

Question 1

Out-of-home advertising includes everything from billboards to hot air-balloons, including ads on buses; posters on walls, telephone booths, and shopping kiosks; painted semi-trucks; taxi signs; and skywriting.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=514995>

Question 2

_____ includes the elements in a print ad that are designed to be read and absorbed.

- A) Display copy
- B) Body copy
- C) News copy
- D) Brag-and-boast copy
- E) Adese

Answer: <https://biology-forums.com/index.php?topic=513815>

Question 3

Studies that periodically collect information from random samples of consumers in markets where they were exposed to a campaign are called _____.

- A) semiotic tests
- B) test market studies
- C) tracking studies
- D) concept tests
- E) inquiry tests

Answer: <https://biology-forums.com/index.php?topic=515827>

Question 4

Before information can be recalled, it must _____.

- A) have resonance
- B) create conviction
- C) be perceived
- D) be differentiated
- E) be associated with another thought or emotion

Answer: <https://biology-forums.com/index.php?topic=512428>

Question 5

The logic and planning behind the advertisement that gives it direction and focus is known as the creative idea.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=511993>

Question 6

Which type of database provided by an outside firm contains information useful in segmenting as well as contact information?

- A) response database
- B) clustered database
- C) mined database
- D) relational database
- E) house database

Answer: <https://biology-forums.com/index.php?topic=515580>

Question 7

What color or colors should Kimberly use to convey the mood she desires?

Answer: <https://biology-forums.com/index.php?topic=514671>

Question 8

A type of advertising that firms use to enhance or maintain their reputation among specific audiences or to establish a level of awareness of the company's name and the nature of its business is called _____.

- A) advocacy advertising

- B) house advertising
- C) corporate identity advertising
- D) cause marketing
- E) controlled advertising

Answer: <https://biology-forums.com/index.php?topic=515405>

Question 9

David is planning an IMC campaign and is considering using sponsorship and events. What are the common outcomes for these IMC tools?

Answer: <https://biology-forums.com/index.php?topic=515795>

Question 10

Jane is teaching an undergraduate introductory advertising course and is trying to explain the difference between reach and frequency. How should Jane explain these terms, and what is the goal of a media plan with respect to these two terms?

Answer: <https://biology-forums.com/index.php?topic=514783>

Question 11

Malaysia has banned many forms of tobacco advertising. However, the name Salem, a major cigarette manufacturer, can be found in advertisements for a line of clothing sponsored by the company. Salem is using which of the following to work around the tobacco advertising bans?

- A) stealth advertising
- B) imperialistic advertising
- C) indirect advertising
- D) deceptive advertising
- E) unfair advertising

Answer: <https://biology-forums.com/index.php?topic=512353>

Question 12

Lands' End is a clothing and accessories company that markets to children, men, and women. The Lands' End website features all of the company's products and allows customers to order directly. Lands' End sends regular emails to customers notifying them of new products and sales offers. Lands' End is an example of Internet-based e-commerce.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=515150>

Question 13

Geotargeting is a form of push marketing.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=515138>

Question 14

Using _____, researchers go into authentic consumer environments to record the behavior of consumers without actually participating in the lives of the consumers.

- A) survey research
- B) observational research
- C) experimental research
- D) friendship groups
- E) focus groups

Answer: <https://biology-forums.com/index.php?topic=512781>

Question 15

Government oversight responsibility with respect to advertising includes _____.

- A) self-regulation
- B) laws and regulations
- C) professional discipline
- D) right to refuse
- E) community group regulation

Answer: <https://biology-forums.com/index.php?topic=512257>

Question 16

Which of the following takes place while a campaign is running?

- A) semiotic testing
- B) concept testing
- C) measuring repeat purchases
- D) measuring ROI
- E) monitoring of buzz

Answer: <https://biology-forums.com/index.php?topic=515822>

Question 17

Products that really are the same, such as milk, unleaded gas, and over-the-counter drugs, are referred to as _____ products.

- A) unpositioned
- B) differentiated
- C) parity
- D) generic
- E) positioned

Answer: <https://biology-forums.com/index.php?topic=512916>

Question 18

Advertising helps us shape an image of ourselves by setting up role models with whom we can identify. Advertising also gives us a way to express ourselves in terms of our personalities and sense of style through the things we wear and use.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=512013>

Question 19

_____ advertising, which is the most visible type of advertising, focuses on the development of a long-term brand identity or image.

- A) Public service
- B) Brand
- C) Nonprofit
- D) Retail
- E) Institutional

Answer: <https://biology-forums.com/index.php?topic=511923>

Question 20

In which type of telemarketing is the call initiated by the customer?

- A) external
- B) opt-out
- C) opt-in
- D) inbound
- E) outbound

Answer: <https://biology-forums.com/index.php?topic=515554>