1. What has become the most significant form of consumer control over information creation and communication?
2. Crowdsourcing
3. Blogging
4. Social Media
5. Advertising
6. What do you call the online distribution of tasks to groups of experts, enthusiasts, or general consumers?
7. Marketing
8. Crowdsourcing
9. Advertising
10. Full-Service Agency
11. What is the primary goal of a marketer?
12. To use promotional techniques to increase consumer demand
13. To use promotional techniques to communicate with a target market
14. To use promotional techniques to increase brand awareness
15. All of the above
16. What is an organization in the marketing channel of distribution that buys products to resell to consumers?
17. Trade reseller
18. Advertising Agency
19. Creative Boutique
20. In-House Agency
21. What is an organization of professionals who provide creative and business services related to planning, preparing, and placing advertisements?
22. Full-Service Agency
23. Advertising Agency
24. In-House Agency
25. Digital Agency
26. Which of the following is based on an agreed-upon percentage of the total amount billed by a media organization?
	1. Markup charges
	2. Commission systems
	3. Fee systems
	4. Pay-for-results
27. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ locate studies that relate to the client’s market or promotional objectives.
	1. Creative services
	2. Account services
	3. Marketing research services
	4. Production services
28. What is the traditional percentage used in commission systems as an agreed-upon percent?
	1. 10%
	2. 15%
	3. 20%
	4. 25%
29. Which of the following is not one of the communications objectives used in pay-for-results programs?
	1. Brand awareness
	2. Brand identification
	3. Knowledge of brand features
	4. Product features
30. Which of the following is not a type of interactive media?
	1. CDs
	2. Podcasts
	3. Cell phones
	4. Television
31. What is a website used by individuals where they can post facts, opinions, and personal experiences?
	1. Social media
	2. Blog
	3. Consumer control
	4. Retailer site
32. An organization in the marketing channel of distribution that buys products to resell to customers:
	1. Trade reseller
	2. Creative seller
	3. Cross-seller
	4. Fee system
33. What is a creative boutique?
	1. Advertising agency that includes an array of advertising professionals to meet all the promotional needs of clients
	2. Advertising agency that helps clients prepare communications for new media (for example, the internet and interactive kiosks)
	3. Advertising agency that emphasizes copywriting and artistic services
	4. Advertising agency that focuses on time sensitive/seasonal advertising
34. What is a long advertisement that resembles a talk show or product demonstration?
	1. Dailies
	2. Infomercial
	3. Interactive media
	4. Product placement
35. A consultant is defined as:
	1. An individual who specializes in areas related to the promotional process
	2. An individual that provides specialized services to advertisers and agencies
	3. An individual who receives and interprets promotional messages
	4. An individual with a unique set of needs and willingness to pay to meet those needs
36. What is an organization or individual that provides specialized services to advertisers and agencies?
37. Consultant
38. External facilitators
39. Internal facilitators
40. Organizational facilitator
41. A fee system is a method of agency compensation whereby the advertiser and agency agree on a(n) \_\_\_\_\_\_\_\_\_\_\_\_\_ for services provided.
42. Quarterly fee
43. Trade
44. Hourly rate
45. Yearly fee
46. What is the method of agency compensation based on adding a percentage charge to a variety of services the agency purchases from outside suppliers?
47. Profit charge
48. Markdown charge
49. Service charge
50. Markup charge
51. What type of facilitator offers essential services during and after the production process?
52. Marketing
53. Production
54. Consulting
55. Internal
56. Which of the following is not one of the basic categories of media providers available to marketers?
57. Print media
58. Interactive media
59. Media conglomerates
60. Direct media

**Answers:**

**1. C**

**2. B**

**3. D**

**4. A**

**5. B**

**6. B**

**7. C**

**8. B**

**9. D**

**10. D**

**11. B**

**12. A**

**13. C**

**14. B**

**15. A**

**16. D**

**17. C**

**18. D**

**19. B**

**20. D**