

Quiz 6

1. Which of the following is a controversial good or service?
 - a. Alcohol
 - b. Gambling
 - c. Tobacco
 - d. Firearms
 - e. All of the above

2. How many Federal Trade Commission (FTC) regulatory programs and Remedies are there?
 - a. 3
 - b. 5
 - c. 7
 - d. 10

3. _____are/is efforts by spammers to entice Web users to enter personal information on a website forged to look like a legitimate site.
 - a. Spam
 - b. Cookies
 - c. Phishing
 - d. Behavioral targeting

4. Which of the following is NOT a form of libel defamation?
 - a. Radio broadcast
 - b. Newspaper
 - c. Magazine
 - d. Direct Mail

5. Self-Actualization Needs are described by Maslow as?
 - a. Maximum fulfillment of individual capabilities
 - b. Need for recognition, status, and prestige
 - c. Need for affiliation and affection
 - d. Need to maintain a comfortable existence

6. Which art movement of the 1950s and 60s is known for its fascination with American consumer culture?
 - a. Minimalism
 - b. Pop Art
 - c. American Realism
 - d. Expressionism

7. The chapter uses which of the following as an example of how advertising informs the public of important social issues?
 - a. Promotion of responsible drinking in beer advertisements

- b. Advertisements that warn against the dangers of smoking
 - c. WWF commercial on saving endangered species
 - d. Advertisements that show the effects of drug abuse
8. Neural scientists have discovered that subliminal messages in advertisements are ____?
- a. Ineffective. Consumers are able to process subliminal messages, but they are unable to persuade consumers to act in any way. Is it an advertising superstition.
 - b. Effective at tricking consumers into purchasing products and influencing behavior
 - c. Neither effective nor ineffective. There isn't enough evidence to support either claim.
 - d. Non existent
9. Critics of brand promotion believe that advertising can be _____?
- a. Trivial
 - b. Exaggerated
 - c. Deaming
 - d. Constraining
 - e. All of the Above
10. Which of the following is NOT considered a way in which advertising agencies self-regulate?
- a. Media associations
 - b. Special industry groups
 - c. Advertising associations
 - d. Federal Trade Commission
11. A Consent Order is a/an?
- a. FTC program that ensures advertisers make available to customers supporting evidence for advertising claims
 - b. FTC action that requires an advertiser to stop running a deceptive ad without admitting guilt
 - c. Written document containing the FTC's permission in running an advertisement for a controversial good such as tobacco or alcohol
 - d. Action that an advertiser much run additional ads dispelling any false information given out in a previous advertisement
12. Which of the following is an organization that is able to regulate advertising in some capacity?
- a. Federal Communications Commission
 - b. Food and Drug Administration
 - c. U.S. Postal Service
 - d. Consumer Finance Protection Agency
 - e. All of the above

13. The sharing of advertising expenses by manufacturer and dealer is known as?
- Comparison advertisements
 - Shared advertising
 - Vertical cooperative advertising
 - Dual-Advertising
14. **True or False:** There are FCC regulations in place that limit the use of program-length commercials aimed towards children
15. In advertising, the word puffery is used to describe?
- Subliminal messages in advertisements to persuade consumers
 - The small print at the bottom of an advertisement
 - The use of phrases such as “Best in the World” or “Number One” in promotional messages
 - Images used to decorate or enhance a promotional message
16. Critics believe that women, ethnic minorities, and _____ are especially stereotyped in advertisements
- The elderly
 - Children
 - Teenagers
 - College Students
17. Which of the following is NOT included in Maslow’s Hierarchy of Needs?
- Safety
 - Physiological
 - Love and Belonging
 - Happiness
 - Esteem
18. _____ is the use of pictures or images owned by someone else without permission.
- Defamation
 - Libel
 - Appropriation
 - Slander
19. According to its supporters, in what ways can brand promotion lower costs?
- Promotion increases the probability that new products will succeed, resulting in a wider variety of choices
 - Motivates firms to improve products and introduce lower-priced brands
 - Promotion stimulates demand, resulting in economies of scale
 - Promotion speeds up innovation
 - All of the above

20. Which of the following is NOT a violation that marketers must avoid to meet FTC regulations for sweepstakes and contests?
- a. Misrepresentations about the value of the prizes being offered.
 - b. Failure to disclose the conditions necessary to obtain a prize.
 - c. Failure to provide complete disclosure about the conditions necessary to win.
 - d. Failure to ensure that a contest or sweepstakes is not classified as a lottery.
 - e. None of the above.

Answers:

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