1. Which of the following is NOT one of the six federal government agencies directly responsible for advertising regulations?
   1. Federal Communications Commission (FCC)
   2. Food and Drug Administration (FDA)
   3. Securities and Exchange Commission (SEC)
   4. **Bureau of Identification Administration (BIA)**
2. When the FTC determines that advertising is unfair or deceptive, it may:
   1. Issue a consent order
   2. Issue a cease-and-desist order
   3. Require affirmative disclosure
   4. Require corrective advertising
   5. **All of the above**
3. Brand Promotion messages are often \_\_\_\_\_ to society and frustrating to those who can’t afford a lavish lifestyle
   1. Flattering
   2. **Offensive**
   3. Too Emotional
   4. None of the above
4. Ethical issues in promotion that occur are \_\_\_\_\_\_\_\_\_?
   1. Truthfulness
   2. The impact of promotional messages on children
   3. The promotion of controversial products and practices such as firearms, gambling, alcohol, cigarettes, and junk food
   4. **All of the above**
5. According to the Federal Trade Commission (FTC) both implied claims and*\_\_\_\_\_\_\_* information can be basis for deeming an ad *\_\_\_\_\_\_.*
   1. **Missing, Deceptive**
   2. Complete, Misleading
   3. All of the above
   4. None of above
6. Which of the following is a claim that demonstrates “puffery” in advertising?
   1. “Patrick Mahomes Wins the Heisman!”
   2. **“Texas Tech is the Best University in the World!”**
   3. “Texas Tech Rawls College of Business ranks 1st above Texas A&M Mays Business School!”
   4. “Texas Tech has the Largest Fan Base in the Big 12!”
7. What form of advertising has made people dislike marketers over the years?
   1. Television
   2. Radio
   3. **Subliminal**
   4. Billboards
8. What is the need to be known according to Maslow's hierarchy?
   1. **Esteem**
   2. Safety
   3. Self-actualization
   4. Love and belonging
9. What is the term for the advertising industry attempting to police itself?
   1. **Self-Regulation**
   2. Affirmative Disclosure
   3. Corrective Advertising
   4. Self-Indulgence
10. What is the FTC action that asks advertisers to stop running deceptive or unfair advertising without admitting guilt?
    1. Fair advertising clause
    2. **Consent Order**
    3. Self-Regulation
    4. Corrective advertising act
11. \_\_\_\_\_\_ is the use of pictures or images owned by someone else without permission.
12. Defamation
13. **Appropriation**
14. Slander
15. Libel
16. This is an item offered for free or at highly discounted price with the purchase of another item.
    1. Product
    2. Sweepstakes
    3. Coupon
    4. **Premium**
17. Under E-commerce there are several laws and regulations which one is **not** one of those laws?
    1. Do not call registry
    2. CAN SPAM Act
    3. **Anti-sales offer act**
    4. None of the above
18. Industry Self-Regulation organizations have an important purpose which is...
    1. To impose penalties on advertisers
    2. **To act as a threat to deceptive advertisers**
    3. To stop advertising completely
19. The use of pictures or images owned by someone else without permission is referred to as:
    1. Defamation
    2. Libel
    3. Slander
    4. **Appropriation**
20. The process of database development in which online tracking markers are used to track computer users’ online behavior so that brand promotion messages can be specially targeted towards them.
    1. Phishing
    2. Spam
    3. **Behavioral Targeting**
    4. Cookies
21. Abraham Maslow stated that \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is/are motivated by a hierarchy of need states
    1. Marketing Strategies
    2. Promotion
    3. **Human Behavior**
    4. Mass Media
22. Which of the following is not a part of the need states?
    1. Physiological Needs
    2. **Environmental Needs**
    3. Esteem Needs
    4. Love and Belonging Needs
23. Which of the following is not a way supporters of brand promotion say it helps lower costs of products?
    1. By stimulating demand, promotion results in economies of scale.
    2. Promotion increases the probability that new products will succeed.
    3. The speed and reach of the marketing process aids in the diffusion of innovations.
    4. **Brand promotion means that more items can be given for free.**
24. Which of the following does not participate in regulating advertising?
    1. Federal Trade Commission (FTC)
    2. Food and Drug Administration (FDA)
    3. Securities and Exchange Commission (SEC)
    4. **European Union (EU)**