

Questions 1-5 are based on the Paper: "Advertising experiments at the Ohio Art Company"

Question 1

1 / 1 pts

In 1999, product placement of Etch-A-Sketch in the movie sequel Toy Story 2 helped boost the sales of the drawing toy by?

☐ 25%☒ 20%☐ 30%☐ 35%

Correct!

Question 2

1 / 1 pts

According to the paper, which of the following had the highest market share in the toy industry?

☐ Toys "R" Us☐ Target☒ Walmart☐ Traditional specialty toy stores

Correct!

Question 3

1 / 1 pts

Shifting the production to China was considered one of the reasons for having highest profits in the year 2001.

Correct!

☒ True☐ False**Question 4**

1 / 1 pts

The Betty Spaghetti experiment was conducted to convince the merchandise manager at a mass-merchant chain that sales of Betty Spaghetti justified their shelf space.

Correct!

☒ True☐ False**Question 5**

1 / 1 pts

Two experiments with significant differences were conducted to test the effectiveness of television advertising campaign. Which of the following is not considered as a factor that would affect the eventual decision ?

☐ Time of the year the experiment was conducted☐ The age group that the commercials targeted☐ Availability of historic information

Correct!

☒ Cost of developing the commercial

The following questions are from the slides of week 9.

Question 6

1 / 1 pts

Let us consider that in a small town, there are 100 households that possess a TV. Out of the 70 households that use the TV, 40 are viewing a particular channel. The rating of the channel is

☐ 70☒ 40☐ 60☐ 50

Correct!

Question 7

1 / 1 pts

Frequency is a method of rating used in TV advertising and is given by:

☐ GRPs + REACH☐ GRPs * REACH☒ GRPs / REACH☐ GRPs - REACH

Correct!

Question 8

1 / 1 pts

Which of the following is a type of digital advertising?

☐ Direct Messaging and Email

Correct!

- ☐ Search Engine Marketing
- ☐ Mobile Advertising
- ☒ All of the above

Question 9

1 / 1 pts

According to the 2018 Internet Advertising Revenue report conducted by PriceWaterhouseCoopers, which of the following categories had the major share in the advertising format revenue (half year results) ?

Correct!

- ☐ Banner
- ☒ Search
- ☐ Video
- ☐ Other

Question 10

1 / 1 pts

HUT (Households Using TV) is a method of rating used in TV advertising.

Correct!

- ☒ True
- ☐ False