

ADVERTISING

- 1) Marketing helps individuals improve their
 - A) family relationship.
 - B) community relations.
 - C) standard of living.
 - D) budget management.
- 2) Marketing information is used by a specialty advertising business
 - A) to skim the market.
 - B) to interpret findings.
 - C) to identify new vendors.
 - D) to develop new products.
- 3) Which statement is true regarding the development of a sales promotion plan?
 - A) Conducting sales promotion activities at infrequent intervals will boost long-term sales.
 - B) Most successful sales promotions use only one media vehicle.
 - C) Successful sales promotions often use consistent themes that are coordinated with advertising efforts.
 - D) Promotional activities are not regulated by the government.
- 4) Advertising that directs messages to consumers' Internet-enabled devices such as smartphones is called
 - A) mobile advertising.
 - B) video advertising.
 - C) webisodes.
 - D) viral videos.
- 5) Before developing an advertising plan, the business should conduct a SWOT analysis. S stands for
 - A) situational analysis.
 - B) strengths.
 - C) sales.
 - D) synergy.

- 6) The _____ method is used when an advertising budget is intended to help the business reach specific goals.
- A) percentage of past sales
 - B) competitive parity
 - C) percentage of anticipated sales
 - D) objective and task
- 7) Which of the following is NOT an aspect of psychographic segmentation?
- A) opinions
 - B) attitudes
 - C) age
 - D) lifestyle
- 8) In a channel of distribution, which of the following roles would a realtor play
- A) producer
 - B) consumer
 - C) agent or broker
 - D) retailer
- 9) Which of the following purchases demonstrates the use of an indirect channel of distribution?
- A) buying produce from a farmer at a farmer's market
 - B) buying produce from a grocery store
 - C) calling L.L.Bean to buy a sweater
 - D) ordering jewelry online
- 10) "Our toothpaste fights cavities" is an example of a(n)
- A) express claim.
 - B) subliminal message.
 - C) promise.
 - D) implied claim.
- 11) The FCC is least likely to handle which of the following consumer complaints?
- A) a television commercial that is considered indecent
 - B) a mail fraud scam
 - C) an unsafe product advertised on the radio
 - D) unwanted text messages and e-mails from advertisers

- 12) Cultural attitudes that highly value the needs of the group over the needs of the individual might likely be found in
- A) France.
 - B) the United States.
 - C) South America.
 - D) the United Kingdom.
- 13) Advertisements that include individuals from multiple cultures use
- A) ethnocentrism.
 - B) visual diversity.
 - C) diversity manipulation.
 - D) discrimination.
- 14) Which of the following might NOT be a good fit in an advertising career?
- A) a preference for working alone
 - B) a willingness to work hard for high compensation
 - C) a preference for a less structured environment
 - D) a love of movies and music
- 15) A You Tube commercial is viewed by 7.5 million viewers. The video has gone
- A) global.
 - B) global.
 - C) universal.
 - D) viral.

ANSWER KEY

- 1) C
- 2) D
- 3) C
- 4) A
- 5) B
- 6) D
- 7) C
- 8) C
- 9) B
- 10) A
- 11) C
- 12) C
- 13) B
- 14) A
- 15) D