**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?
   1. 25%
   2. 20%
   3. 30%
   4. 35%

Answer: B

1. According to the paper, which of the following had the highest market share in the toy industry?
   1. Toys”R”Us
   2. Target
   3. Walmart
   4. Traditional specialty toy stores

Answer: C

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

Answer: A

1. The Betty Spaghetty experiment was conducted to convince the merchandise manager at a mass-merchant chain that sales of Betty Spaghetty justified their shelf space.
2. True
3. False

Answer: A

1. 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?
   1. Time of the year the experiment was conducted
   2. The age group that the commercials targeted
   3. Availability of historic information
   4. Cost of developing the commercial

Answer: D

**Questions 6-10 are from the slides**

1. 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
   1. 70
   2. 40
   3. 60
   4. 50

Answer: B

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

1. Frequency is a method of rating used in TV advertising and is given by:
   1. GRPs + REACH
   2. GRPs \* REACH
   3. GRPs / REACH
   4. GRPs – REACH

Answer : C

1. Which of the following is a type of digital advertising?
   1. Direct Messaging and Email
   2. Search Engine Marketing
   3. Mobile Advertising
   4. All of the above

Answer: D

1. 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)?
   1. Banner
   2. Search
   3. Video
   4. Other

Answer: B

1. HUT (Households Using TV) is a method of rating used in TV advertising.
   1. True
   2. False

Answer: A