

# Test Bank for Direct Digital & Data-Driven Marketing 5th Edition by Spiller

[CLICK HERE TO ACCESS COMPLETE Test Bank](#)

**Lisa Spiller**

## **DIRECT, DIGITAL & DATA-DRIVEN MARKETING**



**5<sup>th</sup> Edition**



# Test Bank

# 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)**