Marketing 4354 Chapter 3 Quiz

1. Which of the following describes the Industrial Revolution?
2. A shift from urban development to rural development.
3. A rapid shift from an agricultural to an industrial economy.
4. A rapid shift from an industrial to an agricultural economy.
5. A decline in the use of machinery.

2. A way of life centered on consumption is known as

1. Consumer Culture
2. Capital
3. Capitalism
4. Economy

3. A time of economic hardship that greatly crippled the American Economy in the 1920s and 1930s

1. Recession
2. Roaring 20s
3. The Great Depression
4. The Great Recession.

4. Often called the greatest scam in advertising history, James Vicary convinced people that \_\_\_\_\_\_\_\_ advertising was real by falsifying data.

1. Real
2. Overt
3. Conscious
4. Subliminal

5. \_\_\_\_\_\_\_\_ media allows consumers to call up games, entertainment, shopping, and educational programs on a subscription or pay per view basis.

1. Interactive
2. Static
3. Digital
4. Print

6. In what year was the Pure Food and Drug Act passed?

1. 1909
2. 1876
3. 1906
4. 1999

7. During the \_\_\_\_\_\_\_\_ era of advertising, big business was seen as villainous and advertisers responded by adopting tough, no-nonsense advertising.

1. P.T. Barnum
2. 1920s
3. Depression
4. World War II and the Fifties

8. Ads for products during the P.T. Barnum era (1875 to 1918) were characterized by:

1. Simple ads with truthful claims
2. An abundance of color
3. Bold, garnish, copy full of fairly incredible claims
4. Real world visuals and fantastic promises

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

1. Consumer- generated content
2. Branded entertainment
3. E-business
4. Interactive Media

10. Ads from the \_\_\_\_\_\_\_era emphasized modernity themes, such as the division between public workspace, the male domain of the office and the private, “Feminine” space of the home.

1. 1920s
2. Industrialization
3. Great Depression
4. World War II and After

11. Advertisements alleged to work on a subconscious level are

1. Direct Marketing
2. Subliminal advertising
3. Branded Marketing
4. National Advertising

12. Promotions in which companies selling to business customers rely on the Internet to send messages and close sales

1. E business
2. Subliminal advertising
3. Direct Marketing
4. Consumer Generated Content

13. Which is not a Foundation for Advertising?

1. Capitalism
2. Industrial Revolution
3. Mass Media
4. Demographics

14. In the Creative Revolution Era, the looks of advertisements were more often associated with four famous advertising agencies. Which is not one of those agencies?

1. Leo Burnett
2. Ralph Lauren
3. Doyle Dane Bembach
4. Wells Rich and Green

15. After World War II, many people saw advertising as \_\_\_\_\_\_\_\_\_\_\_.

1. a great way to boost the economy
2. manipulation
3. an opportunity
4. a threat

16. Interactive media not only allow marketers to reach consumers in the digital realm but also let them gauge consumers’ \_\_\_\_\_\_\_.

1. Spending
2. Locations
3. Political Views
4. Attitudes

17. Nineties ads were generally more \_\_\_\_\_\_ oriented and much more self-aware.

1. Audio
2. Visually
3. Ethically
4. Environmentally

18. Ads from this “Republican” era were generally more social and class-conscious.

1. The Seventies (1973-1980)
2. Designer Era (1980-1992)
3. Creative Revolution (1960-1972)
4. World War II and After (1941-1960)

19. In what era did advertisers become generally aware of their industry's role in consumer culture?

1. Creative Revolution (1960-1972)
2. The Seventies (1973-1980)
3. World War II and After (1941-1960)
4. Great Depression (1929-1941)

20. Advertising is one of the primary tools in the \_\_\_\_\_\_\_ mix.

1. Marketing
2. Pricing
3. Supply Chain
4. Promotional