and coordinate the advertising campaign
 - B.** provide advertising and promotion related support for the brand manager
 - C. conduct marketing research
 - D. develop sales programs
 - E. do none of these

*Belch - Chapter 02 #7
Difficulty: Moderate
Learning Objective: 1*

8. In a decentralized system of advertising organization, the responsibility of planning, implementing, and controlling the marketing program for an individual brand belongs to the:
- (p. 37)
- A.** brand manager
 - B. creative director
 - C. account executive
 - D. layout editor
 - E. communications team

*Belch - Chapter 02 #8
Difficulty: Easy
Learning Objective: 1*

9. Which of the following describes a limitation associated with the decentralized organizational structure for advertising?
- (p. 38)
- A. Brand managers are often overqualified and want too much input into advertising.
 - B. Brand managers are typically highly experienced in advertising and understand exactly what advertising can do for a brand.
 - C. Brand managers do not devote enough attention to short-term planning and administrative tasks.
 - D.** Brand managers often end up competing for management attention, marketing budgets, and other resources.
 - E. With their reliance on intuition, brand managers often jeopardize the creative activities of the advertising agency.

*Belch - Chapter 02 #9
Difficulty: Moderate
Learning Objective: 1*

10. An advantage to the _____ system is that each brand receives concentrated managerial attention.
- (p. 37)
- A. centralized
 - B.** decentralized
 - C. democratic
 - D. collateral system
 - E. functionally incorporated

*Belch - Chapter 02 #10
Difficulty: Moderate
Learning Objective: 1*

11. A major reason for a client using a(n) _____ is to reduce advertising and promotion costs.
(p. 39)
- A. client management basis
 - B. creative and functional basis
 - C.** in-house agency
 - D. a full-service system
 - E. self-sufficient agency

*Belch - Chapter 02 #11
Difficulty: Easy
Learning Objective: 1*

12. GM's brand managers' primary responsibility for the immediate future is in the advertising and promotion areas. Eventually GM hopes to make its brand managers responsible for:
(p. 37)
- A. planning the marketing program for a car model
 - B. developing and coordinating the budget
 - C. tracking profit performance of the car model
 - D. implementing and controlling the marketing program
 - E.** doing all of these

*Belch - Chapter 02 #12
Difficulty: Moderate
Learning Objective: 1*

13. A major reason General Motors recently switched to a brand management organizational system was:
(p. 37-38)
- A. to improve the quality of its automobiles
 - B. to produce more creative and award winning advertising
 - C. because top management wanted a completely integrated marketing communications program implemented
 - D.** a belief that brand managers could create identities for GM models that will help differentiate them in their markets
 - E. for all of these reasons

*Belch - Chapter 02 #13
Difficulty: Difficult
Learning Objective: 1*

14. Which of the following is an advantage associated with an in-house advertising agency?
(p. 39)
- A.** lower advertising costs
 - B. more highly skilled specialists
 - C. more varied perspective on advertising problems
 - D. greater flexibility
 - E. all of these

*Belch - Chapter 02 #14
Difficulty: Easy
Learning Objective: 1*

15. A major reason why some companies choose to use an in-house agency is to:
(p. 39)
- A. maintain creative freshness
 - B.** reduce advertising and promotions costs
 - C. better understand how advertising works
 - D. win advertising awards that will enhance the image of their brands
 - E. do all of these

*Belch - Chapter 02 #15
Difficulty: Easy
Learning Objective: 1*

16. All of the following are advantages of in-house agencies EXCEPT:
(p. 40)
- A.** more originality
 - B. cost savings
 - C. increased coordination
 - D. more overall control
 - E. increased knowledge and understanding of the market

*Belch - Chapter 02 #16
Difficulty: Moderate
Learning Objective: 1*

17. Lack of sufficient internal expertise and personnel growing stale while working on the same product might be reasons why a company might move away from:
- A. a decentralized marketing system
 - B.** an in-house agency
 - C. the use of full-service advertising agencies
 - D. a centralized marketing system
 - E. the use of creative boutiques

