

Unit 02: Advertising and Society

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1. Unit 02: Advertising and Society

4. Chapter: Unit 02: Advertising and Society

1. Unit 02: Advertising and Society Questions

4.1.1. Advertising has been a major source of information since colonial t...

Author: Melinda Salzer

Advertising has been a major source of information since colonial times. According to your course textbook, advertising's role in society includes which of the following?

Please choose only one answer:

- Advertising is a tool of competition.
- Advertising keeps prices low.
- Advertising facilitates the introduction of new products.
- Advertising helps the economy run smoothly.
- All of the above

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

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4.1.2. As a new musician, you are finding it difficult to break into the c...

Author: Melinda Salzer

As a new musician, you are finding it difficult to break into the competitive arena of the music business. How can you take advantage of the advertising industry to help boost your career?

Please choose only one answer:

- Start your career by writing commercial jingles like Barry Manilow did to start his career.
- Obtain corporate sponsorship for your group.
- Pitch your music to companies for inclusion in their commercials.
- Write commercial jingles, even if you have an established reputation.
- All of the above

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4.1.3. As consumers, we may be influenced by products that we see in areas...

Author: Melinda Salzer

As consumers, we may be influenced by products that we see in areas other than traditional advertising venues. Product placement, discussed in Unit 1, is an example of this type of situation. How might the FCC's investigation of this strategy impact the advertising industry?

Please choose only one answer:

- Advertisers will have to pay for the investigation.
- It will create greater competition between advertisers.
- An advertiser might be required to disclose its sponsorship while the product is being shown.
- It will provide another mass-media outlet.
- Programmers have no artistic rights, giving advertisers more control.
- None of the above

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4.1.4. As described in your book, the perspective called "economics of inf..."

Author: Melinda Salzer

As described in your book, the perspective called "economics of information" explains how consumers benefit from viewing advertising. Which of the following is an example of this perspective?

Please choose only one answer:

- Critiquing the creativity of a laundry detergent's advertising campaign
- Viewing commercials for the new product introduction of Apple's iPad
- Telling consumers what to buy without providing information about product benefits
- Anticipating that consumers will find out on their own where products/services may be purchased
- None of the above

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4.1.5. As part of the advertising industry's efforts to ensure honest prac...

Author: Melinda Salzer

As part of the advertising industry's efforts to ensure honest practices, it has created several agencies to self-police its members. So, if your company has developed a new sports drink, and you wanted to begin your promotional campaign by having amateur athletes share information about the product with their colleagues, which agency's rules would you be required to follow?

Please choose only one answer:

- The Direct Marketing Association
- The National Advertising Review Council
- The Interactive Advertising Bureau
- The Word of Mouth Marketing Association
- None of the above

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

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4.1.6. By the year 2013, the amount of time American Internet users at age...

Author: Melinda Salzer

By the year 2013, the amount of time American Internet users at ages 12 and older will spend watching television (both live and recorded) is expected to grow from 4 hours per day to 8 hours per day. Which of the following accounts for this expected growth?

Please choose only one answer:

- More hours in front of the television
- Mobile devices
- Online videos
- Video games
- DVDs

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

Question: [By the year 2013 the amount of time American Melinda @Berkeley Advertising](#)

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4.1.7. Dove products include a long list of soaps, body lotions, deodorant...

Author: Melinda Salzer

Dove products include a long list of soaps, body lotions, deodorants, and hair care items. In their advertising efforts, Dove commercials feature actors who do not look like the typical models we are used to seeing (i.e. skinny, muscular, heavily made-up, and flawless). Instead they use average-looking people who are not actors or models/actors who appear like average-looking people. Why has Dove taken this new approach?

Please choose only one answer:

- It is less expensive to use real people than to cast high-priced models in their commercials.
- It is important for us to strive to be as perfect as the actors in past commercials. This is what "real" people look like; Dove is off-base.
- The concept of our body image has been shaped by the unrealistic images of people portrayed in commercials. Dove believes we need realistic role models.
- Our self-esteem is not really affected by the images portrayed in the media. The Dove campaign is simply an advertising strategy.
- Dove is copying their competitors' advertising strategies.

