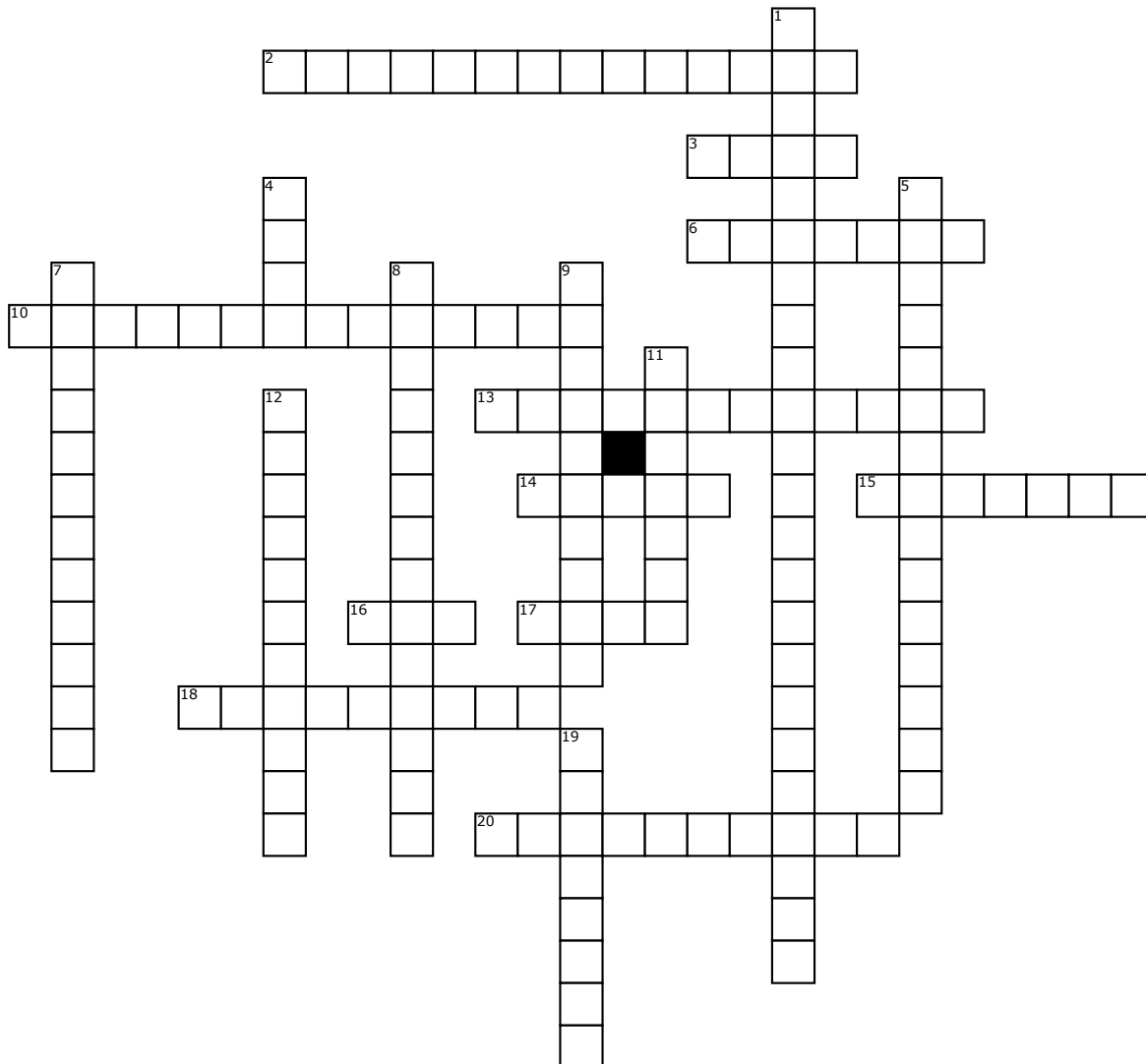


Marketing Communication



Across

- 2.** The person who co-ordinates agency activity with the client company's marketing functions, often providing strategy input, is the
- 3.** The practice of marketing to the members of the distribution channel is called
- 6.** A small advertisement for a laptop computer in a financial journal draws more leads than a large ad in the Sunday papers. This may be attributed to
- 10.** Which of these is a possible disadvantage of IMC?
- 13.** Promotional activities using media are called
- 14.** Consistency is not regarded as an important characteristic of IMC. (True/False)

- 15.** Internal and external communications should be:
- 16.** The notion of marrying together the various promotional tools to achieve best cost-benefit is called
- 17.** Employees should play an integral role in the development of IMC. (True/False)
- 18.** 'Stimulating selective demand' means
- 20.** What does I, stand for in IMC

Down

- 1.** What is promotion
- 4.** The practice of promoting to consumers in order to create a demand for a product so that intermediaries will be motivated to handle it is called
- 5.** The process of seller speaking directly to buyer is known as

- 7.** When planning marketing communications, events are scheduled:
- 8.** A sign in a shop doorway reading 'Buy one, get one free. Offer ends Friday,' is an example of
- 9.** Consumers who tend to rely on impersonal or scientific information sources are called
- 11.** In responding to promotional messages, customers evaluate
- 12.** Advertising is defined as 'any paid form of presentation of ideas, goods or services by an identified sponsor.'
- 19.** Advertising and sales promotion typically dominate promotion during