*Belch - Chapter 02 #17
Difficulty: Easy
Learning Objective: 1*

18. A company that uses an in-house agency might turn its advertising and promotion tasks over to an outside agency to:
- A. get more control over the advertising process
 - B. save money
 - C.** get an objective, fresh look at its advertising situation by someone outside the company who can come up with different creative ideas
 - D. make coordination of the advertising and promotional process easier
 - E. do all of these

*Belch - Chapter 02 #18
Difficulty: Moderate
Learning Objective: 1*

19. Superagencies were formed:
- A. because advertisers were disenchanting with large agencies
 - B. because advertisers wanted agencies were flexible and responsive
 - C. to save money for clients
 - D.** so agencies could provide their clients with integrated marketing communications services worldwide
 - E. to lessen the need for competitive pricing

*Belch - Chapter 02 #19
Difficulty: Easy
Learning Objective: 1*

20. Which of the following statements explains why an organization would want to use an outside advertising agency?
- A. An outside advertising agency saves money for the client.
 - B. An outside advertising agency helps the client gain more prestige and a better image.
 - C. An outside advertising agency has media experts.
 - D. An outside advertising agency provides research expertise.
 - E.** An outside advertising agency provides the client with the services of highly skilled individuals who are experts in a number of areas including creative, media, and research.

*Belch - Chapter 02 #20
Difficulty: Easy
Learning Objective: 1*

21. Which of the following statements about advertising agencies is true?
- A. Agencies must be used since companies do not have the capabilities of developing their own advertising.
 - B.** Agencies are often used because of the skill, expertise, and experience they can offer in the advertising area.
 - C. Most large, national advertisers use in-house agencies.
 - D. Most large agencies offer only creative services to their clients.
 - E. Most large advertisers are totally content with the current commission system of compensation.

*Belch - Chapter 02 #21
Difficulty: Moderate
Learning Objective: 1*

22. Which type of ad agency is most likely to assist the client in areas such as marketing strategy and research, campaign planning and execution, and media planning and buying?
(p. 42)
- A. a creative boutique
 - B.** a full-service agency
 - C. a media buying service
 - D. a collateral agency
 - E. all of these

*Belch - Chapter 02 #22
Difficulty: Easy
Learning Objective: 1*

23. A full-service agency offers its clients:
(p. 42)
- A. a full range of marketing, communication, and promotion services
 - B. research
 - C. creative development
 - D. public relations expertise
 - E.** all of these

*Belch - Chapter 02 #23
Difficulty: Easy
Learning Objective: 1*

24. An ad agency that offers its clients a complete range of marketing, communication, and promotion services is known as a:
(p. 42)
- A. creative boutique
 - B. media buying service
 - C. in-house agency
 - D.** full-service agency
 - E. integrated marketing organization

*Belch - Chapter 02 #24
Difficulty: Easy
Learning Objective: 1*

25. The communications link between the ad agency and its clients is:
(p. 46)
- A.** account services
 - B. marketing services
 - C. the media
 - D. creative services
 - E. the sales promotions department

*Belch - Chapter 02 #25
Difficulty: Easy
Learning Objective: 1*

26. The _____ is responsible for understanding the advertiser's marketing and promotional needs and interpreting them to agency personnel.
(p. 46)
- A.** account executive
 - B. database manager
 - C. media specialist
 - D. copywriter
 - E. traffic coordinator

*Belch - Chapter 02 #26
Difficulty: Easy
Learning Objective: 1*

27. The agency person who is the focal point of the agency-client relationship is the:
(p. 46)
- A. media buyer
 - B. product manager
 - C. copywriter
 - D. brand manager
 - E.** account executive

*Belch - Chapter 02 #27
Difficulty: Easy
Learning Objective: 1*

28. The function of gathering, analyzing, and interpreting information that will be useful in developing advertising is the responsibility of the agency's _____ department.
- (p. 44)
- A. production
 - B. traffic
 - C. media
 - D. account management
 - E. research**

