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Quiz 6

1.Which of the following about promotional efforts are false?

A.They are useful at brainwashing people into buying product

B.deliver a constant flow of information valued by consumers

C.foster innovation, especially artistic creations

D.deliver a constant flow of information valued by consumers

2.Critics have said that promotional efforts are?

A.advertisements are superficial and rarely furnish useful information

B.advertisements perpetuate superficial stereotypes

C.messages are often offensive to society and frustrating to those who can’t afford a lavish lifestyle

D.all of the above

3.Ethical considerations that frequently arise involves?

A.making sure all audiences understand information

B.efficiency

C.truthfulness

D.all of the above

4.There are a total of \_\_\_\_\_\_federal government agencies directly responsible for advertising regulations

A.8

B.10

C.2

D.6

5.The FTC was established in \_\_\_\_\_ and has been especially active in trying to deter deception and unfairness in advertising.

A.1914

B.2016

C.1926

D.2001

6) Ethical considerations that frequently arise involve:

A) truthfulness

B) concern for the impact of promotional messages

C) promotion of controversial products

D) all of the above

7) States usually rely on \_\_\_ for vigilance

A) FTC

B) AMA

C) NARB

D) NAD

8) Which of the following is a remedy sought by the FTC?

A) Advertising Substantiation

B) Consent order

C) Affirmative closure

D) All of the above

9) In direct marketing the primary concern has to do with \_\_\_?

A) Laws and Regulations

B) Consumer Privacy

C) Can spam act

D) Consumer satisfaction

10) Which of the following is a con of brand promotion?

A) Cut costs

B) informative

C) Trivial

D) Satisfies needs

11) Advertisers may not engage in deceptive or unfair practices including

1. False vertical cooperative advertising allowances
2. Unfair comparison advertising
3. The exercise of monopoly power
4. All of the above

12) When was the fair packages and labeling act made?

1. 1966
2. 1904
3. 2004
4. 1955

13) What is the first step in handling complaints for the better business bureau?

1. Evaluation
2. Appointment of panel
3. Receipt of complaint
4. Referral to government

14) Which of these does the ATF not deal with?

1. Alcohol
2. Tabacco
3. Firearms
4. Fireworks

15) What does the FTC have regulations against?

1. Advertising to children
2. Use of celebrity endorsements
3. Monopolies
4. All of the above

16) When the FTC determines that advertising is unfair it can:

1. Issue a consent order
2. Issue a cease-and-desist order
3. Require affirmative disclosure
4. All of the above

17)Which is NOT a way that restricts companies from contacting customers?

1. DO not call registry
2. CAN SPAM Act
3. Anti Marketing Act
4. A & B

18) One important self-regulation organization is the

1. NARB
2. FBI
3. FTC
4. None of the above

19) What is subject to regulation by the FTC?

1. Sweepstakes
2. Premium Offers
3. Trade allowances
4. All of the above

20) Which is NOT an Act the FTC has passed?

1. Robinson-Patman Act (1936)
2. Truth in Leading Act (1969)
3. FTC Improvement Act (1975)
4. Truth vs Unfairness Act (1954)

1.A

2.D

3.C

4.D

5.A

6. D

7. A

8. D

9. B

10.C

11. D

12. A

13. C

14. D

15. D

16. D

17. D

18. A

19. D

20. D