Chapter 3 Quiz

1. What is not an economic change that gave rise to advertising?

A. Capitalism

B. Industrial Revolution

C. Recession

D. Branding power in distribution

E. Mass Media

2. Historically, advertising and marketing is important. What is not a reason why the history of advertising and marketing matters?

A. Consumers will always be affected by social and cultural change; marketers will always convey messages about how improvements can be made to cope with life’s challenges.

B. Learning how marketers addressed societal changes effectively in the past

C. Advertising will continue to evolve

D. Learning effective ways to convey manipulative marketing and advertising

E. Advertising will always be one of the primary tools in the promotional mix

What is not a positive or beneficial outcome of branded entertainment?

A. It blends marketing messages with entertainment in movies, music, and television programming.

B. Gives marketers freedom to work outside the constraints of traditional advertising

C. Services like TiVo allow consumers to control televising advertising to the point of skipping it altogether. Branded entertainment lessons those opportunities.

D. Marketers can reach consumers in the digital realm but also lets them gauge consumers’ attitudes while entertaining.

E. All of these are positive or beneficial outcomes

4. Which of the following is not one of the three aspects of technology that foster web advertising growth?

A. Wireless

B. Interactive

C. Digital

D. Broadband

5. Which of the following is the ultimate goal of Modern Mass Media?

A. To deliver specific content to consumers about their company brand

B. To entertain their consumers through advertising

C. To compete and keep up with competitors

D. To provide a vehicle for making a profit through selling brands

6. “Advertisements of this era were characterized by scenes of modern life, social promises, and reliance on science and technology” describes which era?

A. Creative Revolution (1960-1972)

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

C. Designer Era (1980-1992)

D. E-Revolution (1993-2000)

7. Advertising efforts in the P.T. Barnum Era (1875-1918) included:

1. Colorful print
2. Few photographs
3. Real world context and visuals
4. Limited copy

8. Ads from which era are social and class-conscious having American values:

1. The Seventies (1973-1980)
2. E-Revolution (1993-2000)
3. Creative Revolution (1960-1972)
4. Designer Era (1980-1992)

9. Which of the following is a subset of *branded entertainment*?

A. Interactive media

B. Info-mercial

C. Subliminal advertising

D. Product placement

E. Newspaper advertising

10. What was the name of the newspapers that were in circulation every weekday in the 1850’s?

A. Playbills

B. Dailies

C. Pamphlets

D. Brochures

E. Magazines

**KEY**

1. C

2. D

3. E

4. C

5. D

6. B

7. B

8. D

9. D

10. B