Chapter 8 Quiz

1. Creativity is:

1. The ability to hold together seemingly inconsistent elements and forces
2. The ability to step outside of everyday logic
3. A quality of ad agencies rather than individuals
4. Standard for most advertising executives

2. Who prepares the creative brief?

1. The AE on the account
2. The client marketing manager
3. The client brand manager
4. It is a joint activity of client leader and AE

3. Which of the following is a positive result of friction within teams?

1. Interpersonal abrasion
2. Creative abrasion
3. Cognitive style
4. Organization

4. An organized approach to idea generation in groups is called:

1. Leadership
2. Team building
3. Brainstorming
4. Organizational support

5. Which department in an advertising agency has an uncertain nature?

1. Production
2. Account service
3. Creative
4. Media planning

6. Which of the following pairs is an example of a dimension of cognitive style?

     A. Sensing vs. intuiting

     B. Thinking vs. feeling

     C. Extraverted vs. introverted

     D. All of the above

7. Who constructs the creative brief?

     A. the client leader

     B. the AE

     C. both A and B

     D. neither A or B

8. Coordination and collaboration will be required for executing any kind of

1. Creative campaign
2. Promotional effort
3. IMC campaign
4. Brand promotion

9. Who is considered to be one of the greatest creative maestros of the modern advertising business?

1. David Ross
2. Douglas Smith
3. Lee Chow
4. Carl Jung

10. The account executives are liaison between

1. The agency and the client
2. The accounting department and the creative department
3. The advertising agency and the accounting department
4. The production department and the accounting department

11. What is the key role of the “creator”?

1. Design advertisements that are vivid and creative
2. Provoke an audience
3. In vision an idea and put it to the test
4. Play a “behind the scenes” role and keep their ideas to themselves

12. How do companies manage organizational conflict through collaboration?

1. Ignore the issue at hand
2. Assign a team leader and let them be in charge
3. Utilize problem solving skills to overcome conflict
4. Systematic utilization of teams

13. Which characteristics below are included in Harvard researcher, Teresa Amabile’s, “Six Keys of Creativity”?

1. Challenge, Freedom, Resources, Work group features, Supervisory encouragement, and Organizational support
2. Resources, Open spaces, Supervisory approval, Creative environment, Friendly coworkers, Specific task assignment
3. Work group features, Coworker support, Resources, Freedom, Challenge, Specific task assignment
4. Open spaces, Challenge, Supervisory support, Resources, Creative environment, Team encouragement and assistance

14. What is the primary responsibility of an account executives?

1. Approval over creative output
2. Budget Cutting
3. Is to make sure that the client is happy
4. Winning management’s appreciation

15. Cognitive style is

1. An individual’s preference for thinking about and solving a problem
2. Clash of ideas, abstracted from the people who propose them, from which new ideas can evolve
3. Clash of people, often resulting from an inability to regard idea feedback, causing communication to shut down
4. Organized approach to idea generation in groups

16. Without creativity, it is impossible to have

1. Brand Awareness
2. Brand Identity
3. Brand Promotion
4. Brand Positioning

17. All of the following are rules to brainstorming except

1. Building off of each other
2. Embracing creative abrasion
3. Prime individuals before and after
4. Embracing interpersonal abrasion

18. Who is the person who must communicate that new ideas are valued and must prevent the critics from destroying momentum around new ideas?

1. Researchers
2. Team leader
3. Accountant
4. Creative director

19. What is an important part of learning and growing?

1. Adequate knowledge
2. Brand promotion
3. Creative abilities
4. Self-assessment

20. The fundamentals of an effective team consist of which of the following?

1. Responsibility, leadership, trust, and honesty
2. Leadership, communication, trust, and complementary expertise
3. Complementary expertise, communication, honesty and brainstorming
4. Accountability, leadership, honesty, and trust

Answers:

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