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