

Unit 10: Execution and Evaluation

Author: Melinda Salzer

Professor @Berkeley College

Published 2014

Create, Share, and Discover Online Quizzes.

QuizOver.com is an intuitive and powerful online quiz creator. [learn more](#)

Join QuizOver.com



How to Analyze Stocks

By Yasser Ibrahim

1 month ago
12 Responses

© iStock: Thomas Meier



Pre Employment English

By Katharina Jennifer N

5 months ago
19 Responses

© iStock: Albin



Lean Startup Quiz

By Yasser Ibrahim

2 months ago
16 Responses

© iStock: Gildred Que

Powered by QuizOver.com

The Leading Online Quiz & Exam Creator

Create, Share and Discover Quizzes & Exams

<http://www.quizover.com>

Disclaimer

All services and content of QuizOver.com are provided under QuizOver.com terms of use on an "as is" basis, without warranty of any kind, either expressed or implied, including, without limitation, warranties that the provided services and content are free of defects, merchantable, fit for a particular purpose or non-infringing.

The entire risk as to the quality and performance of the provided services and content is with you.

In no event shall QuizOver.com be liable for any damages whatsoever arising out of or in connection with the use or performance of the services.

Should any provided services and content prove defective in any respect, you (not the initial developer, author or any other contributor) assume the cost of any necessary servicing, repair or correction.

This disclaimer of warranty constitutes an essential part of these "terms of use".

No use of any services and content of QuizOver.com is authorized hereunder except under this disclaimer.

The detailed and up to date "terms of use" of QuizOver.com can be found under:

<http://www.QuizOver.com/public/termsOfUse.xhtml>

eBook Content License

Charles Jumper and Melinda Salzer. Advertising & Promotion (The Saylor Academy),
<http://www.saylor.org/courses/bus306/>

Creative Commons License

Attribution-NonCommercial-NoDerivs 3.0 Unported (CC BY-NC-ND 3.0)

<http://creativecommons.org/licenses/by-nc-nd/3.0/>

You are free to:

Share: copy and redistribute the material in any medium or format

The licensor cannot revoke these freedoms as long as you follow the license terms.

Under the following terms:

Attribution: You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the licensor endorses you or your use.

NonCommercial: You may not use the material for commercial purposes.

NoDerivatives: If you remix, transform, or build upon the material, you may not distribute the modified material.

No additional restrictions: You may not apply legal terms or technological measures that legally restrict others from doing anything the license permits.

Table of Contents

Quiz Permalink: <http://www.quizover.com/question/unit-10-execution-and-evaluat-by-melinda-salzer-berkeley-college>

Author Profile: <http://www.quizover.com/user/profile/melinda.salzer>

1. Unit 10: Execution and Evaluation

4. Chapter: Unit 10: Execution and Evaluation

1. Unit 10: Execution and Evaluation Questions

4.1.1. According to the information and resources presented within this un...

Author: Melinda Salzer

According to the information and resources presented within this unit, what is the first step in developing an advertising campaign?

Please choose only one answer:

- Determining your advertising budget
- Defining your objectives
- Creating your Media Plan
- Creating your advertising message
- Identifying and analyzing your target audience

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

Question: [According to the information and resources Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/according-to-the-information-and-resources-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/according-to-the-information-and-resources-melinda-salzer-berkeley?pdf=3044>

4.1.2. Because newspapers are experiencing declining readership, many adve...

Author: Melinda Salzer

Because newspapers are experiencing declining readership, many advertisers are transferring their print advertising to the Internet. What are some of the issues associated with this transition?

Please choose only one answer:

- The print becomes smaller, making it difficult to read.
- Information has to be more concise to fit into a smaller area.
- Mobile versions of newspapers need to be developed.
- Technology enables advertisers to more efficiently target their markets, which will then require new advertising strategies.
- All of the above

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

Question: [Because newspapers are experiencing Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/because-newspapers-are-experiencing-melinda-salzer-berkeley-college?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/because-newspapers-are-experiencing-melinda-salzer-berkeley-college?pdf=3044>

4.1.3. Guy Fieri hosts several programs on food-related channels. He visit...

Author: Melinda Salzer

Guy Fieri hosts several programs on food-related channels. He visits restaurants throughout the country and tastes food from their menus. He also hosts a cooking program and owns several restaurants. Will Mr. Fieri be a good spokesperson for a company's new line of pots and pans?

