Assignment 3
Due date: 2020-03-16, 23:59 EST.

Unit 5 - Week 3

Pro tip for students: This assignment is important.

Chapter 6 - The Concept of Communication

1. Which role is a primary dimension making a decision?
   - Manager
   - Coordinator
   - Implementer
   - Auditors
   - Recognition
   - Compensation
   - All of the above

2. Which role is the cause of the barrier conflict?
   - Trust
   - Communication
   - Organizational commitment
   - Cultural differences
   - All of the above

3. Which is the key to decision-making?
   - Coercion
   - Compliance
   - Finality
   - Innovation
   - All of the above

4. Which of the following is not a role played by the emotional dimension in business?
   - Customer
   - Supplier
   - Auditor
   - All of the above

5. Which role is one that focuses on a type of setting in the configuration?
   - Mobile
   - Mobile
   - Mobile
   - All of the above

6. Which is the key to the communication gap?
   - Percent of communication failures
   - Percent of communication failures
   - Percent of communication failures
   - All of the above

7. If a variable has to keep 200 words at 80% and the remaining 80% at a 60% level, that is 100% of the control.
   - 60%
   - 80%
   - 120%
   - All of the above

8. The component of services marketing that is “people” in?
   - Distributors
   - Customers
   - Employees
   - All of the above

9. Which of the following is the sum of the price of the alternative means of satisfying the need and any cost savings in the hands of the customer?
   - Potential market value
   - Opportunity cost
   - Total cost
   - All of the above

10. Which of the following is not an element of the model of integrated marketing communications?
    - Media
    - Message
    - Message
    - All of the above

11. Which of the following is not a method for setting advertising budget?
    - Availability of funds
    - Competitor's media
    - Reference
    - All of the above

12. Which of the following is not the source of the Government Protection Act 1998?
    - Coercion
    - Comprehension
    - Disclosure
    - All of the above

13. Which of the following is not a dimension of a consumer recovery quality?
    - Quality
    - Convenience
    - Assurance
    - All of the above

14. Which of the following is a general strategy of matching supply with demand?
    - Marketing
    - Production
    - Distribution
    - All of the above

15. Which of the following is not a characteristic of market orientation?
    - Marketing
    - Production
    - Distribution
    - All of the above