

***Direct Digital & Data-Driven Marketing 5th edition
Spiller Test Bank***

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Multiple Choice Questions

Chapter 1: Processes and applications of direct marketing

- 1-1. _____ is a database-driven interactive process of directly communicating with targeted customers or prospects using any medium to obtain a measurable response or transaction via one or multiple channels.
- A. database marketing
 - B. direct marketing
 - C. mass marketing
 - D. affiliate marketing

(Answer: b., p. 9)

- 1-2. Direct marketing as a term is synonymous with _____.
- A. mail order selling
 - B. Internet advertising
 - C. telemarketing
 - D. none of the above

(Answer: d., p. 9)

- 1-3. Direct marketing objectives do not include _____.
- A. selling merchandise for a company
 - B. enhancing a company's image
 - C. getting people to visit a store
 - D. getting people to inquire about a specific product or service

(Answer: b., p. 10-11)

- 1-4. Brand marketing and direct marketing are converging because of:
- A. cost
 - B. the regulatory environment
 - C. the digital revolution
 - D. the cost of paper

(Answer: c., p. 11)

- 1-5. Direct marketing is known for having its historical roots in _____ and _____.
A. measurability and accountability
B. direct mail and mail order selling
C. Internet mail and on-line catalogs
D. offers and promotions

(Answer: b., p. 11)

- 1-6. Direct marketing is characterized by _____.
A. ongoing relationships and affinity with customers
B. measurement of results and accountability for costs
C. multichannel fulfillment and distribution
D. all of the above

(Answer: d., p. 10)

- 1-7. Which of the following are not factors that have affected the growth of direct marketing?
A. more banking options
B. improved printing techniques
C. dissatisfaction with retail outlets
D. increasing use of credit cards

(Answer: a., p. 12-14)

- 1-8. Which of the following is not a basic characteristic of direct marketing?
A. Measurement of results
B. Accountability for costs
C. discounts
D. customer/prospect database

(Answer: c., p. 10)

- 1-9. _____ allows customers to select the media or channels they prefer when shopping for products and services.
A. Multichannel distribution
B. Internet marketing
C. Electronic media
D. Response marketing

(Answer: a., p. 19)

- 1-10. Multichannel distribution means:
- A. using more than one direct mail campaign to reach customers
 - B. using more than one television or cable station to reach customers
 - C. using a variety of media to reach customers
 - D. none of the above

(Answer: c., p. 19)

- 1-11. The seamless approach to delivering a consistent brand experience across all available channels and devices a customer uses to interact with a company or organization and its brands is called:
- A. Customer Lifetime Value
 - B. Market Segmentation
 - C. Omni-Channel Marketing
 - D. Multi-Channel Fulfillment

(Answer: c., p. 20)

- 1-17. The goal of the direct marketer is to:
- A. eliminate brand marketing
 - B. interact with the customer on a one-to-one basis
 - C. do everything inexpensively
 - D. use as few channels as possible to get the message out

(Answer: b., p. 17)

- 1-18. Which of the following transactions is not an example of direct marketing?
- A. Going to a retail store to purchase an item seen in their Christmas catalog that you received by mail.
 - B. Purchasing clothing from a Land's End catalog, given to you by a friend.
 - C. Selecting a new set of tires at a Firestone neighborhood store.
 - D. Ordering a Kenmore vacuum cleaner by mail from a Sears sales catalog.

(Answer: c., p. 19)

- 1-19. Organizations that can benefit from the use of a database and direct marketing include which of the following?
- A. product and service enterprises
 - B. non-profit organizations
 - C. political action groups
 - D. all of the above

(Answer: d., p. 21)

- 1-20. Marketers are able to target relevant communications to customers based on geographic location, utilizing _____.
- A. placement analysis
 - B. navi-tags
 - C. geo-tags
 - D. none of the above

(Answer: c., p. 17)

- 1-21. The single most notable differentiating feature of direct marketing is that it always seeks to generate _____.
- A. an immediate purchase
 - B. a measurable response
 - C. awareness
 - D. none of the above

(Answer: b., p. 18)

- 1-22. The “historical foundations” of direct marketing are centered on _____.
- A. customer relationship management
 - B. high-tech media
 - C. list rental activities
 - D. multi-channels

(Answer: a., p. 14-15)

- 1-23. Non-profit organizations use direct marketing primarily in order to:
- A. keep costs down
 - B. let people know about their cause and gain support
 - C. sell their own products
 - D. avoid legal challenges to mass advertising practices

(Answer: b., p. 24)

- 1-24. According to the text, Victoria’s Secret is an excellent example of a company that uses _____.
- A. team-based buying

- B. high-tech media formats
- C. multichannel distribution
- D. database marketing

(Answer: c., p. 19)

- 1-25. Sports organizations use direct marketing to:
- A. fill seats
 - B. get corporate supports
 - C. promote special events to season ticket holders
 - D. all of the above

(Answer: d., p. 28)

TRUE-FALSE

- 1-26. The Internet has not yet proved to be a valuable tool in political fundraising.
(false, p. 24)
- 1-27. The goal of direct marketers is to interact with customers on a one-to-one basis, based on information obtained and stored about each customer in the customer database.
(true, p. 17)
- 1-28. The goal of direct marketing is to make a sale.
(false, p. 19)
- 1-29. Mass media expenditures and practices have not yet been significantly impacted by direct marketing.
(false, p. 15)
- 1-30. Inherent to the effectiveness of the direct marketing process is the constant focus on offer creation.
(false, p. 14)
- 1-31. Direct marketing is measurable, with results always being related to costs.
(true, p. 18)

- 1-32. Sears Roebuck & Company was the first to create the concept of mail-order catalogs.
(false, p. 11)

- 1-33. The Internet has placed a new perspective on how organizations transact as well as on how businesses are valued.
(true, p. 12)

- 1-34. Micro-targeting has proved to be a valuable technique for political parties.
(true, p. 25)

- 1-35. Lack of budget, marketing skills, and senior level buy-in are reasons why all direct marketers don't embrace omni-channel marketing.
(true, p. 21)

- 1-36. An uncontrollable variable in sports marketing is the reputation of the visiting team.
(true, p. 30)

- 1-37. New marketing channels continue to emerge while traditional channels grow irrelevant.
(false, p. 20)