Please choose only one answer:

- No, because he does not use those products on the programs aired on the food channels.
- No, because consumers might not believe he actually uses those products.
- No, because consumers might feel that he would promote any cooking-related product for money.
- Yes, as long as he is a part-owner of the company.
- Yes, because his image and the products are similar, resulting in a good match-up hypothesis.

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

Question: [Guy Fieri hosts several programs on food Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/guy-fieri-hosts-several-programs-on-food-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/guy-fieri-hosts-several-programs-on-food-melinda-salzer-berkeley?pdf=3044>

4.1.4. In general, why are recognition scores a better measure than recall...

Author: Melinda Salzer

In general, why are recognition scores a better measure than recall scores?

Please choose only one answer:

- Recognition scores are not better. Recall scores are more reliable.
- Recognition scores are the only effective way to measure ad effectiveness.
- The recognition process is simpler and consumers have more available retrieval cues.
- Recognition scores are only better measures when consumers do not have product data.
- Recognition scores are only effective if consumers can spontaneously remember the ad.

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

Question: [In general why are recognition scores a Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/in-general-why-are-recognition-scores-a-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/in-general-why-are-recognition-scores-a-melinda-salzer-berkeley?pdf=3044>

4.1.5. Several years ago, Purex came out with a product called 3-in-1 Laun...

Author: Melinda Salzer

Several years ago, Purex came out with a product called 3-in-1 Laundry Sheets. The product combined detergent, fabric softener, and anti-cling properties in one sheet. This was a new concept, and research was needed to make sure the ads were conveying the product as effectively as possible. When conducting copy research, what variable was considered in determining if consumers were likely to buy this product?

Please choose only one answer:

- Branding
- Attention
- Motivation
- Post-testing
- Dissonance

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

Question: [Several years ago Purex came out with a Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/several-years-ago-purex-came-out-with-a-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/several-years-ago-purex-came-out-with-a-melinda-salzer-berkeley?pdf=3044>

4.1.6. The television commercials for your local brewery have resulted in ...

Author: Melinda Salzer

The television commercials for your local brewery have resulted in an increase in sales. You feel that you have enough brand recognition to take your message to radio broadcast. However, your budget is limited, and you want to turn the soundtrack from the television commercials into a radio commercial. Is this a good idea?

Please choose only one answer:

- Yes, because your brand is known, and consumers will be familiar with your ad copy.
- No. Although it would be more costly to re-write copy for your radio commercials rather than copy the television soundtrack, radio is an aural medium. In order to communicate your message, the copy needs to be written in a way that gives a visual to the listener. Your television commercial will have supporting visuals that will not transfer to an aural medium.
- Yes, because this is the way most advertisers produce radio commercials.
- Yes, because you will save money by not having to produce a new ad.
- Yes, because radio is really only sound without visuals.

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

Question: [The television commercials for your local Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/the-television-commercials-for-your-local-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/the-television-commercials-for-your-local-melinda-salzer-berkeley?pdf=3044>

4.1.7. There is some controversy about the effectiveness of ads that are v...

Author: Melinda Salzer

There is some controversy about the effectiveness of ads that are very creative. One school of thought is that while a creative ad is entertaining, consumers may be confused. What can an advertiser do to create an entertaining ad while informing and persuading its target audience?

Please choose only one answer:

- Use unusual cinematography to catch viewers' attention.
- Use sudden silences to punctuate your message.
- Use larger sized print ads.
- Use loud music and fast action.
- All of the above

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

Question: [There is some controversy about the Melinda Salzer @Berkeley College](#)

Flashcards:

<http://www.quizover.com/flashcards/there-is-some-controversy-about-the-melinda-salzer-berkeley-college?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/there-is-some-controversy-about-the-melinda-salzer-berkeley-college?pdf=3044>

4.1.8. What factors are measured to determine if consumers remember an ad?

Author: Melinda Salzer

What factors are measured to determine if consumers remember an ad?

Please choose only one answer:

- Recall and recognition
- Metrics and impact
- Size of audience and target audience
- Creativity and clutter
- Budget and expectations

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

Question: [What factors are measured to determine if Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-factors-are-measured-to-determine-if-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/what-factors-are-measured-to-determine-if-melinda-salzer-berkeley?pdf=3044>

4.1.9. What is one of the reasons for the increased use of spokescharacters?

Author: Melinda Salzer

What is one of the reasons for the increased use of spokescharacters?