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

Question: [Dove products include a long list of soaps Melinda Salzer @Berkeley](#)

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4.1.8. Driving under the influence of alcohol has been a continuing proble...

Author: Melinda Salzer

Driving under the influence of alcohol has been a continuing problem among teens. Which of the following may be the most effective advertising strategy in deterring teenagers from drinking and driving?

Please choose only one answer:

- Create commercials produced by the manufacturers of alcoholic beverages.
- Place advertisements in newspapers nationwide.
- Publicize the decrease in insurance costs for safe drivers.
- Create an announcement introducing a new law to increase the legal drinking age.
- No meaningful impact has been established between public service announcements and their ability to impact consumer behavior.

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

Question: [Driving under the influence of alcohol Melinda Salzer @Berkeley Advertising](#)

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4.1.9. How can an advertiser benefit from using imaginary creatures or cha...

Author: Melinda Salzer

How can an advertiser benefit from using imaginary creatures or characters such as the Keebler Elves or Tony the Tiger?

Please choose only one answer:

- It is less expensive than using real actors.
- Characters and creatures create an identity for the product.
- Research shows that there is no benefit to using characters.
- Advertisers won't ever need to change their advertising campaigns.
- Because not many companies use characters, the ones that do will stand out.

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

Question: [How can an advertiser benefit from using Melinda Salzer @Berkeley](#)

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4.1.10. In the video produced by SS+K in support of the United Nations Peac...

Author: Melinda Salzer

In the video produced by SS+K in support of the United Nations Peacekeepers, images and dialogue help to illustrate the organization's purpose. What type of creative approach does this Public Service Announcement use to create awareness of the organization's activities?

Please choose only one answer:

- A "fear" appeal for what might occur if this organization did not exist
- The idea that celebrities are influential and persuasive in what we come to believe
- A sense of "feeling good" about what the organization can accomplish worldwide
- The idea that financial donations are essential to the organization's future existence
- None of the above

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

Question: [In the video produced by SS K in support Melinda Salzer @Berkeley](#)

Flashcards:

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4.1.11. The economy has been sluggish. Consumers have slowed down their spe...

Author: Melinda Salzer

The economy has been sluggish. Consumers have slowed down their spending, and sales are down. Your major competitor has just reduced its advertising budget significantly. What course of action, relative to your advertising efforts, will be the best for your company at this time?

Please choose only one answer:

- Reduce your advertising budget to match that of your competition.
- Focus your advertising on the high quality of your products.
- Increase your advertising budget, and focus your campaign on the price of your product.
- Do nothing.
- Focus your advertising efforts on your product's competitive advantage.

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

Question: [The economy has been sluggish. Consumers Melinda Salzer @Berkeley](#)

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4.1.12. The MacBook Air Video ad, featured in Chapter 3 of your course text...

Author: Melinda Salzer

The MacBook Air Video ad, featured in Chapter 3 of your course textbook, uses music and visuals to introduce this new product. At the end of the commercial, the words "World's Thinnest Notebook" appear on the screen. While this is a product feature, what benefit is Apple attempting to communicate to consumers?

Please choose only one answer:

- Competitive advantage
- Lower priced product
- Convenience
- New product functionality
- Ease of use

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

Question: [The MacBook Air Video ad featured in Melinda Salzer @Berkeley Advertising](#)

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4.1.13. The use of technology has had a significant positive impact on the ...

Author: Melinda Salzer

The use of technology has had a significant positive impact on the many ways in which advertisers can communicate their messages via electronic media. As a result, which of the following is true?

Please choose only one answer:

- The availability of online news sources has led to the failure of many printed newspapers.
- Increased exposure to advertising decreases consumer demand.
- Musicians cannot benefit from the new uses of technology.
- Advertising expenditures have decreased over time.
- Competition is reduced.

