Unit 10 - Week 08 : Marketing Communications

Assessment 08 : Marketing Communication

The due date for submitting this assignment has passed. Due on 2019-09-25, 23:59 IST. As per our records you have not submitted this assignment.

All Questions are Compulsory
Marks [ 1 x 10 ]

1) When does an advertisement create intention to buy?

- If it impulsively makes the customer buy the brand
- If it creates awareness and acceptance of a brand
- If it brings consumers to a point just short of actual purchase
- If it brings out the comparison between brands

No, the answer is incorrect.
Score: 0
Accepted Answers: If it brings consumers to a point just short of actual purchase

2) Which model illustrates that different levels of the hierarchy may affect cognitive, affective, or behavior components in the decision process?

- Integrated information-response
- Extended dual mediation
- Hierarchy-of-effects model
- AIDA

No, the answer is incorrect.
Score: 0
Accepted Answers: Integrated information-response
3) In the cognition-trial-affect-commitment sequence, upon activation from memory, the higher-order beliefs are likely to result in 

- Higher-order cognition
- Higher-order behavior
- Higher-order recognition
- Higher-order affect

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Higher-order affect

4) Identify the sequence that indicates that consumers are not likely to form a positive attitude toward the brand or become committed to it unless they try it first

- Cognition-affect-commitment
- Cognition-trial-trial-trial
- Cognition-trial-commitment
- Cognition-trial-affect-commitment

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Cognition-trial-affect-commitment

5) The third step in the AIDA model is to 

- Create attention
- Stimulate desire
- Invoke action
- Capture interest

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Stimulate desire

6) The _____ model is more effective than the hierarchy-of-effects models described so far and is able to capture a diverse range of consumer responses

- Extended dual mediation
- Integrated information-response
- Dual mediation
- AIDA

No, the answer is incorrect.
Score: 0
Accepted Answers: 
Integrated information-response

7) In the cognition-trial-affect-commitment sequence, following exposure to a marketing communications message, the consumer forms lower-order beliefs and affect, which may induce 

- Commitment
- Acceptance
- Product trial
- Rejection

No, the answer is incorrect.
Score: 0
8) Which of the following models comprises four constructs: ad cognitions (Cad), attitude toward the ad (Aad), brand cognition (Cb), and attitude toward the brand (Ab)?

- DMM
- AIDA
- Hierarchy-of-effects
- Integrated information-response model

No, the answer is incorrect.
Score: 0
Accepted Answers:
DMM

9) Which of the following is the most complex element of marketing communications?

- Communication effect
- Message reach
- Message interpretation
- Source effectiveness

No, the answer is incorrect.
Score: 0
Accepted Answers:
Communication effect

10) What is the ultimate goal of the advertisement?

- Affect
- Positive thoughts about the brand
- Purchase intention
- Positive attitude toward the ad

No, the answer is incorrect.
Score: 0
Accepted Answers:
Purchase intention