Please choose only one answer:

- Consumers may have negative feelings about actual stars promoting a product for money.
- Consumers may feel that stars do not fit the image of the product they promote.
- Spokescharacters help increase consumer recall of ads.
- Technology has made the creation of characters more cost effective and more lifelike.
- All of the above

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

Question: [What is one of the reasons for the increased Melinda @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-one-of-the-reasons-for-the-increased-melinda-berkeley-advertis?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/what-is-one-of-the-reasons-for-the-increased-melinda-berkeley-advertis?pdf=3044>

4.1.10. What is the most effective way to gain the reader's attention when ...

Author: Melinda Salzer

What is the most effective way to gain the reader's attention when producing a newspaper ad?

Please choose only one answer:

- Ensure that the product has a competitive advantage before writing copy.
- Have the ad copy resemble the ads of your competitors.
- Make sure you have a catchy headline.
- Place the ad in any section of the newspaper; the reader is sure to see it.
- Remove any news value from the ad copy.

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

Question: [What is the most effective way to gain Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/what-is-the-most-effective-way-to-gain-melinda-salzer-berkeley-adverti?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/what-is-the-most-effective-way-to-gain-melinda-salzer-berkeley-adverti?pdf=3044>

4.1.11. What might be the best framework to use if you want to advertise yo...

Author: Melinda Salzer

What might be the best framework to use if you want to advertise your new spaghetti sauce to working mothers?

Please choose only one answer:

- Demonstration
- Scientific
- Testimonial
- Slice-of-life
- Spokesperson

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

Question: [What might be the best framework to use Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/what-might-be-the-best-framework-to-use-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/what-might-be-the-best-framework-to-use-melinda-salzer-berkeley?pdf=3044>

4.1.12. When setting your objectives and goals, what key element is essenti...

Author: Melinda Salzer

When setting your objectives and goals, what key element is essential to a successful campaign?

Please choose only one answer:

- Setting your goals to match those of your competition
- Setting your goals to match those you set in the previous year
- Setting your goals as broadly as possible
- Setting goals that are as specific as possible
- Setting the same goals for all of the various media outlets you will use

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

Question: [When setting your objectives and goals Melinda Salzer @Berkeley Advertising](#)

Flashcards:

<http://www.quizover.com/flashcards/when-setting-your-objectives-and-goals-melinda-salzer-berkeley-adverti?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/when-setting-your-objectives-and-goals-melinda-salzer-berkeley-adverti?pdf=3044>

4.1.13. When the Quaker company introduced its Quaker Raisin Life brand in ...

Author: Melinda Salzer

When the Quaker company introduced its Quaker Raisin Life brand in the 1980's (the product wasn't successful and didn't last very long...), they produced a commercial that featured a giant bowl of cereal, fake milk, and a man in a raisin suit. While the "raisin" climbed out of the bowl, he announced the new cereal and all of its benefits. Before the commercial was aired, what activity should the advertising agency have conducted to determine if the commercial would be effective in communicating its message?

Please choose only one answer:

- The Starch Test
- Recall
- Recognition
- Pre-testing
- Post-testing

Check the answer of this question online at [QuizOver.com](http://www.quizover.com):

Question: [When the Quaker company introduced its Melinda Salzer @Berkeley Advertising](http://www.quizover.com/question/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=3044)

Flashcards:

<http://www.quizover.com/flashcards/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/when-the-quaker-company-introduced-its-melinda-salzer-berkeley-adverti?pdf=3044>

4.1.14. Which of the following is an execution framework used by advertisers?

Author: Melinda Salzer

Which of the following is an execution framework used by advertisers?

Please choose only one answer:

- Lifestyle
- Scientific
- Testimonial
- Demonstration
- All of the above

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

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

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-an-execution-melinda-salzer-berkeley-adverti?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-an-execution-melinda-salzer-berkeley-adverti?pdf=3044>

4.1.15. Which of the following is NOT an element of an advertising campaign...

Author: Melinda Salzer

Which of the following is NOT an element of an advertising campaign proposal?