*Belch - Chapter 02 #28
Difficulty: Easy
Learning Objective: 1*

29. The department in an advertising agency that is responsible for analyzing, selecting, and contracting for ad space or time that will be used to deliver its client's advertising message is the _____ department.
- (p. 45)
- A. public relations
 - B. account services
 - C. marketing research
 - D. media**
 - E. creative services

*Belch - Chapter 02 #29
Difficulty: Easy
Learning Objective: 1*

30. The _____ department is becoming an increasingly important part of the agency business as many large advertisers consolidate their media buying with one or a few agencies to save money and improve media efficiency.
- (p. 45)
- A. traffic
 - B. media**
 - C. production
 - D. product management
 - E. art

*Belch - Chapter 02 #30
Difficulty: Easy
Learning Objective: 1*

31. The _____ are the individuals who conceive the ideas for the ads and write the advertising message.
- (p. 43)
- A. copywriters**
 - B. art directors
 - C. traffic coordinators
 - D. account executives
 - E. media planners

*Belch - Chapter 02 #31
Difficulty: Easy
Learning Objective: 1*

32. The _____ is responsible for creating the visual portion of an ad such as layouts and the commercial storyboards.
- (p. 43)
- A. account executive
 - B. copywriter
 - C. product management department
 - D. research department
 - E. art department or art director**

*Belch - Chapter 02 #32
Difficulty: Easy
Learning Objective: 1*

33. Which department within an advertising agency would assume the responsibility for hiring outside persons such as printers, engravers, photographers, or other vendors to turn a layout into a finished product?
(p. 44)
- A. media department
 - B. art department
 - C. copywriters
 - D. traffic department
 - E. production department**

*Belch - Chapter 02 #33
Difficulty: Easy
Learning Objective: 1*

34. The _____ department coordinates all phases of production to see that the ads are completed on time.
(p. 44)
- A. research
 - B. production
 - C. art
 - D. traffic**
 - E. media

*Belch - Chapter 02 #34
Difficulty: Easy
Learning Objective: 1*

35. Most of an advertising agency's expenses are in the area of:
(p. 42-46)
- A. media costs
 - B. salaries and benefits for employees**
 - C. personal selling
 - D. production facilities
 - E. commissions

*Belch - Chapter 02 #35
Difficulty: Difficult
Learning Objective: 1*

36. A _____ is an agency organizational structure in which each functional area is set up as a separate department. This structure is called on as needed to perform its specialty and serve all of the agency's clients.
(p. 42)
- A. departmental system**
 - B. group system
 - C. creative boutique
 - D. matrix system
 - E. media buying service system

*Belch - Chapter 02 #36
Difficulty: Moderate
Learning Objective: 1*

37. The Creative Ideas advertising agency handles each of its clients by assigning individuals from various departments to work together as a team on their accounts. The agency is using a _____ organizational system.
(p. 46)
- A. departmental system
 - B. group system**
 - C. matrix system
 - D. boutique system
 - E. dedicated system

*Belch - Chapter 02 #37
Difficulty: Easy
Learning Objective: 1*

38. An advertising agency that wants its employees to develop expertise in servicing a variety of accounts should use a(n) _____ structure.
- A. group system
 - B. departmental system**
 - C. creative boutique
 - D. in-house
 - E. decentralized

*Belch - Chapter 02 #38
Difficulty: Difficult
Learning Objective: 1*

39. An advertising agency might use a group system organizational structure to:
- A. allow agency personnel to become very knowledgeable about a particular client's market and business
 - B. ensure continuity in servicing a particular account
 - C. provide better service to a key account
 - D. create a long-term relationship with its clients
 - E. do all of these**

*Belch - Chapter 02 #39
Difficulty: Easy
Learning Objective: 1*

40. One area where Canadian agencies have worked with creative boutiques is the development of messages targeted to the ____.
- A. affluent market
 - B. innovators
 - C. ethnic markets**
 - D. difficult customers
 - E. none of these

