1. An organization that specializes in buying media time and space that also offers media strategy consulting to advertising agencies and advertisers is best known as:
	1. Creative boutiques
	2. In-house agencies
	3. Media specialists
	4. Interactive agencies
2. An organization(s) or individual's that provide specialized services to marketers and agencies that may need more expertise in areas such as research, consulting, production, and software is:
	1. External facilitators
	2. Media Organizations
	3. Interactive agencies
	4. Media specialists
3. Which of the following includes an array of advertising professionals to meet all the advertising needs and even some promotional needs of their clients
	1. Interactive services
	2. Full service agencies
	3. In-house agencies
	4. Marketers
4. An organization that provides creative and business services to clients in planning, preparing, and placing advertisements is:
	1. Promotion agencies
	2. Advertising agency
	3. Marketers
	4. Media organizations
5. What has increased due to interactive media such as internet, social media, DVRs, etc?
	1. Consumer control
	2. Media control
	3. Media clutter
	4. Consolidation
6. What agency handles specific promotional efforts, including sampling, event promotions, or promotional tie-ins?
	1. Promotion agencies
	2. Advertising agency
	3. Marketers agencies
	4. Media organizations
7. What organization owns and manages the media access to consumers?
	1. Target audiences
	2. Advertising agencies
	3. In-house agencies
	4. Media organizations
8. Experts in areas such as research, consulting, production, and software are known as?
	1. Promotion agencies
	2. Media organizations
	3. Internal facilitators
	4. External facilitators
9. What type of agency emphasize creative concept development, copywriting, and artistic services?
	1. Full service agencies
	2. Creative boutiques
	3. Interactives agencies
	4. In-house agencies
10. What do interactive agencies focus on the most?
	1. Creativity for new products
	2. Resources to make products
	3. Use of technology/videos
	4. Experts on promotional tools
11. What is the advertising department in a firm that is responsible for planning and preparing advertising materials?
	1. In-house agency
	2. Internal agency
	3. Promotion agency
	4. Interactive agency
12. What type of promotion focuses of price-off deals, coupons, sampling, rebates and premiums?
	1. Trade-market sales promotions
	2. Consumer sales promotions
	3. Sale promotion
	4. Event-planning promotion
13. What is event-planning promotions main focus?
	1. Finding locations
	2. Securing dates
	3. Putting together a team of people to work the event
	4. All of the above
14. What is the agency that has made it possible for more people to access their websites and look at the promotions/deals those companies have going on?
	1. E-commerce agency
	2. Trade-market agency
	3. Fulfillment center agency
	4. Public relations firm
15. Which of the following is not an agency service?
	1. Production services
	2. Creative services
	3. Media planning and buying services
	4. Target Audiences
16. Traditionally, advertising agencies are paid on what kind of basis?
	1. Salary
	2. Bonuses
	3. Commission
	4. Tokens
17. What is the primary task for a marketing and advertising research firm?
	1. Taking photos for magazine advertisements
	2. Perform original research for marketers
	3. Provide legal advice for business decision making
	4. None of the above
18. Which of the following is not an external facilitators?
	1. Software firms
	2. Consultants
	3. Public relations firms
	4. Productions facilitators
19. Which of the following are limitations on giant full-service agencies?
	1. Lack of specialization
	2. Conflicts of interest with multiple businesses
	3. Unwidiedly size and debt
	4. All of the above
20. What is the definition of a target audience?
	1. Organization that provides creative and business services to clients in planning, preparing, and placing advertisements
	2. Own and manage the media access to consumers
	3. Organizations or individuals that provide specialized services to marketers and agencies that may need more expertise in areas such as research, consulting, production, and software
	4. Consumers advertising and and promotional efforts are directed towards.