

Self-Assessment #5 – Week 9 Content

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

1. In 1999, product placement of Etch-A-Sketch in the movie sequel Toy Story 2 helped boost the sales of the drawing toy by?
 - a. 25%
 - b. 20%
 - c. 30%
 - d. 35%

Answer: B

2. According to the paper, which of the following had the highest market share in the toy industry?
 - a. Toys”R”Us
 - b. Target
 - c. Walmart
 - d. Traditional specialty toy stores

Answer: C

3. Shifting the production to China was considered one of the reasons for having highest profits in the year 2001.
 - a. True
 - b. False

Answer: A

4. 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.
 - A. True
 - B. False

Answer: A

5. 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?
 - a. Time of the year the experiment was conducted
 - b. The age group that the commercials targeted
 - c. Availability of historic information
 - d. Cost of developing the commercial

Answer: D

Questions 6-10 are from the slides

6. 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

- a. 70
- b. 40
- c. 60
- d. 50

Answer: B

Rating = (Households viewing the channel)/(Total TV Households)

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

- a. GRPs + REACH
- b. GRPs * REACH
- c. GRPs / REACH
- d. GRPs – REACH

Answer : C

8. Which of the following is a type of digital advertising?

- a. Direct Messaging and Email
- b. Search Engine Marketing
- c. Mobile Advertising
- d. All of the above

Answer: D

9. 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)?

- a. Banner
- b. Search
- c. Video
- d. Other

Answer: B

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

- a. True
- b. False

Answer: A