

Unit 01: Introduction to Advertising

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1. Unit 01: Introduction to Advertising

4. Chapter: Unit 01: Introduction to Advertising

1. Unit 01: Introduction to Advertising Questions

4.1.1. A full-service advertising agency is the best choice for a client u...

Author: Melinda Salzer

A full-service advertising agency is the best choice for a client under which circumstance?

Please choose only one answer:

- The client has a small budget.
- The client likes to perform its own actions.
- The client wants to tap into the expertise of several organizations.
- The client wants to have one central company to provide all the services it needs for the advertising function.
- The client has no interest in expanding globally.

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4.1.2. According to the Advertising and Society Review, there is no consis...

Author: Melinda Salzer

According to the Advertising and Society Review, there is no consistent definition of "Advertising." In using Laver's broad definition, however, which one aspect seems to be the common denominator to bring all actions together?

Please choose only one answer:

- Society
- Attention-gathering
- Influence
- Exchange
- None of the above

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4.1.3. According to the Launch textbook, which of the following is one imp...

Author: Melinda Salzer

According to the Launch textbook, which of the following is one important aspect of current advertising?

Please choose only one answer:

- It contains the tools used to communicate a message.
- It is strictly driven by sales promotion.
- It is a key driver of popular culture.
- It has not changed significantly through time.
- Both C and D

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4.1.4. According to the Launch textbook, which of the following are includ...

Author: Melinda Salzer

According to the Launch textbook, which of the following are included in the traditional definition of advertising?

Please choose only one answer:

- Advertising is non-personal.
- Advertising comes from an identified sponsor.
- Advertising informs and persuades.
- Advertising reminds.
- All of the above

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4.1.5. As technology advances and changes in demographics occur, advertise...

Author: Melinda Salzer

As technology advances and changes in demographics occur, advertisers have been forced to look at ways to embrace and take advantage of new methods of connecting with their audiences. What is the biggest obstacle to this?

Please choose only one answer:

- There is a lack of advertising dollars.
- There are too many advertising vehicles to choose from.
- Messages only come from the advertisers.
- Many advertisers do not understand the new tools or have the proper skills to use them.
- Only simple methods are effective.

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4.1.6. How is marketing communication impacted by the Marketing Mix?

Author: Melinda Salzer

How is marketing communication impacted by the Marketing Mix?

Please choose only one answer:

- There is no impact from the Marketing Mix.
- Only the "product" part of the Marketing Mix is important.
- All elements of the Marketing Mix play an important role in marketing communication.
- Packaging is not a factor in marketing communication.
- New technologies have made the Marketing Mix obsolete.

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Question: [How is marketing communication impacted Melinda Salzer @Berkeley](#)

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4.1.7. How will you evaluate which types of advertising and promotional me...

Author: Melinda Salzer

How will you evaluate which types of advertising and promotional methods will be used?

Please choose only one answer:

- Compare competitive activity
- Evaluate past sales promotions
- Consider which distribution outlets have been used in the past
- Conduct research on the appeal of current packaging
- All of the above

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Question: [How will you evaluate which types of Melinda Salzer @Berkeley Advertising](#)

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4.1.8. Leo Burnett is famous for creating some of advertising's most memor...

Author: Melinda Salzer

Leo Burnett is famous for creating some of advertising's most memorable personalities. Which of the following consumer behaviors is one of the ultimate desired results of the advertising icons he conceived?

Please choose only one answer:

- Brand recognition
- Reinforce values
- Brand loyalty
- Share product news
- Buy unwanted products

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4.1.9. Many advertising agencies are moving away from the traditional 15% ...

Author: Melinda Salzer

Many advertising agencies are moving away from the traditional 15% commission structure as payment for their work. Which of the following is an accurate reason for this change in compensation?

Please choose only one answer:

- Agencies feel they deserve more than 15% for their efforts.
- More advertising is being placed in traditional mass media outlets.
- 15% is too high of a commission.
- Some fees are now being negotiated based on the amount the client spends.
- Not all of an agency's departments participate in the advertising process.

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4.1.10. Many companies' advertising efforts are geared toward reminding the...

Author: [Melinda Salzer](#)

Many companies' advertising efforts are geared toward reminding the consumer about their product, reinforcing past purchase behavior, or providing an incentive in the way of a coupon or rebate. What kind of strategy does Apple use when its commercials communicate how its products will enhance your life?

