

ch15

Student: _____

1. Advertising is nonpersonal promotion of items, and is paid for by an identified sponsor.
True False
2. Advertisements for restaurant supplies are business-to-business ads, while ads for household cleaners are consumer ads.
True False
3. Advertising is a relatively new phenomenon, dating back only about 100 years.
True False
4. Companies that are trying to reach customers who use new technologies (such as the DVR and iPod) are exploring non-traditional forms of advertising.
True False
5. Online banner ads don't generate a lot of traffic for sponsors.
True False
6. Tropicana orange juice is an example of a national advertiser.
True False
7. Full service agencies actually create ads, whereas creative boutiques and media buying services do not.
True False
8. Radio ads maximize reach, frequency and selectivity, and minimize cost.
True False
9. The account services department of an ad agency is responsible for preparing advertising copy.
True False
10. On a typical ad campaign, before doing anything else, the marketing strategy must be selected.
True False
11. Print ads use thumbnail sketches and rough layouts for a similar purpose as TV ads use storyboards.
True False
12. Message research is conducted during and after an advertising campaign to see how well the ads perform.
True False
13. Ad agencies always receive a 15 percent commission for their services, although trends indicate that amount is increasing.
True False
14. Because business-to-business ads aren't geared to the consumer, such ads are never found in the mass media.
True False
15. Although business-to-business ads traditionally emphasize lengthy, detailed, and factual copy, recent years have seen the introduction of humor and other creative appeals.
True False

16. Advertising serves a(n) _____ function in society.
- A. marketing
 - B. educational
 - C. economic
 - D. social
 - E. all of these
17. An advertisement encouraging families to "take the kids bowling more often" (without saying exactly where to go bowling) is an example of _____ advertising.
- A. primary demand
 - B. selective demand
 - C. public service
 - D. retail
 - E. non-strategic
18. A coupon placed under the windshield wiper of your car offering "25% off a large pizza this week at Joe's Pizza Shop" is an example of _____ advertising.
- A. market
 - B. indirect action
 - C. direct action
 - D. promotional
 - E. primary demand
19. The first medium allowing for truly national advertising was:
- A. newspapers
 - B. magazines
 - C. radio
 - D. TV
 - E. none of these
20. The social and media environment for advertisers changed drastically in the 1980s and 1990s because:
- A. cable TV presented many new and specialized channels
 - B. new forms of video marketing (such as infomercials and home shopping) emerged
 - C. political changes in Europe created opportunities for global marketing
 - D. advertisers were facing a more culturally diverse marketplace
 - E. all of these
21. _____ occurs when companies create messages that are so intriguing that consumers share them with others.
- A. viral advertising
 - B. citizen hype
 - C. advertising-on-demand
 - D. ad identification
 - E. vertical mousetrap
22. Thanks to the Internet, new channels of advertising include all the following except:
- A. podcasts
 - B. cell phones
 - C. AccessURLs
 - D. video gaming
 - E. all of these
23. Retail advertisers are also called _____ advertisers.
- A. national
 - B. vendor
 - C. franchise
 - D. local
 - E. consumer

24. In recent years, the advertising agency:
- A. was dominated (in terms of income) by big city agencies, just as in earlier years
 - B. has seen "super" or "mega" agencies as a result of mergers and consolidations
 - C. has become globalized, with significant foreign ownership
 - D. all of these
 - E. none of these
25. An organization which specializes in the creation of ads is a:
- A. creative boutique
 - B. media buying service
 - C. full service agency
 - D. cyber agency
 - E. strategic agency
26. When the ad industry evaluates media, a medium's ability to actually reach potential customers is its:
- A. delivery
 - B. selectivity
 - C. reach
 - D. efficiency
 - E. frequency
27. Of the following media, which has the *lowest* reach?
- A. outdoor
 - B. direct mail
 - C. newspapers
 - D. magazines
 - E. radio
28. In an advertising agency, writers and art directors are typically part of the _____ department.
- A. administration
 - B. account services
 - C. marketing services
 - D. creative services
 - E. advertisement support
29. Which of these phases of an advertising campaign would happen *last*?
- A. executing the campaign
 - B. buying space/time
 - C. producing the ads
 - D. translating the theme
 - E. selecting the main appeal/theme
30. Positioning is most commonly considered during the _____ phase of an ad campaign.
- A. choosing marketing strategy
 - B. buying space/time
 - C. producing the ads
 - D. translating the theme
 - E. selecting the main appeal/theme
31. Identifying the target audience is one goal of _____ in advertising.
- A. tracking studies
 - B. demographic research
 - C. formative research
 - D. message research
 - E. recall studies

