

# ADVERTISING

This test covers the essentials of advertising: functions, applications, current developments. Topics include ethical, economic, legal and social aspects of advertising; advertising departments and agencies; advertising and the marketing mix; consumer behavior; advertising research; layout and copy; advertising planning and budgeting; media evaluation; relationship marketing; integrated marketing communication; the Internet and other nontraditional media. (3 s.h.) MAR-323-TE

This is a two-hour examination in which you must answer 100 multiple-choice questions (worth 1 point each). A passing score is **60** out of 100 points.

## Here are the topics covered and their approximate importance on the examination:

- I. THE NATURE AND SCOPE OF ADVERTISING (10%)
- II. SOCIAL, LEGAL AND ETHICAL ASPECTS OF ADVERTISING (10%)
- III. ADVERTISING AND THE MARKETING MIX (10%)
- IV. CONSUMER BEHAVIOR AND MARKET SEGMENTATION (10%)
- V. MARKETING AND ADVERTISING RESEARCH (15%)
- VI. MARKETING AND ADVERTISING PLANNING (10%)
- VII. CREATIVE ART DIRECTION AND COPYWRITING (5%)
- VIII. CREATIVE PRINT AND ELECTRONIC MEDIA PRODUCTION (10%)
- IX. MEDIA PLANNING AND SELECTION (10%)
- X. PRINT, ELECTRONIC, INTERNET, AND SUPPLEMENTARY MEDIA (10%)

## Textbooks to help you prepare:

We recommend that you use the Arens text as your primary reference.

Arens, William. *Contemporary Advertising*. Current edition. Boston: McGraw-Hill

Strauss, Judy et al. *E-Marketing*. Current edition. Upper Saddle River, NJ: Prentice-Hall

## SAMPLE QUESTIONS

1. One disadvantage of radio advertising is its
  - a. high cost
  - b. inability to demonstrate a product's uses
  - c. inability to segment markets
  - d. none of the above

2. Advertising is
  - a. one of the basic elements in the marketing mix
  - b. part of the "promotion" function
  - c. not widely practiced outside the U.S.
  - d. effective only for large firms
  
3. One drawback of Internet advertising is that
  - a. there is less in-depth information about the company and its products
  - b. the poor coverage of global markets leads to a narrow scope
  - c. the elderly and poorly educated are underrepresented
  - d. there is less selective targeting of markets
  
4. Which of the following terms does NOT pertain to measurement of media advertising?
  - a. CPM
  - b. GRP
  - c. Reach
  - d. Layout
  
5. A storyboard is
  - a. a "layout" of TV commercials
  - b. a type of billboard
  - c. used in radio advertising
  - d. used in print advertising
  
6. A beer company advertises that its beer is the only one that is kept cold from the brewery to the store. This type of advertising is called
  - a. competitive
  - b. pioneer
  - c. comparative
  - d. defensive
  
7. An advertisement showing the safety features of a Mercedes Benz automobile would be classified as
  - a. societal
  - b. publicity
  - c. product
  - d. pioneer
  
8. Organizational images, ideas, and political issues advertising are considered
  - a. comparative advertising
  - b. institutional advertising
  - c. competitive advertising
  - d. public advertising

9. An advertisement that points out a brand's features and advantages that benefit consumers, but may not be available in other brands, is called
  - a. institutional advertising
  - b. reinforcement advertising
  - c. reminder advertising
  - d. competitive advertising
10. Comparative advertising is most likely to be used by brands
  - a. competing in a less competitive market
  - b. that are attempting to compete with market leaders
  - c. that are primarily services rather than tangible goods
  - d. which are market leaders
11. The initial stage in the development of an advertising campaign is
  - a. creating the message
  - b. creating the advertising platform
  - c. identifying, analyzing, and setting the budget
  - d. identifying and analyzing the advertising target audience
12. The final stage in the development of an advertising campaign is
  - a. developing the media plan
  - b. developing the advertising platform
  - c. evaluating the effectiveness of advertising
  - d. evaluating the media plan
13. Benchmarks should be included in what part of the development of an advertising campaign?
  - a. Campaign platform
  - b. Media plan
  - c. Statement of advertising objectives
  - d. Statement of advertising effectiveness
14. The most effective method of determining platform issues is to survey the
  - a. advertisers
  - b. customers
  - c. marketers in the industry
  - d. personnel with the firm
15. Marketers determine the selling points that they want to include in the product's advertisements. The identification and organization of these selling points is called the advertising
  - a. platform
  - b. appropriation
  - c. objective
  - d. research

16. One problem of the objective-and-task method of setting the advertising budget is
- that it is difficult to accurately estimate the level of effort needed to achieve a certain goal
  - that it often results in overspending or underspending of the firm's resources
  - the difficulty of determining the objectives of the campaign
  - the difficulty of determining the sales which will be created by the advertising
17. An advertising manager determines what proportion of budget will be spent on magazine, television, and radio advertisements, based on the cost and effectiveness of each. This type of scheduling is called a(n)
- task plan
  - media plan
  - percent-of-sale plan
  - advertisement-allocation plan
18. Headlines, body, signature, and the verbal portion of an advertisement is called the
- storyboard
  - layout
  - script
  - copy
19. The headline of a print advertisement is a critical component of the copy because it
- determines the artwork
  - determines the final layout design
  - is often the only part of the advertisement that is read
  - is often the linkage of the copy to the signature
20. A major part of most advertisements is the artwork, which consists of the illustration and the
- layout
  - signature
  - type of print used in the headline
  - design of the copy
21. Ethical decisions in business situations are most often made
- by front-line employees
  - by top managers
  - jointly in work groups and committees
  - individually

### ANSWERS TO SAMPLE QUESTIONS

1. **b** 2. **b** 3. **c** 4. **d** 5. **a** 6. **a** 7. **c** 8. **b** 9. **d** 10. **b** 11. **d**  
12. **c** 13. **c** 14. **b** 15. **a** 16. **a** 17. **b** 18. **d** 19. **c** 20. **a** 21. **c**