

### Question 1

The type of layout that is least likely to have a lot of illustrations is the

- A) horizontal split
- B) long copy
- C) poster
- D) insert
- E) vertical split

Answer: <https://biology-forums.com/index.php?topic=821881>

### Question 2

What is search advertising?

Answer: <https://biology-forums.com/index.php?topic=822628>

### Question 3

What is the definition of mobile marketing?

Answer: <https://biology-forums.com/index.php?topic=822637>

### Question 4

What are the primary reasons for repositioning?

Answer: <https://biology-forums.com/index.php?topic=821611>

### Question 5

How do companies apply market positioning principles?

Answer: <https://biology-forums.com/index.php?topic=821612>

### Question 6

When it comes to video advertising, why should you “choose short over long”?

Answer: <https://biology-forums.com/index.php?topic=821961>

### Question 7

Explain the role of the media buyer.

Answer: <https://biology-forums.com/index.php?topic=822079>

### Question 8

What is national coverage and how can it be achieved?

Answer: <https://biology-forums.com/index.php?topic=822072>

### Question 9

What are some of the disadvantages of television advertising?

Answer: <https://biology-forums.com/index.php?topic=822306>

### Question 10

Changes in consumer behaviour related to media consumption dictate that a media plan must include

- A) primetime television
- B) a strong internet presence
- C) direct response marketing
- D) event marketing
- E) sponsorship

Answer: <https://biology-forums.com/index.php?topic=821264>

### Question 11

Describe the three decisions involved in the media selection process.

Answer: <https://biology-forums.com/index.php?topic=822082>

### Question 12

Explain how impulse purchasing is an advantage of at-retail media.

Answer: <https://biology-forums.com/index.php?topic=822420>

### Question 13

Explain how colour and contrast can be used in design to be an effective attention-grabber.

Answer: <https://biology-forums.com/index.php?topic=821965>

### Question 14

What is a PVR and what impact might it have on the television industry?

Answer: <https://biology-forums.com/index.php?topic=822298>

### Question 15

Since the client's money is on the line, the client has every right to apply qualitative and quantitative research assessments at any stage of creative execution.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821819>

### Question 16

Often there are several meetings between agency and client before a campaign concept is finally approved.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=821820>

### Question 17

A DVD may be sent to a serious prospect for more expensive products.

- A) True
- B) False

Answer: <https://biology-forums.com/index.php?topic=822496>

### Question 18

When evaluating creative, why should a client be concerned about whether or not the advertising message is presented in good taste?

Answer: <https://biology-forums.com/index.php?topic=821847>

### Question 19

Out-of-home media is always located outdoors.

- A) True
- B) False

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

### Question 20

What is a microsite and how do companies use them to market their products?

Answer: <https://biology-forums.com/index.php?topic=822646>