Please choose only one answer:

- The evaluation of effectiveness
- Advertising message development
- Product research
- Media Plan development
- Advertising platform development

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

Question: [Which of the following is NOT an element Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/which-of-the-following-is-not-an-element-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/which-of-the-following-is-not-an-element-melinda-salzer-berkeley?pdf=3044>

4.1.16. You are developing advertising for your new mouthwash product. Your...

Author: Melinda Salzer

You are developing advertising for your new mouthwash product. Your product has been shown to reduce cavities and significantly whiten teeth. Which of the following frameworks might be the most appropriate for your product's advertising campaign?

Please choose only one answer:

- Spokesperson
- Spokescharacter
- Testimonial
- Scientific
- None of the above

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

Question: [You are developing advertising for your Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-developing-advertising-for-your-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/you-are-developing-advertising-for-your-melinda-salzer-berkeley?pdf=3044>

4.1.17. You are producing a radio commercial for your store that sells beach...

Author: Melinda Salzer

You are producing a radio commercial for your store that sells beach wear and accessories. The campaign calls for a commercial that has beach-type music to accompany your spoken ad copy. You are considering whether or not to use existing music or to produce a new original piece of music. Which of the following factors should you consider when making this decision?

Please choose only one answer:

- If you use an existing song, consumers may have a negative connection to it, and this could distract from your product.
- If you use an existing song, the artist may fall out of favor with consumers, threatening your investment in the music.
- If you develop a new song, you can write to specific ethnicities or demographics.
- If you develop a new song, you can create something that is contemporary and coordinates with your copy.
- All of the above

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

Question: [You are producing a radio commercial for Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/you-are-producing-a-radio-commercial-for-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/you-are-producing-a-radio-commercial-for-melinda-salzer-berkeley?pdf=3044>

4.1.18. Your company manufactures kitchen cabinets. In developing your adve...

Author: Melinda Salzer

Your company manufactures kitchen cabinets. In developing your advertising campaign, it has been suggested that the campaign be far-reaching to all markets. The rationale behind this thinking is that because everyone has a kitchen, this strategy will bring in more customers. Is this a good approach?

Please choose only one answer:

- Yes, the more potential customers reached, the higher the sales levels.
- Yes, because all companies in this category advertise in this way.
- No, because a clear definition of your target market will enable you to reach those who actually have the potential to become customers.
- No, because advertising will not be effective for this product category.
- None of the above

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

Question: [Your company manufactures kitchen cabinets Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-company-manufactures-kitchen-cabinets-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/your-company-manufactures-kitchen-cabinets-melinda-salzer-berkeley?pdf=3044>

4.1.19. Your farm has a small orange grove that has just entered the orange...

Author: Melinda Salzer

Your farm has a small orange grove that has just entered the orange juice market. Many have suggested that you cannot compete in this market because of the major companies that already own significant market share. What step can you take that might enable you to enjoy a share of this market?

Please choose only one answer:

- You should use the same advertising campaign message as the newer competitors in this market.
- You should set your advertising budget as high as the newer market competitors.
- You should advertise your product as having the same qualities as the major category players.
- You should develop your Unique Selling Position, describing how you are different than the competition.
- None of the above; because there are so many entries in this product category, you probably will not be able to have any success.

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

Question: [Your farm has a small orange grove that Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-farm-has-a-small-orange-grove-that-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/your-farm-has-a-small-orange-grove-that-melinda-salzer-berkeley?pdf=3044>

4.1.20. Your perfume company is releasing a new fragrance. It has been sugg...

Author: Melinda Salzer

Your perfume company is releasing a new fragrance. It has been suggested that "fragrance boxes" be placed throughout major cities as a demonstration framework. These boxes will be in the shape and design of your bottle. The box will periodically release a spray of your perfume. Is this a good idea?

Please choose only one answer:

- Yes, because a demonstration framework is the only effective strategy for this product category.
- Yes, because you should use the same framework as your competition (assuming they are using this method).
- No, because consumers may find this too intrusive.
- No, because consumers are too busy to notice.
- None of the above

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

Question: [Your perfume company is releasing a new Melinda Salzer @Berkeley](#)

Flashcards:

<http://www.quizover.com/flashcards/your-perfume-company-is-releasing-a-new-melinda-salzer-berkeley?pdf=3044>

Interactive Question:

<http://www.quizover.com/question/your-perfume-company-is-releasing-a-new-melinda-salzer-berkeley?pdf=3044>