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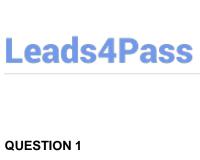
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QUESTION 1
Which of the following is the first step in planning and executing an advertising campaign?
A. Creating advertisement
B. Conveying the message
C. Evaluating and selecting media
D. Determine the budget
E. Identifying the target audience
Correct Answer: E
QUESTION 2
Which of the following is true of low-involvement customers?
A. They scrutinize an advertisement in a thorough manner.
B. They pay more attention to quality.
C. They process key elements of a message deeply.
D. They are likely to have superficial impressions.
E. They pay more attention to price.
Correct Answer: D
QUESTION 3
The component of attitude reflects a person\\'s belief system, or what we believe to be true.
A. behavioral
B. affective
C. perceptive
D. physiological
E. cognitive
Correct Answer: E

QUESTION 4



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In a franchise system,:

A. the franchisor operates a retail outlet using a name and format developed and supported by the franchisee.

B. the franchisee pays a lump sum plus a royalty on all sales in return for the right to operate a business in a specific location.

C. the franschisee has complete control over the store design, products or services sold, management training, and advertising.

D. franchisors receive all profits that the franchisees generate, and pay franchisees a fixed sum.

E. franchisees are responsible for advertising, product development, and system development.

Correct Answer: B

QUESTION 5

The second step in the marketing research project involves

- A. analysis.
- B. design.
- C. data collection.
- D. implementation.
- E. defining.

Correct Answer: B

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