*Belch - Chapter 02 #40
Difficulty: Easy
Learning Objective: 1*

41. Creative boutiques are agencies that:
- A. limit their client service to creative planning and execution**
 - B. have resulted from advertisers wanting to save money in buying media space
 - C. can perform the same functions as full-service agencies for their clients
 - D. are used only when advertising is not important to marketing success
 - E. are accurately described by all of these statements

*Belch - Chapter 02 #41
Difficulty: Moderate
Learning Objective: 1*

42. Independent companies that specialize in the purchase of radio and television time are known as:
- A. creative boutiques
 - B. mid-sized agencies
 - C. full-service agencies
 - D. media buying services**
 - E. media boutiques

*Belch - Chapter 02 #42
Difficulty: Easy
Learning Objective: 1*

43. Because _____ purchase such large amounts of time and space, they receive large discounts.
- A. creative boutiques
 - B. full-service agencies
 - C. in-house agencies
 - D. media buying services**
 - E. none of these

*Belch - Chapter 02 #43
Difficulty: Easy
Learning Objective: 1*

44. The traditional method of compensating ad agencies is with:
(p. 47)
- A.** the commission system
 - B. hourly billings
 - C. the fee system
 - D. the straight salary method
 - E. the objective-and-task compensation system

*Belch - Chapter 02 #44
Difficulty: Easy
Learning Objective: 2*

45. Agency compensation under the commission system is based on:
(p. 47)
- A. total number of hours worked
 - B. a percentage of a client's marketing budget
 - C.** a specified percentage of any advertising time or space the agency purchases for its client
 - D. a percentage of advertising production costs
 - E. the client's position in the distribution channel

*Belch - Chapter 02 #45
Difficulty: Easy
Learning Objective: 2*

46. Opponents of the agency commission system would argue that this system is not effective because:
(p. 49)
- A. a commission keeps the emphasis on creative skills not the bottom-line.
 - B. a commission is simple to administer.
 - C.** it encourages agencies to recommend high media expenditures to increase their commission level.
 - D. a commission encourages agencies to limit their client's advertising expenditures.
 - E. a commission does not tie agency compensation to media costs.

*Belch - Chapter 02 #46
Difficulty: Easy
Learning Objective: 1*

47. Which of the following statements about changes in the way advertising agencies are being compensated is true?
(p. 49)
- A.** Many agencies and their clients have developed some type of fee arrangement or cost-plus agreement for agency compensation.
 - B. With the move toward integrated marketing services, it is likely that there will be a return to the commission system of compensation.
 - C. From the viewpoints of both the client and the agency, the traditional commission system is much superior to negotiated commissions.
 - D. Since most clients want their agencies to be in total charge of the integrated marketing communications process, they are willing to compensate them based on media commissions.
 - E. All of these statements about changes in the way ad agencies are being compensated are true.

*Belch - Chapter 02 #47
Difficulty: Moderate
Learning Objective: 2*

48. A major argument put forth by defenders of the commission system is that a commission:
(p. 49)
- A. keeps the agencies from placing advertising in expensive media
 - B. ties agency compensation to the inflation in media costs
 - C. is very complex to administer
 - D.** is a simple method to determine agency compensation
 - E. encourages agencies to use noncommissionable media such as direct mail

*Belch - Chapter 02 #48
Difficulty: Easy
Learning Objective: 2*

49. Critics argue that the use of _____ ties agency compensation to media costs.
(p. 49)
- A. percentage charges
 - B. fixed fee arrangements
 - C. cost-plus agreements
 - D. the commission system**
 - E. the objective-and-task compensation system

*Belch - Chapter 02 #49
Difficulty: Easy
Learning Objective: 2*

50. Which of the following is NOT a valid criticism of the commission compensation system for an ad agency?
(p. 49)
- A. It is difficult to administer.**
 - B. In periods of media cost inflation, the agency is disproportionately rewarded.
 - C. There is an incentive to avoid noncommissionable media.
 - D. Media costs do not relate directly to effort or expertise expended by agencies.
 - E. It ties agency compensation to media costs.

