

efforts directed toward the consumers
Pull strategy

[MAC428] Which of the following statements is not true about the characteristics interpersonal media of integrated marketing communication?
It requires sophisticated communication gadgets

[MAC428] Which of the following is not a form of mass media?
face to face communication

[MAC428] To qualify as
disseminate information homogeneous audience

[MAC428] Radio and television are example of _____
electronic media

[MAC428] Which of the following is not part of last stage of promotional planning process?
Mentoring

[MAC428] In developing promotional strategies, _____ notable strategies are applied
two

[MAC428] The followings are form of interpersonal media except _____
mass media

[MAC428] _____ is the form of integrated marketing communication media employed when the audience is large, diverse and heterogeneous
Mass media

[MAC428] Which of the following statements is not true about promotional media strategy?
It does not concern which channels to be used

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