Chapter 3 Quiz

1.Ads from the 1920s were prominently showed what?

a. Women and men in the workplace in similar roles

b. Only Men in ads

c. Men in the business world and women’s work at home

d. Only women in ads

2.In the 1950’s what was society’s view of sex and sexual advertising?

a. It was forbidden to be shown or talked about

b. It was a frisky time period

c. It was accepted as human nature

d. It was innocent but stimulating

3.Which of the following is NOT a foundation for advertising?

a. industrial revolution

b. communism

c. branding: power in distribution

d. Capitalism

4. What act required manufacturers to list the active ingredients of their products and their labels?

a. Administrative Procedure Act

b. Food Drug and Cosmetic Act

c. Pure Food and Drug Act

d. Safe Food Act of 2015

5. What is subliminal advertising?

a. Advertising that is only seen on television or radio stations

b. Subconscious advertising to buy things you don’t really want or need

c. Surveying customers and offering new products

d. Advertising in a movie, TV show, or theme park

6. What is a subset of branded entertainment?

a. Price placement

b. Television programming

c. Product placement

d. Interactive media

7. In what Era did advertising find respectability, fame, and glamour?

1. World War II and After
2. Designer Era
3. The Twenties
4. The Seventies

8. In what promotional period did radio emerge as an advertising medium?

1. Great Depression
2. Creative Revolution
3. Industrialization Era
4. E-Revolution

9. Who was the creator of the “reason why” advertising?

1. Claude Hopkins
2. John Powers
3. Francis W. Ayer
4. John E. Kennedy

10. After the first World War, advertising was known as…?

1. Ineffective
2. The most modern profession
3. Redundant
4. A poor mans work

11. The Action for Children’s Television group lobbied for what in the 1970’s?

1. End child labor laws for television programs
2. To let children watch television in schools
3. To protect children from Russian propaganda
4. To limit the amount and content advertised to children

12. What is the National Advertising Review Board?

1. The body formed by the advertising industry to oversee its practices
2. The governing body that oversaw propaganda in the 70’s
3. The body that forms prevents advertisements from airing
4. A social group of advertisers that meets annually

13. The 80’s was known as what to the advertising industry?

1. The Designer era
2. The Roaring Twenties
3. The year of the advertiser
4. The Shortcake era

14. What is interactive media?

1. A crossword in a newspaper
2. Media that allows consumers to call up entertainment on a pay-per-view basis
3. An article in a magazine
4. A singer in a commercial

15. What is an example of Branding Entertainment?

1. Putting Beats in a rap video
2. A musical with product placement
3. Free Samples of soda at concerts
4. Movies made by BMW

16. What were newspapers called in 1850?

1. Dailies
2. Journals
3. Morning Juice
4. Readables

17. What is consumer culture?

1. The reason people make purchases
2. A way of life centered around consumption
3. The contribution to a stable economy by each individual
4. What makes each consumer different

18. Why is the Pure Food and Drug Act important?

1. It promotes healthy eating
2. It eliminates the usage of GMO foods in products
3. It required manufacturers to list the ingredients on food labels
4. It limited the amount of drugs in foods at grocery stores.

19. Why were Americans fearful of subliminal advertising after World War II?

1. Because they were afraid they were being seduced to make purchases they did not need or want.
2. Because they were afraid that it could cause another war if it became international
3. Because the messages were inappropriate for their children
4. Because the advertisements were anti-American

20. What did the creative revolution do for the advertising agencies?

1. It provided more jobs in the advertising agencies
2. It helped business in creative slumps
3. It shifted greater influence of “creatives” in advertising
4. It changed the way people thought of companies that paid for advertsing

1.ANS:C

2.ANS:D

3.ANS: B

4.ANS:C

5.ANS:B

6.ANS:C

7.ANS:C

8.ANS:A

9.ANS:D

10.ANS:B

11.ANS:D

12.ANS:A

13.ANS:A

14.ANS:B

15.ANS:D

16.ANS:A

17.ANS:B

18.ANS:C

19.ANS:A

20.ANS:C