```
Advertising swift
    FBLA-QuizME
import Foundation
import UIKit
class Advertising: UIViewController {
   @IBOutlet weak var QuestionLabel: UILabel!
   @IBOutlet weak var Answer1: UIButton!
   @IBOutlet weak var Answer2: UIButton!
   @IBOutlet weak var Answer3: UIButton!
   @IBOutlet weak var Answer4: UIButton!
   @IBOutlet weak var NextQuestion: UIButton!
   @IBOutlet weak var ScoreLabel: UILabel!
   var randomQuestionArray:[Int] = [0, 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12]
    override func viewDidLoad() {
        super.viewDidLoad()
        NextQuestion.isHidden = true
        Answer1.layer.borderWidth=1
        Answer1.layer.borderColor=UIColor.darkGray.cgColor
        Answer1.layer.cornerRadius=5
        Answer2.layer.borderWidth=1
        Answer2.layer.borderColor=UIColor.darkGray.cgColor
        Answer2.layer.cornerRadius=5
        Answer3.layer.borderWidth=1
        Answer3.layer.borderColor=UIColor.darkGray.cgColor
        Answer3.layer.cornerRadius=5
        Answer4.layer.borderWidth=1
        Answer4.layer.borderColor=UIColor.darkGray.cgColor
        Answer4.layer.cornerRadius=5
        Answer1Correct = false
        Answer2Correct = false
        Answer3Correct = false
        Answer4Correct = false
        RandomQuestions()
        ScoreNumber = 0
    }
    override func didReceiveMemoryWarning() {
        super.didReceiveMemoryWarning()
        // Dispose of any resources that can be recreated.
```

```
func rightAnswer() {
          NextQuestion.isHidden = false
           ScoreNumber = Int(ScoreNumber) + 2
           ScoreLabel.text = String(format: "%i", ScoreNumber)
     }
     func wrongAnswer() {
           ScoreNumber = Int(ScoreNumber) - 1
           ScoreLabel.text = String(format: "%i", ScoreNumber)
     }
     func RandomQuestions(){
           Answer1.isEnabled = true
           Answer2.isEnabled = true
           Answer3.isEnabled = true
           Answer4.isEnabled = true
          // This makes randomIndex represent the number of questions available for this
           let randomIndex = Int(arc4random uniform(UInt32(randomQuestionArray.count)))
answered
           if randomQuestionArray.count > -1 {
                switch (randomQuestionArray[randomIndex]) {
                case 0:
                     QuestionLabel.text = "Marketing helps individuals improve their"
Answer1.setTitle("family relationship.", for: .normal)
Answer2.setTitle("community relations.", for: .normal)
Answer3.setTitle("standard of living.", for: .normal)
Answer4.setTitle("budget management.", for: .normal)
                      Answer3Correct = true
                case 1:
                      QuestionLabel.text = "Marketing information is used by a specialty
advertising business '
                      Answer1.setTitle("to skim the market.", for: .normal)
                     Answer2.setTitle("to interpret findings.", for: .normal)
Answer3.setTitle("to identify new vendors..", for: .normal)
                      Answer4.setTitle("to develop new products.", for: .normal)
                      Answer4Correct = true
                case 2:
                      QuestionLabel.text = "Advertising that directs messages to consumers'
Internet-enabled devices such as smartphones is called"

Answer1.setTitle("mobile advertising.", for: .normal)

Answer2.setTitle("video advertising.", for: .normal)

Answer3.setTitle("webisodes.", for: .normal)

Answer4.setTitle("viral videos.", for: .normal)
                      Answer1Correct = true
                case 3:
                      QuestionLabel.text = "Before developing an advertising plan, the
business should conduct a SWOT analysis. S stands for"
                      Answer1.setTitle("situational analysis.", for: .normal)
                      Answer2.setTitle("strengths.", for: .normal)
```

```
Answer3.setTitle("sales.", for: .normal)
                    Answer4.setTitle("synergy.", for: .normal)
                    Answer2Correct = true
               case 4:
                    QuestionLabel.text = "The __
                                                       ____ method is used when an advertising
budget is intended to help the business reach specific goals.
                    Answer1.setTitle("percentage of past sales.", for: .normal)
Answer2.setTitle("competitive parity.", for: .normal)
                    Answer3.setTitle("percentage of anticipated sales", for: .normal)
                    Answer4.setTitle("objective and task", for: .normal)
                    Answer4Correct = true
                    QuestionLabel.text = "Which of the following is NOT an aspect of
psychographic segmentation?'
                    Answer1.setTitle("opinions", for: .normal)
Answer2.setTitle("attitudes", for: .normal)
Answer3.setTitle("age", for: .normal)
                    Answer4.setTitle("lifestyle", for: .normal)
                    Answer3Correct = true
               case 6:
                    QuestionLabel.text = "In a channel of distribution, which of the
following roles would a realtor play"
                    Answer1.setTitle("producer", for: .normal)
Answer2.setTitle("consumer", for: .normal)
Answer3.setTitle("agent or broker", for: .normal)
                    Answer4.setTitle("retailer", for: .normal)
                    Answer3Correct = true
               case 7:
                    QuestionLabel.text = "Which of the following purchases demonstrates
the use of an indirect channel of distribution?"
