Chapter 3 Questions

1. Which of the following is not one of the four major factors of how advertising came into being?

a. the rise of capitalism

b. the industrial revolution

c. the rise of modern mass media

d. inelasticity of demand

2. \_\_\_\_\_ is a way of life centered on consumption.

a. branding

b. Consumer culture

c. principle of limited liability

d. creative revolution

3. During the 1920s who became the primary target for brand promotion?

a. women

b. men

c. children

d. the elderly

4. Following WWII what did Americans began to fear they were being seduced by?

a. interactive media

b. subliminal advertising

c. the creative revolution

d. consumer empowerment

5. In the 1800’s, some manufacturers discovered that they could increase their power in distribution channels by

a. price competition

b. bribery

c. shelf placement

d. branding products

6. What act required manufacturers to list the active ingredients of their products on their labels?

a. Active Ingredient Act

b. 1906 Label Act

c. Pure Food and Drug Act

d. Manufacturers Act

7. A promotion in which companies selling to a business customer (rather than to household consumers) rely on the Internet to send messages and close sales:

a. E-commerce

b. Social Media

c. E-business

d. Internet Sales

8. What is a subset of branded entertainment?

a. brand awareness

b. product placement

c. social marketing

d. branded media

9. \_\_\_\_\_\_\_\_\_ is embedding brands or brand icons as part of an entertainment property in an effort to connect with consumers in unique and compelling way.

a. Branded entertainment

b. E-business

c. Consumer- generated content

d. Advertising

e. None of these are correct

10. Which era came first?

a. The seventies

b. Designer era

c. E-revolution

d. Creative revolution

e. Information age

11. Which of these are not included in Consumer Empowerment?

a. Consumer generated content

b. Branded entertainment

c. E-business

d. Subliminal advertising

e. All of these are correct

12. Which factor was not one a major factor in the foundation of advertising?

a. Capitalism

b. Industrial Revolution

c. Branding: power in distribution

d. Mass Media

e. All of these are factors are a major factor in the foundation of advertising

13. What media allows consumers to call up entertainment, shopping and educational programs on a subscription?

a. interactive media

b. consumer generated content (CGC)

c. E-business

d. subliminal advertising

14. Which of the following factors did not play a part in the American Industrial Revolution?

a. War of 1812

b. Civil War

c. Invention of Interchangeable parts

d. Improved Transportation

e. The Warsaw Pact

15. From 1830-1860 the number of U.S cities with more than 20,000 inhabitants grew by:

a. 17

b. 50

c. 43

d. 24

e. 76

16. The invention of the \_\_\_\_\_\_\_\_ in 1844 set in motion a communication revolution.

a. Telegraph

b. Fax machine

c. Printer

d. Radio

e. Telephone

17. What was a result of the Creative Revolution of advertising?

a. Consumers had the most influence in the management of ad agencies

b. A focus on the science and research behind advertising

c. Advertising avoided capitalist criticism by becoming self-conscious to consumers

d. Advertising focused on the elderly demographic

e. All of the above

18. Web advertising growth will be fostered by 3 aspects of technology:

a. Integration, Wireless, Beneficial

b. Interactive, Wireless, Broadband

c. Revolutionary, Innovative, Relevant

d. Developmental, Smart, Industrial

e. Fast, Interactive, Friendly

19. Which of the following companies was one of the earliest participants in branded entertainment and is still a leader using the technique today?

a. Walmart

b. Gucci

c. BMW

d. Kraft

e. Lamborghini

20. During the Industrialization Era, what were newspapers called?

a. Pamphlets

b. Dailies

c. Annuals

d. Monthlies

e. Prescriptions

1. D

2. B

3. A

4. B

5. D

6. C

7. C

8. B

9. A

10. D

11. D

12. E

13. A

14. E

15. C

16. A

17. C

18. B

19. C

20. B