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

Question: [The use of technology has had a significant Melinda @Berkeley Advertising](#)

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4.1.14. What argument can be used to support the idea that consumers will o...

Author: Melinda Salzer

What argument can be used to support the idea that consumers will only buy what they really want?

Please choose only one answer:

- A large number of new products are not successful long-term, indicating that consumers are influenced by whether that product meets their needs and not by the advertising for that product.
- Longevity of a product can indicate that consumers truly want and need that product; the advertising is merely a vehicle for communication.
- We may not buy everything we want, but dreaming about owning something not within our reach can be motivational.
- Increased demand for a product that satisfies a consumer need or want results in lower prices, making that product more accessible to the public.
- All of the above

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Question: [What argument can be used to support the Melinda Salzer @Berkeley](#)

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4.1.15. Which of the following is an appropriate reason to accept the proli...

Author: Melinda Salzer

Which of the following is an appropriate reason to accept the proliferation of advertising?

Please choose only one answer:

- Without advertising, many forms of media would be cost prohibitive to consumers.
- Advertising helps to increase pricing of products/services.
- Competition is reduced.
- There is no good reason to accept the proliferation of advertising.
- Even though it serves no purpose, we must accept it anyway.

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Question: [Which of the following is an appropriate Melinda Salzer @Berkeley](#)

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4.1.16. Which of the following statements about advertising is false?

Author: Melinda Salzer

Which of the following statements about advertising is false?

Please choose only one answer:

- Advertising provides useful information to consumers.
- Advertising contributes to job creation.
- Consumers rely on advertising to determine how they will spend their money on goods and services.
- Advertising expenditures contribute to revenues only in urban areas.
- Advertising supports our principle of free speech.

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Question: [Which of the following statements about Melinda Salzer @Berkeley](#)

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4.1.17. Which organization was established to promote consumer protection?

Author: Melinda Salzer

Which organization was established to promote consumer protection?

Please choose only one answer:

- The Federal Communications Commission
- The Federal Trade Commission
- The Environment Protection Agency
- The Food and Drug Administration
- The Securities and Exchange Commission

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

Question: [Which organization was established to Melinda Salzer @Berkeley Advertising](#)

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4.1.18. Why might advocacy ads not be accepted by everyone who views them?

Author: Melinda Salzer

Why might advocacy ads not be accepted by everyone who views them?

Please choose only one answer:

- The commercials might not be high quality productions.
- They do not express relevant views.
- They do not express a specific agenda or point of view sufficiently.
- The message, expressed in a strident way, may not be shared by everyone.
- The use of celebrities may be offensive to viewers.

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Question: [Why might advocacy ads not be accepted by Melinda Salzer @Berkeley](#)

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4.1.19. You have been waging a competitive advertising war with another com...

Author: Melinda Salzer

You have been waging a competitive advertising war with another company that also produces herbal teas. Your competition has been making claims that its product offers protection against certain kinds of cancer. You think these are unproven facts and feel that your competitor is taking advantage of consumers' fears of serious diseases. Your competitor states that it can make any claims it wants in its advertising efforts. Is this a case of freedom of speech, or can you do something to stop them?

Please choose only one answer:

- You have no recourse; they can distribute any type of advertising message they choose.
- You can produce a counter-campaign to say your product also has medicinal properties.
- You can wage a public advertising war against your competitor's claims.
- You can take your claims to the National Advertising Division of the National Advertising Review Council for an investigation.
- None of the above

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4.1.20. Your course textbook discusses an advertising campaign which attempt...

Author: Melinda Salzer

Your course textbook discusses an advertising campaign which attempts to convince consumers to use soap while hand-washing? What can we learn from this story?

Please choose only one answer:

- Advertising can sell soap to people that don't wash their hands
- People do not know what is in their best interest.
- Advertising can have a meaningful effect on society when applying what social scientists have learned about human behavior.
- Advertisers are only interested in their bottom line.
- No meaningful impact can be gained from advertising's contributions to society.

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

Question: [Your course textbook discusses an advertising Melinda @Berkeley Promotion](#)

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