32. Tracking studies in advertising are designed to:
- A. pretest potential ad messages
 - B. identify characteristics of the target market
 - C. determine whether people understand certain ads
 - D. see how many people recall certain ads
 - E. none of these
33. Which of the following is NOT one of the four main categories of business-to-business ads?
- A. agriculture
 - B. medical/pharmaceutical
 - C. industrial
 - D. trade
 - E. professional
34. When compared to consumer advertising, business-to-business advertising
- A. has a narrower, less diverse target audience
 - B. presents much more technical information
 - C. generally relies on rationality more than emotional appeals
 - D. all of these
 - E. none of these
35. The media mix for business-to-business advertising:
- A. differs from that for consumer advertising
 - B. emphasizes personalized media
 - C. tends to focus on business and trade publications
 - D. finds direct mail more effective than it is for consumer advertising
 - E. all of these

ch15 Key

1. Advertising is nonpersonal promotion of items, and is paid for by an identified sponsor.
TRUE
2. Advertisements for restaurant supplies are business-to-business ads, while ads for household cleaners are consumer ads.
TRUE
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3. Advertising is a relatively new phenomenon, dating back only about 100 years.
FALSE
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4. Companies that are trying to reach customers who use new technologies (such as the DVR and iPod) are exploring non-traditional forms of advertising.
TRUE
Dominick - Chapter 15 #3
5. Online banner ads don't generate a lot of traffic for sponsors.
TRUE
Dominick - Chapter 15 #4
6. Tropicana orange juice is an example of a national advertiser.
TRUE
Dominick - Chapter 15 #5
7. Full service agencies actually create ads, whereas creative boutiques and media buying services do not.
FALSE
Dominick - Chapter 15 #6
8. Radio ads maximize reach, frequency and selectivity, and minimize cost.
TRUE
Dominick - Chapter 15 #7
9. The account services department of an ad agency is responsible for preparing advertising copy.
FALSE
Dominick - Chapter 15 #8
10. On a typical ad campaign, before doing anything else, the marketing strategy must be selected.
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Dominick - Chapter 15 #9
11. Print ads use thumbnail sketches and rough layouts for a similar purpose as TV ads use storyboards.
TRUE
Dominick - Chapter 15 #10
12. Message research is conducted during and after an advertising campaign to see how well the ads perform.
FALSE
Dominick - Chapter 15 #11
13. Ad agencies always receive a 15 percent commission for their services, although trends indicate that amount is increasing.
FALSE
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14. Because business-to-business ads aren't geared to the consumer, such ads are never found in the mass media.
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15. Although business-to-business ads traditionally emphasize lengthy, detailed, and factual copy, recent years have seen the introduction of humor and other creative appeals.
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Dominick - Chapter 15 #18

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Dominick - Chapter 15 #20

Dominick - Chapter 15 #21

22. Thanks to the Internet, new channels of advertising include all the following except:
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 - D. local**
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24. In recent years, the advertising agency:
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25. An organization which specializes in the creation of ads is a:
- A. creative boutique**
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 - C. full service agency
 - D. cyber agency
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26. When the ad industry evaluates media, a medium's ability to actually reach potential customers is its:
- A. delivery
 - B. selectivity**
 - C. reach
 - D. efficiency
 - E. frequency

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27. Of the following media, which has the *lowest* reach?
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 - C. newspapers
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Dominick - Chapter 15 #27

28. In an advertising agency, writers and art directors are typically part of the _____ department.
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 - C. marketing services
 - D. creative services**
 - E. advertisement support

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C. producing the ads
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30. Positioning is most commonly considered during the _____ phase of an ad campaign.
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B. buying space/time
C. producing the ads
D. translating the theme
E. selecting the main appeal/theme

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31. Identifying the target audience is one goal of _____ in advertising.
A. tracking studies
B. demographic research
C. formative research
D. message research
E. recall studies

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32. Tracking studies in advertising are designed to:
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B. identify characteristics of the target market
C. determine whether people understand certain ads
D. see how many people recall certain ads
E. none of these

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33. Which of the following is NOT one of the four main categories of business-to-business ads?
A. agriculture
B. medical/pharmaceutical
C. industrial
D. trade
E. professional

Dominick - Chapter 15 #33

34. When compared to consumer advertising, business-to-business advertising
A. has a narrower, less diverse target audience
B. presents much more technical information
C. generally relies on rationality more than emotional appeals
D. all of these
E. none of these

Dominick - Chapter 15 #34

35. The media mix for business-to-business advertising:
A. differs from that for consumer advertising
B. emphasizes personalized media
C. tends to focus on business and trade publications
D. finds direct mail more effective than it is for consumer advertising
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ch15 Summary

<u>Category</u>	<u># of Questions</u>
Dominick - Chapter 15	35