*Belch - Chapter 02 #50
Difficulty: Easy
Learning Objective: 2*

51. Under which type of compensation system might an agency be more inclined to recommend expensive media such as network television and national magazines to its clients?
(p. 49-51)
- A. commission system**
 - B. fee arrangement system
 - C. cost-plus system
 - D. incentive-based compensation system
 - E. objective-and-task compensation system

*Belch - Chapter 02 #51
Difficulty: Moderate
Learning Objective: 2*

52. Why are negotiated commission structures becoming more common?
(p. 49-50)
- A. to keep from paying the traditional 25 percent commission system
 - B. to ensure that agencies do not make too much money
 - C. to consider the needs of clients as well as the amount of time and effort the agency spends on an account**
 - D. to encourage agencies to cut back on buying network TV advertising for their clients
 - E. to support the creation of a transactional relationship between agency and client

*Belch - Chapter 02 #52
Difficulty: Moderate
Learning Objective: 2*

53. Which of the following statements about agency commissions is true?
(p. 49)
- A. Some leading agencies now receive average commissions of 8 to 10 percent.**
 - B. Nearly all of the leading agencies still earn a 15 percent commission.
 - C. Most agencies are earning more of their income from fixed commissions as clients expand their IMC programs to include other forms of promotion.
 - D. Most agencies are unwilling to negotiate their commission rates.
 - E. Leading agencies often get 20 percent commissions.

*Belch - Chapter 02 #53
Difficulty: Easy
Learning Objective: 2*

54. What form of compensation is used to pay the advertising agency when the client's advertising program does not involve a large amount of media billings?
(p. 49)
- A. a 15 percent commission
 - B. a negotiated fee**
 - C. a rebate from the media
 - D. a share of the profits
 - E. a 17.65 percent mark up on costs

*Belch - Chapter 02 #54
Difficulty: Moderate
Learning Objective: 2*

55. Negotiated commission rates for advertising agencies:
(p. 50) **A.** are becoming more commonplace
B. are becoming less common
C. set a 15 percent minimum commission rate for all agency work
D. are rarely used by consumer-products advertisers
E. are designed primarily to benefit agencies

*Belch - Chapter 02 #55
Difficulty: Easy
Learning Objective: 2*

56. A(n) _____ is a type of compensation arrangement where an agency charges a client a fixed monthly amount of money for all of its services and credits media commissions against this monthly rate.
(p. 49) A. fixed fee
B. negotiated commission
C. cost-plus agreement
D. incentive-based compensation
E. fee-commission combination

*Belch - Chapter 02 #56
Difficulty: Easy
Learning Objective: 2*

57. Under the __, the client agrees to pay the agency a fee based on the cost of its work plus some agreed-on profit margin.
(p. 50) A. fee arrangement
B. media commission
C. incentive-based
D. fee-combination
E. cost-plus

*Belch - Chapter 02 #57
Difficulty: Easy
Learning Objective: 2*

58. The Red River Valley advertising agency receives compensation from its clients based on how well it meets predetermined performance goals. Indicate the compensation method that best corresponds to this situation.
(p. 50) A. fixed-fee
B. mediated
C. incentive-based
D. cost-plus system
E. fee-commission

*Belch - Chapter 02 #58
Difficulty: Easy
Learning Objective: 2*

59. Why would General Motors switch to an incentive-based compensation system with several of its agencies?
(p. 50) A. to encourage their agencies to use more mass media advertising
B. to encourage their agencies to stop using network TV advertising
C. to save money on advertising
D. to encourage its agencies to look beyond traditional mass media advertising and develop other ways of reaching consumers
E. to accomplish all of these objectives

*Belch - Chapter 02 #59
Difficulty: Moderate
Learning Objective: 2*

60. A _____ audit of an agency focuses on factors such as costs, expenses, and payments to outside suppliers while a _____ audit focuses on factors such as the agency's efforts in planning, development, and implementing the advertising program:
(p. 51)
- A.** financial/qualitative
 - B. qualitative/financial
 - C. financial/creative
 - D. qualitative/quantitative
 - E. fixed costs/variable costs

