Group 8

MKT 4353

Section 2

Chapter 8 Quiz

1. Without \_\_\_\_\_\_\_, there can be no successful brand promotion.
2. Creativity
3. Teamwork
4. Organization
5. Brainstorming
6. Which of the following is not a characteristic of great creative minds?
7. Self-confidence
8. Childlike alertness
9. Obsessive Commitment to their work
10. Discipline
11. Teams need to be managed to promote what?
12. Organization
13. Ideas
14. Creative abrasion
15. Brand promotion
16. What is used to get teams headed in the right direction and block many forms of conflict?

A. Brainstorming

B. Interpersonal abrasion

C. Creative brief

D. Cognitive style

1. Who acts as a liaison between an advertising agency and its clients?
2. Account executive
3. Account team
4. Manager
5. Team Leader
6. An organized approach to idea generation in groups is called:
7. Groupthink
8. Brainstorming
9. Interpersonal abrasion
10. Leadership
11. Brand promotion is produced through a \_\_\_\_\_\_ process.
12. Critical
13. Social
14. Marketing
15. Creative
16. All of the following are keys to creativity EXCEPT:
17. Challenge
18. Freedom
19. Critique
20. Resources
21. Creative abrasion is:
22. The clash of ideas
23. The clash of leadership
24. The clash of people
25. The clash of style
26. Which of the following is not one of the account executive’s key challenges in their friction-reducing role?
27. Soothing clients
28. Enabling creatives
29. Winning management’s appreciation
30. Getting creatives to understand business dealings
31. Which of the following plays a critical role in preparing and executing IMC campaigns?
32. Account teams
33. Sub-specialist teams
34. Creative teams
35. All of the above
36. What is the difference between creative abrasion and interpersonal abrasion?
37. Creative abrasion is the clash of people, and interpersonal abrasion is the clash of ideas
38. Creative abrasion is the clash of creativity, and interpersonal abrasion is the clash of people
39. Creative abrasion is the clash of personality, and interpersonal abrasion is the clash of ideas
40. Creative abrasion is the clash of ideas, and interpersonal abrasion is the clash of people
41. Cognitive style is?
42. An individual's way of creating a problem
43. An way a company can conduct business
44. An individual's preference for thinking about and solving a problem
45. An individual's steps in how he or she will perform their job
46. What are the keys to Creativity?
47. Open minded, Diverse, Free, Since of culture, Problem solver, Create solutions, and Talented
48. Challenge, Freedom, Resources, Work group features, Supervisory encouragement, and Organizational support
49. Diverse, Creative, Free, Hard Working, Talented, and Positive attitude
50. Problem Solver, Resources, Communication, Multi- task, Free, and Creativity
51. What skills are highly valued in the real world?
52. Communication
53. Common Sense
54. Interpersonal
55. Comprehensive
56. What is required for executing any type of promotional effort?
57. Creativity and Communication
58. Coordination and Organization
59. Collaboration and Creativity
60. Coordination and Collaboration
61. In advertising, the conflict often centers on what two departments?
62. Creative department and Account services
63. Organization department and Human Resource services
64. Management Department and Account Services
65. Management Department and Human Resource services
66. Which department is essential to any agency’s success?
67. Organization
68. Creative
69. Management
70. Marketing
71. All of the following are rules for brainstorming except?

A. Build of each other

B. Make it happen

C. Listen and learn

D. None of the above

1. Leaders must watch out for and defuse which of the following?

A. Brainstorming

B. Interpersonal abrasion

C. Creative abrasion

D. Cognitive styles

Answer Key:

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