Please choose only one answer:

- Fear strategy
- Promotional Pull strategy
- Promotional Push strategy
- Brand loyalty
- Repeat purchase

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4.1.11. What is preventing many advertising agencies from using new technol...

Author: Melinda Salzer

What is preventing many advertising agencies from using new technologies to advertise their clients' products and services?

Please choose only one answer:

- Technology has not proven effective enough.
- Technology is too costly and does not provide sufficient pay-out.
- Agencies are afraid of the new technology and want to stay with methods that are familiar.
- Technology presents a distraction from the actual product.
- Traditional advertising methods are the best approach.

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4.1.12. What is the difference between advertising and sales promotion?

Author: Melinda Salzer

What is the difference between advertising and sales promotion?

Please choose only one answer:

- There is no difference.
- Sales promotion is time specific, while advertising is not.
- Advertising is limited in its reach, while sales promotion is not.
- Sales promotion does not motivate consumers to purchase, while advertising does motivate consumers.
- Advertising is a short term strategy, while sales promotion is on-going.

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4.1.13. What is the purpose of specialty advertising?

Author: Melinda Salzer

What is the purpose of specialty advertising?

Please choose only one answer:

- To promote awareness of the company
- To produce as many giveaways as possible
- To provide another mass-media outlet
- To encourage product purchase
- To satisfy a consumer need

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4.1.14. When thinking about the various types of marketing communications c...

Author: Melinda Salzer

When thinking about the various types of marketing communications currently employed by advertisers and their agencies, and whether or not they differ from advertising, it is evident to conclude which of the following?

Please choose only one answer:

- All types of marketing communications are the same.
- The lines between different types of communications are blurring.
- All messages must have an identified sponsor.
- Customized messages are not effective in the mass media.
- Advertising agencies are embracing new technologies.

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4.1.15. Which of the following situations illustrates an example of John E....

Author: Melinda Salzer

Which of the following situations illustrates an example of John E. Kennedy's definition of advertising?

Please choose only one answer:

- A TV commercial for Pepsi-Cola
- A magazine ad for Reynolds Wrap
- A billboard for a local jewelry store
- A radio commercial for IBM
- A sale sign in a store window

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4.1.16. Which type of advertising agency would you choose if you wanted to ...

Author: Melinda Salzer

Which type of advertising agency would you choose if you wanted to produce radio commercials?

Please choose only one answer:

- Guerilla agency
- In-house agency
- Full service agency
- Specialized agency
- Media house

Check the answer of this question online at QuizOver.com:

Question: [Which type of advertising agency would Melinda Salzer @Berkeley Promotion](#)

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4.1.17. Why is word-of-mouth advertising so effective?

Author: Melinda Salzer

Why is word-of-mouth advertising so effective?

Please choose only one answer:

- The company does not have to pay for it.
- It is quicker to generate than traditional advertising methods.
- People trust the word of others more than paid advertising.
- Traditional advertising is dead.
- No creative effort is needed.

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4.1.18. With full-service agencies providing a soup-to-nuts approach to a c...

Author: Melinda Salzer

With full-service agencies providing a soup-to-nuts approach to a clients' advertising, which of the following is NOT a reason for a company to have an in-house agency?

Please choose only one answer:

- Retain creative control
- Money savings
- Better coordination between all advertising and marketing activities
- Greater understanding of the products/services
- Lack of trust in outside agencies

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4.1.19. Your new product is an innovative alternative to current baby diape...

Author: Melinda Salzer

Your new product is an innovative alternative to current baby diapers on the market. Which of the following would be a good opportunity for product placement?

Please choose only one answer:

- An episode of a TV show targeted to stay-at-home mothers
- A remake of a popular family movie
- A children's fun-run
- A toddler's video game
- All of the above

Check the answer of this question online at QuizOver.com:

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4.1.20. Your product is established, you have a large advertising budget, a...

Author: [Melinda Salzer](#)

Your product is established, you have a large advertising budget, and you want to reach a large number of consumers for reminder advertising. Which of the following should you use?

Please choose only one answer:

- Mass marketing
- Guerilla marketing
- Social media
- Sales promotion
- Billboards

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