*Belch - Chapter 02 #60
Difficulty: Easy
Learning Objective: 2*

61. A client's evaluation of its advertising agency's performance should take into account:
(p. 51-52)
- A. financial considerations, such as how the agency conducts its business
 - B. qualitative considerations, such as the quality of the agency's efforts in creative, media, etc.
 - C. performance of account representatives
 - D. market performance measures, such as sales and market share
 - E.** all of these

*Belch - Chapter 02 #61
Difficulty: Easy
Learning Objective: 2*

62. Ad agencies lose clients due to:
(p. 53-54)
- A. personality conflicts
 - B. unrealistic demands by clients
 - C. changes in the size of the client or agency
 - D. personnel changes
 - E.** all of these

*Belch - Chapter 02 #62
Difficulty: Easy
Learning Objective: 2*

63. Which of the following would be a valid reason for switching advertising agencies?
(p. 53-54)
- A. dissatisfaction over the quality of the advertising produced by the agency
 - B. conflicts over compensation policies
 - C. a change in the company's marketing strategy
 - D. a stagnation or decline in sales of the product
 - E.** all of these

*Belch - Chapter 02 #63
Difficulty: Easy
Learning Objective: 2*

64. _____ are agencies that specialize in offering services, such as database management, direct mail, and creative and production capabilities.
(p. 55)
- A. Full function ad agencies
 - B. Sales promotion agencies
 - C.** Direct-response agencies
 - D. Public relations firms
 - E. Creative boutiques

*Belch - Chapter 02 #64
Difficulty: Easy
Learning Objective: 3*

65. _____ specialize in the development and management of sweepstakes, refund and rebate offers, and incentive programs.
(p. 54)
- A.** Sales promotion agencies
 - B. Direct response agencies
 - C. Creative boutiques
 - D. Interactive agencies
 - E. Public relations firms

*Belch - Chapter 02 #65
Difficulty: Easy
Learning Objective: 3*

66. A(n) _____ is the type of firm an organization would hire to develop and implement programs to manage the organization's publicity, image, and affairs with consumers and other relevant publics.
- (p. 55)
- A.** public relations firm
 - B. advertising agency
 - C. media mix organization
 - D. creative boutique
 - E. direct-response agency

*Belch - Chapter 02 #66
Difficulty: Easy
Learning Objective: 3*

67. Which of the following statements about the development of interactive media is true?
- (p. 56)
- A. Many traditional advertising agencies have developed interactive media capabilities.
 - B. Many marketers are using specialized interactive agencies to develop their interactive media.
 - C. Interactive agencies range from smaller companies that specialize in website design and creation to full-service interactive agencies.
 - D. Full-service interactive agencies provide various services including strategic consulting regarding the use of the Internet and online branding, technical knowledge, systems integration, and the development of e-commerce capabilities.
 - E.** All of these statements about the development of interactive media are true.

*Belch - Chapter 02 #67
Difficulty: Easy
Learning Objective: 3*

68. Opponents and proponents argue over whether a single agency should be used to provide all integrated marketing communication services for clients. Which of the following statements describes an argument used by either the opponents or the proponents?
- (p. 57)
- A. Proponents of this approach argue that using one agency allows for greater control of and more synergy among each of the communication elements.
 - B. Opponents of this approach argue it is an attempt by ad agencies to retain business that might otherwise be lost to other communication service companies.
 - C. Opponents argue that the approach does not work well due to internal conflicts within the various departments of these agencies.
 - D. Proponents of the system argue that the one-stop shop makes it more convenient for the client to coordinate all of its marketing efforts.
 - E.** All of these statements reflect arguments for and against using a single agency to provide all integrated marketing communication services for clients.

