MKT 4354-001

Quiz Chapter 3

1. Advertising came into play as a result of what?

A.) The rise of capitalism

B.) The Industrial Revolution

C.) Branding as a way for manufacturers to assert power in distribution channels

D.) The rise of modern mass media

E.) All of the above

2.) What were some of the first branded goods to show up on shelves in the 1800’s were?

A.) Ivory Soap

B.) Dunkin Donuts

C.) Maxwell House Coffee

D.) A & C

E.) A & B

3.) What year was the invention of the telegraph?

A.) 1891

B.) 1844

C.) 1836

D.) 1863

4.) The first newspaper advertisement appeared in which newspaper in 1704?

A.) The Boston Newsletter

B.) The Pennsylvania Gazette

C.) The Southern Cultivator

D.) The Chicago Newsletter

5.) caps an investor's risk in a business venture at only his or her shares in a

corporation, rather than all personal assets.

A.) Economic Uncertainty

B.) Principle of Liability

C.) Branding

D.) Federal Trade Commission

6.) In what time period did advertising become a vital and integrated part of the social

landscape, creating what has come to be known as consumer culture?

A.) P.T. Barnum Era (1875-1918)

B.) Industrialization (1800-1875)

C.) The Twenties (1918-1929)

D.) Pre Industrialization (before 1800)

7.) During the 20’s, which demographic made most of the purchasing decisions and later

became the primary target for brand promotions?

A.) Upper Class

B.) Lower Class

C.) Men

D.) Women

8.) What form of advertising entices consumers to buy all sorts of things they didn’t really want

or need that works on a subconscious level?

A.) Public Service Advertising

B.) Subliminal Advertising

C.) Product Placement Advertising

D.) Print Advertising

9.) Which revolution was characterized by art directors and copywriters having a bigger say in

the management of their agencies and the look and voice of the ads?

A.) Industrial Revolution

B.) Creative Revolution

C.) E-Revolution

D.) American Revolution

10.) The \_\_\_\_\_\_ was formed by a group of women in Boston who lobbied the government to

limit the amount and content of advertising directed toward children.

A.) subliminal advertising

B.) National Advertising Review Board

C.) Action for Children’s Television

D.) Federal Trade Commission

11.) What is entertainment blended with integrated marketing communication?

A.) Branded Entertainment

B.) consumer-generated content

C.) E-business

D.) Interactive Media

12.) What did the Pure Food and Drug Act require manufacturers to do?

A.) Restrict what was allowed to go into the food

B.) List the active ingredients of their products on their labels.

C.) Not list everything that is in the food

D.) None of the above

13.) Advertising is a product of modern times and modern media. Which is NOT a result of the

four major factors?

A.) The rise of capitalism

B.) The age of modern art

C.) The Industrial Revolution

D.) The rise of modern mass media

E.) Branding as a way for manufacturers to assert power in distribution channels

14.) Advertising was motivated by the need to sell the vastly \_\_\_\_\_\_\_\_\_ supply of goods brought

on by mass production and by the demands of an \_\_\_\_\_\_\_\_\_ urban population seeking

social identity through branded products.

A.)Increased; increasingly

B.)Decreased; increasingly

C.)Increased; decreasingly

D.)Decreased; decreasingly

15.) The style of \_\_\_\_\_\_ ads was more visual than ads of earlier eras.

A.) The Twenties (1918–1929)

B.) The Preindustrialization (before 1800)

C.) The Industrialization (1800–1875)

D.) The P. T. Barnum Era (1875–1918)

16.) Which era added regulation and the protection of special audiences?

A.) Designer Era (1980–1992)

B.) The Seventies (1973–1980)

C.) E-Revolution (1993–2000)

D.) Creative Revolution (1960–1972)

17.) During the Great Depression, by 1932, nearly how many Americans were unemployed?

A.) 10%

B.) 20%

C.) 25%

D.) 40%

18.) From the 1920s to the 1930s, advertising shifted from \_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_, becoming a part of the big business and big greed society.

A.) glamorous; villainous

B.) positive; negative

C.) influential; controversial

D.) indulgent; conservative

19.) It wasn’t until the \_\_\_\_\_ when regulatory bodies were established, demanding higher standards of honesty and disclosure from the advertising industry.

A.)1950s

B.)1980s

C.)1970s

D.)1960s

20.) Which of the following aspects is not necessary to foster advertising growth on the web?

A.) interactive

B.) accessible

C.) wireless

D.) broadband

Answer Key:

1. E
2. D
3. B
4. A
5. B
6. A
7. D
8. B
9. B
10. C
11. A
12. B
13. B
14. A
15. A
16. B
17. C
18. A
19. C
20. B