Team 3

MKT 4354 11AM

Chapter 3 Quiz

1. Which factor did NOT lead to an increased use of advertising?

a. The Rise of Capitalism

b. The Great Depression

c. The Industrial Revolution

d. Modern Mass Media

2. In which time period did advertising decrease?

a. Industrialization

b. The Twenties

c. The Great Depression

d. The Creative Revolution

3. Which aspects of technology does NOT foster web-advertising growth?

a. Wireless

b. Broadband

c. Tivo

d. Interactive

4. During which era was Ronald Reagan president?

a. The Seventies

b. The Designer Era

c. E- Revolution

d. The Creative Revolution

5. Which of these is not a major factor that has created a rise in advertisement?

a. Industrial Revolution

b. Branding

c. Social Media

d. Capitalism

6. Aside from having product-oriented sites, what other form of sites have firms launched?

a. Product Testing

b. Relationship Building

c. E-Business

d. Ineractive Feedback

7. Who is considered a(n) early participant of brand entertainment?

a. BMW

b. P&G

c. U.S. Marines

d. None of the above

8. During what time did interactive media come about?

a. Designer Era

b. E-Revolution

c. Seventies

d. New Millenium

9. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is the blending of integrated marketing communication with entertainment, primarily film, music and television programming.

a. Product Placement

b. Branded Entertainment

c. Consumer-Generated Content

d. Promotion

10. Doritos invited consumers to make their own advertisements and then chose one of the submissions to run during the Super Bowl. What is this an example of?

a. Consumer-Generated Content

b. Interactive Media

c. Economic Uncertainty

d. None of the above

11. When did the Designer Era occur?

a. 1993-2000

b. 2005-2007

c. 1980-1992

d. 2001-2003

12. What does the FTC stand for?

a. Featured Trading Company

b. Famous Tortilla Corporation

c. First Traditional Circus

d. Federal Trade Commission

13. In which era was the consumer highly skeptical of advertising and fearful of subliminal advertising?

a. The Twenties (1918-1929)

b. The Great Depression (1929-1941)

c. World War II and After (1941-1960)

d. The Designer Era (1980-1992)

14. During the Consumer Empowerment Era, companies began embedding brands in entertainment in an effort to connect with consumers in a unique and compelling way. What was this called?

a. E-business

b. Consumer-Generated Content

c. Interactive Media

d. Branded Entertainment

15. What kind of advertisements are made partly or completely by the product’s end users, typically with the aid of internet tools?

a. Consumer-Generated Content

b. Subliminal Advertising

c. Interactive Media

d. E-business

16. Which era in American history experienced a rapid shift from an agricultural to a mostly industrial economy?

a. Industrialization Era

b. Designer Era

c. Creative Revolution

d. The Seventies

17. What type of technology has been reshaping marketing practices in recent years?

1. Integrated
2. Interactive
3. Wireless
4. All of the above

18. Which is one of the three aspects of technology that contributes to the growth of web-advertising?

1. Marketing
2. Wireless
3. Computers
4. Social media usage

19. Which is a part of the foundation of Advertising?

1. Advertisements
2. Creativity
3. Revenue Projections
4. None of the above

20. What are advertisements called that you see and make you think about purchasing the product without even realizing it?

1. TV advertisements
2. Social Media advertisements
3. Subliminal advertisements
4. Radio advertisements
5. b
6. c
7. c
8. b

5. c.

6. b.

7. a.

8. b.

9. b

10. a

11. c

12. d

13. c

14. d

15. a

16. a

17. d

18. b

19. d

20. c