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Quiz 8

1. Which of the following is a rule that must be followed to have effective brainstorming?
   1. Embrace creative abrasion
   2. Use a skilled facilitator
   3. Allow conflicting points
   4. All of the above
2. Which of the following is considered cognitive style thinking?
   1. Clashing of ideas
   2. Clashing of people
   3. An individuals preference
   4. None of the above
3. Which of the following is true about teams?
   1. Teams are expected to produce financial gains
   2. Teams promote learning for each individual
   3. Teamwork must be planned and facilitated
   4. All of the above
4. People working in creative are mainly in charge of...
   1. Creative visual expressions
   2. Holding power of approval for ads
   3. Dealing with financial gains
   4. None of the above
5. Creative Abrasion is..
   1. A clash of ideas
   2. Cohesiveness among the group
   3. A clash of members
   4. None of the above
6. What is interpersonal abrasion?
   1. Clash of people
   2. Clash of ideas
   3. Strong communication
   4. Promoting good teamwork and fostering the creative process
7. How do you want to write a creative brief?
   1. Write the answers in the language of the consumer
   2. Write simply
   3. Write Concisely
   4. All of the above
8. Which of these people were regarded as the greatest creative mind of the 20th century?
   1. Albert Einstein
   2. Pablo Picasso
   3. Mahatma Gandhi
   4. All of the above
9. What outputs are teams expected to produce when managed effectively?
   1. Produce outputs that are less than that of the sum of the individual parts
   2. Produce outputs that are greater than that of the sum of the individual parts
   3. Produce outputs that are equivalent to that of the sum of the individual parts
   4. Produce outputs that are either less than or greater than that of the individual part
10. Harvard researcher Teresa Amabile has identified how many keys of creativity in any organization?
    1. 3
    2. 0
    3. 6
    4. 8
11. Which of the following was NOT a part of CP+B's recipe for "Hoopla"?
    1. Mischief
    2. Candor
    3. Pizazz
    4. Momentum
    5. All of the following are a part of Hoopla.
12. An account executive's main goal is to
    1. Make sure the client is happy.
    2. Make sure the agency is happy.
    3. Be a spokesperson for upper management
    4. Create the best ideas for the agency.
13. All of the following are examples of creative ads by Lee Clow EXCEPT
    1. The Energizer Bunny
    2. "¡Yo Quiero Taco Bell!"
    3. ​Apple's "1984" ad for the Mac launch
    4. Mazda's zoom zoom ad
14. Which of the following is NOT one of the Keys to Creativity?
    1. Challenge
    2. Independence
    3. Resources
    4. Supervisory Encouragement
15. Who is the Yale psychologist that has developed a series of advice statements to help individuals develop their own creativity skills?
    1. Albert Einstein
    2. Teresa Amabile
    3. Bill Gates
    4. Robert Sternberg
16. What is the proper term for a liaison between an advertising agency and its clients?
    1. Account Executive
    2. Creativity Director
    3. Agency Director
    4. Client Speaker
17. Who is involved in preparing the Creative Brief for the project/ task?
    1. The Creatives
    2. The Ad Agency Leaders
    3. The Client Lead and Account Executive
    4. Randomly Surveyed Public Opinion
18. The ability to consider and hold together seemingly inconsistent elements and forces, making a new connection defines:
    1. Brainstorming
    2. Interpersonal abrasion
    3. Creativity
    4. Promotion
19. A liaison between an advertising agency and its clients is an:
    1. Account executive
    2. Creative abrasion
    3. Account team
    4. Cognitive style
20. Which team involves people from both the client and agency sides that play critical roles in preparing and executing IMC campaigns?
    1. Sub-specialist Teams
    2. Account Teams
    3. Creative Teams
    4. Hybrid Teams
    5. All of the above

Answers

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