*Belch - Chapter 02 #68
Difficulty: Easy
Learning Objective: 4*

69. Many agencies are moving toward offering more integrated marketing communication (IMC) services because:
- (p. 57)
- A. they want to maintain control of the entire promotional process because it leads to more synergy among the various communication elements
 - B. it is more convenient for a client to coordinate all of its promotional efforts with one agency
 - C. an agency with integrated marketing communication capabilities can create a single unified image for the product to all relevant publics
 - D. they believe that economies of scale and synergy will make the decision to offer more IMC services a profitable one
 - E.** of all of these reasons

*Belch - Chapter 02 #69
Difficulty: Moderate
Learning Objective: 4*

70. Surveys of marketing and ad agency executives about integrated marketing communications (IMC) have shown that:
- A. agency executives do not support the idea of integrated marketing
 - B. marketers and agency executives have similar opinions regarding who should be in charge of the IMC program
 - C. internal turf battles, agency egos, and fear of budget reductions are seen as major barriers to successful IMC campaigns
 - D.** marketing executives feel that a lack of people with IMC skills is a major obstacle to implementing integrated marketing
 - E. none of these is true

*Belch - Chapter 02 #70
Difficulty: Easy
Learning Objective: 4*

71. Which of the following results were found in a series of interviews on agency-client relationships with an executive from each of BMO Financial Group, Levi Strauss & Co., Nestle Canada, and Moosehead Breweries?
- A. Marketers believe they can help agencies in the relationship by being better clients through clear decision-making and solid marketing research.
 - B. Clients should share sensitive and confidential information so that the agency understands the clients' business and marketing objectives.
 - C. The agency and client must be viewed as one team, not two organizations.
 - D.** All of these are true.
 - E. None of these are true.

*Belch - Chapter 02 #71
Difficulty: Easy
Learning Objective: 4*

72. Which of the following is NOT a direct benefit of the Performance by Results (PBR) system?
- A. greater efficiency and accountability
 - B. stronger mutual understanding
 - C. improved retention of creative talent
 - D.** stronger competitive position
 - E. fewer barriers of self-interest

*Belch - Chapter 02 #72
Difficulty: Easy
Learning Objective: 2*

73. Agencies that are reluctant to let clients see their internal cost figures are less likely to accept a:
- A. fixed-fee arrangement
 - B.** cost-plus agreement
 - C. commission-based arrangement
 - D. incentive-based compensation agreement
 - E. fee-combination arrangement

*Belch - Chapter 02 #73
Difficulty: Moderate
Learning Objective: 2*

74. Which of the following compensation methods an advertiser should adopt if its primary goal is to achieve efficiency and accountability?
- A. fixed-fee arrangement
 - B. cost-plus agreement
 - C. commission-based arrangement
 - D.** incentive-based compensation agreement
 - E. fee-combination arrangement

*Belch - Chapter 02 #74
Difficulty: Moderate
Learning Objective: 2*

75. Marketing communication effectiveness measures include all of the following EXCEPT:
(p. 50)
- A. brand awareness
 - B. likability of advertising
 - C. intent to purchase
 - D. profitability**
 - E. brand loyalty

*Belch - Chapter 02 #75
Difficulty: Easy
Learning Objective: 2*

76. Marketers willing to increase message credibility and save media costs are more likely to use the services of a(n):
(p. 54-56)
- A. public relations agency**
 - B. direct-response agency
 - C. interactive agency
 - D. sales promotion agency
 - E. advertising agency

*Belch - Chapter 02 #76
Difficulty: Moderate
Learning Objective: 3*

77. A typical direct-response agency is divided into three main departments:
(p. 55)
- A. creative, media, and research
 - B. account management, media, and research
 - C. account management, creative, and media**
 - D. creative, media, and production
 - E. media, production, and research

*Belch - Chapter 02 #77
Difficulty: Easy
Learning Objective: 3*

02 Summary

<u>Category</u>	<u># of Questions</u>
Belch - Chapter 02	77
Difficulty: Difficult	3
Difficulty: Easy	55
Difficulty: Moderate	19
Learning Objective: 1	44
Learning Objective: 2	23
Learning Objective: 3	6
Learning Objective: 4	4