                    Answer1.setTitle("buying produce from farmers at a farmer's market",
for: .normal)
                    Answer2.setTitle("buying produce from a grocery store", for: .normal)
Answer3.setTitle("calling L.L.Bean to buy a sweater", for: .normal)
                    Answer4.setTitle("ordering jewelry online", for: .normal)
                    Answer2Correct = true
               case 8:
                    QuestionLabel.text = "'Our toothpaste fights cavities' is an example
                    Answer1.setTitle("express claim.", for: .normal)
Answer2.setTitle("subliminal message.", for: .normal)
Answer3.setTitle("promise.", for: .normal)
Answer4.setTitle("implied claim.", for: .normal)
                    Answer1Correct = true
               case 9:
                    QuestionLabel.text = "The FCC is least likely to handle which of the
following consumer complaints? "
                    Answer1.setTitle("a television commercial considered indecent", for:
.normal)
                    Answer2.setTitle("a mail fraud scam", for: .normal)
                    Answer3.setTitle("an unsafe product advertised on the radio", for:
.normal)
                    Answer4.setTitle("unwanted text messages and e-mails", for: .normal)
                    Answer3Correct = true
               case 10:
                    QuestionLabel.text = "Cultural attitudes that highly value the needs
of the group over the needs of the individual might likely be found in"
                    Answer1.setTitle("France", for: .normal)
Answer2.setTitle("the United States", for: .normal)
Answer3.setTitle("South America", for: .normal)
                    Answer4.setTitle("the United Kingdom", for: .normal)
```

```
Answer3Correct = true
             case 11:
                  QuestionLabel.text = "13) Advertisements that include individuals from
multiple cultures use"
                  Answer1.setTitle("ethnocentrism", for: .normal)
                 Answer2.setTitle("visual diversity.", for: .normal)
Answer3.setTitle("diversity manipulation.", for: .normal)
                  Answer4.setTitle("discrimination.", for: .normal)
                  Answer2Correct = true
             case 12:
                  QuestionLabel.text = "Which of the following might NOT be a good fit
in an advertising career?"
                  Answer1.setTitle("a preference for working alone", for: .normal)
                  Answer2.setTitle("a willingness to work hard for high compensation",
for: .normal)
                  Answer3.setTitle("a preference for a less structured environment",
for: .normal)
                  Answer4.setTitle("a love of movies and music", for: .normal)
                  Answer1Correct = true
             default:
                  break
             randomQuestionArray.remove(at: randomIndex)
        }
         if (randomQuestionArray.count < 1) {</pre>
let alert = UIAlertController(title: "Wow!", message: "You have reached
the last question for Advertising! Nice Job! Complete this question and then click on
 Your Score' for a rating!", preferredStyle: .alert)
             alert.addAction(UIAlertAction(title: "Continue", style: .default, handler:
{ action in
                  switch action.style{
                  case .default:
                      print("default")
                  case .cancel:
                      print("cancel")
                  case .destructive:
                      print("destructive")
                  }}))
             self.present(alert, animated: true, completion: nil)
             NextQuestion.isEnabled = false
         if (randomQuestionArray.count == 0) {
             let alert = UIAlertController(title: "Wow!", message: "You got
\(ScoreNumber) out of 13 questions correct nice job! To see a detailed breakdown of
your score, click-Your Score-next to your score number.", preferredStyle: .alert)
alert.addAction(UIAlertAction(title: "Continue", style: .default, handler:
{ action in
                  switch action.style{
                  case .default:
                      print("default")
                  case .cancel:
                      print("cancel")
                  case .destructive:
                      print("destructive")
```

```
self.present(alert, animated: true, completion: nil)
    }
}
@IBAction func Answer1(_ sender: Any) {
    if Bool(Answer1Correct) == true {
        rightAnswer()
        Answer1.layer.backgroundColor = UIColor.green.cgColor
        Answer1.isEnabled = false
        Answer2.isEnabled = false
        Answer3.isEnabled = false
        Answer4.isEnabled = false
    } else {
        wrongAnswer()
        Answer1.layer.backgroundColor = UIColor.red.cgColor
        Answer1.isEnabled = false
    }
}
@IBAction func Answer2(_ sender: Any) {
    if Bool(Answer2Correct) == true {
        rightAnswer()
        Answer2.layer.backgroundColor = UIColor.green.cgColor
        Answer2.isEnabled = false
        Answer1.isEnabled = false
        Answer3.isEnabled = false
        Answer4.isEnabled = false
    } else {
        wrongAnswer()
        Answer2.layer.backgroundColor = UIColor.red.cgColor
        Answer2.isEnabled = false
    }
}
@IBAction func Answer3(_ sender: Any) {
    if Bool(Answer3Correct) == true {
        rightAnswer()
        Answer3.layer.backgroundColor = UIColor.green.cgColor
        Answer3.isEnabled = false
        Answer1.isEnabled = false
        Answer2.isEnabled = false
        Answer4.isEnabled = false
    } else {
        wrongAnswer()
        Answer3.layer.backgroundColor = UIColor.red.cgColor
        Answer3.isEnabled = false
@IBAction func Answer4(_ sender: Any) {
    if Bool(Answer4Correct) == true {
        rightAnswer()
        Answer4.layer.backgroundColor = UIColor.green.cgColor
        Answer4.isEnabled = false
        Answer1.isEnabled = false
        Answer2.isEnabled = false
        Answer3.isEnabled = false
    } else {
        wrongAnswer()
```