

Question 1

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 2

What added value do media buying services add to a marketing project?

Answer: <https://biology-forums.com/index.php?topic=821516>

Question 3

A press release issued by Greenpeace would be used to influence the attitudes, opinions, and behaviours of interest groups towards its organization.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821344>

Question 4

With its E-class Cabriolet, Mercedes-Benz targets

- A) men aged 35 to 45
- B) men or women with incomes over \$120,000
- C) men with incomes over \$100,000
- D) women under 25
- E) conservative thinkers

Answer: <https://biology-forums.com/index.php?topic=821663>

Question 5

Explain the challenge that ethnic diversity presents to advertisers.

Answer: <https://biology-forums.com/index.php?topic=821609>

Question 6

How much did sales increase for Canadian Club rye when Don Draper was seen drinking it on the television show Mad Men?

- A) 39%
- B) 8%
- C) 50%
- D) 3%
- E) 25%

Answer: <https://biology-forums.com/index.php?topic=822779>

Question 7

Explain tipping in magazine advertising.

Answer: <https://biology-forums.com/index.php?topic=822193>

Question 8

Transit rates and discounts are available for set periods of time, with the discount

- A) set at a fixed amount
- B) increasing with number of advertising cards
- C) increasing with the time commitment
- D) only available upon certain payment terms
- E) depending on previous dealings with the advertiser

Answer: <https://biology-forums.com/index.php?topic=822360>

Question 9

Direct mail is a form of advertising communicated to prospects via

- A) statement stuffers
- B) television
- C) catalogues
- D) telecommunications
- E) the postal service

Answer: <https://biology-forums.com/index.php?topic=822435>

Question 10

How are public relations activities evaluated?

Answer: <https://biology-forums.com/index.php?topic=822865>

Question 11

The rapid pace of change in technology

- A) makes most products more suitable for millennials
- B) shortens product life cycles
- C) has intimidated baby boomers
- D) has made luxury cars more affordable

Answer: <https://biology-forums.com/index.php?topic=821651>

Question 12

A product analysis could include

- A) economic trends
- B) regional market importance
- C) seasonal analysis
- D) social and demographic trends
- E) distribution trends

Answer: <https://biology-forums.com/index.php?topic=821650>

Question 13

Explain how advertising has changed.

Answer: <https://biology-forums.com/index.php?topic=821394>

Question 14

Discuss the challenges that new technologies are posing for television advertisers today.

Answer: <https://biology-forums.com/index.php?topic=821367>

Question 15

"Layout" refers to

- A) the cost of producing an ad
- B) thumbnail sketches
- C) the illustration in an ad
- D) the design and orderly formation of the various elements of an ad
- E) longer production times

Answer: <https://biology-forums.com/index.php?topic=821873>

Question 16

In terms of public relations, internal publics include

- A) customers
- B) prospective shareholders
- C) the financial community
- D) community organizations
- E) the media

Answer: <https://biology-forums.com/index.php?topic=822767>

Question 17

Sales promotion can be defined as activity that provides special incentives to bring about

- A) more movement in the product life cycle
- B) immediate response from consumers
- C) more creative advertising
- D) more web sites
- E) greater competitor activity

Answer: <https://biology-forums.com/index.php?topic=822650>

Question 18

The objectives, strategies, and action plans developed by the marketing department are generally designed to help achieve

- A) higher revenues
- B) a wider customer base
- C) more sales
- D) overall company objectives
- E) less waste

Answer: <https://biology-forums.com/index.php?topic=821647>

Question 19

Full-motion video displays are remotely programmable, which provides advertisers with the flexibility to

- A) change creative quickly
- B) turn the display on and off
- C) control the volume
- D) get more reach
- E) make the display interactive

Answer: <https://biology-forums.com/index.php?topic=822332>

Question 20

A main reason advertisers do not advertise more on social media is

- A) too expensive
- B) not sure which social media to use
- C) return on investment is difficult to measure
- D) traditional media work best
- E) it is not interactive

Answer: <https://biology-forums.com/index.php?topic=821265>