

Question 1

In recognition tests, respondents are asked if

- A) they have changed the product they use
- B) they can identify a brand name
- C) they can recognize a logo
- D) they have bought a specific product recently
- E) they can recall an advertisement for a specific product

Answer: <https://biology-forums.com/index.php?topic=821785>

Question 2

A small replica pack of Cascade dishwashing detergent delivered to consumers by mail is an example of a(n)

- A) on-pack premium
- B) cross sample
- C) instant premium
- D) free sample
- E) specialty pack

Answer: <https://biology-forums.com/index.php?topic=822674>

Question 3

Out-of-home media is always located outdoors.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=822375>

Question 4

Nike's "Just do it" is an example of

- A) a headline
- B) body copy
- C) a subhead
- D) a signature
- E) short copy

Answer: <https://biology-forums.com/index.php?topic=821870>

Question 5

Explain how advertisers can use media optimizers to buy time on television more efficiently.

Answer: <https://biology-forums.com/index.php?topic=822299>

Question 6

The strategy of distributing media dollars more equitably across several media is often referred to as

- A) a concentrated media strategy
- B) a roadblock
- C) an assortment media strategy
- D) a build-up schedule
- E) flexibility

Answer: <https://biology-forums.com/index.php?topic=822011>

Question 7

A hooker, also called a tag, identifies local retailers where the product can be purchased.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=822160>

Question 8

Advertising is controlled by the media, whereas public relations is controlled and paid for by a sponsor.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=822823>

Question 9

Cross sampling refers to an arrangement whereby

- A) one product carries a sample of another product
- B) multiple products are sampled and compared
- C) a competitor's product is sampled
- D) a cash refund is returned to the consumer
- E) free samples are distributed

Answer: <https://biology-forums.com/index.php?topic=822673>

Question 10

With regard to rate schedules, rates charged by line go down

- A) as the size of the advertisements increase
- B) if advertisements are spaced apart by set periods of time
- C) if the ad is in the same location as before
- D) based on the amount of white space in advertisements
- E) as the number of lines increases over a specified period

Answer: <https://biology-forums.com/index.php?topic=822116>

Question 11

Information about the users of a product, such as age, gender, lifestyle and location, are included in the

- A) market share trends
- B) market segment analysis
- C) market share
- D) market analysis
- E) target market analysis

Answer: <https://biology-forums.com/index.php?topic=821655>

Question 12

As the advertising manager for Toyota, responsible for the complete line of vehicles that carry the brand name, would you work with one full-service agency or divide the business among several agencies? Justify your response.

Answer: <https://biology-forums.com/index.php?topic=821512>

Question 13

Clorets gum chose this medium because the audience profile was in an environment where one is self-conscious that bad breath might occur.

- A) food court video screens
- B) airport display advertising
- C) washroom advertising
- D) arena advertising
- E) elevator advertising

Answer: <https://biology-forums.com/index.php?topic=822364>

Question 14

Compare the Adult Contemporary (AC) radio station format to News/talk.

Answer: <https://biology-forums.com/index.php?topic=822300>

Question 15

Coca-Cola and Pepsi rely heavily on media advertising and distribution strategies, which are both components of the

- A) financial summary
- B) competitive analysis
- C) target market profile
- D) marketing communications activities
- E) marketing mix

Answer: <https://biology-forums.com/index.php?topic=821660>

Question 16

Advertisers perceive video advertising to be similar to television commercials.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821945>

Question 17

Colour has no impact on how many people read an ad.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821929>

Question 18

From a strategic viewpoint, media planners know that online and mobile communications must be

- A) blocking out the competition's advertising
- B) expensive to create
- C) engaging
- D) fast-paced
- E) 3D

Answer: <https://biology-forums.com/index.php?topic=821982>

Question 19

Explain why advertisers look for sponsorship opportunities in television advertising.

Answer: <https://biology-forums.com/index.php?topic=822292>

Question 20

Advertising agencies are service organizations responsible for creating, planning, producing advertising and placing messages for their clients.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821467>