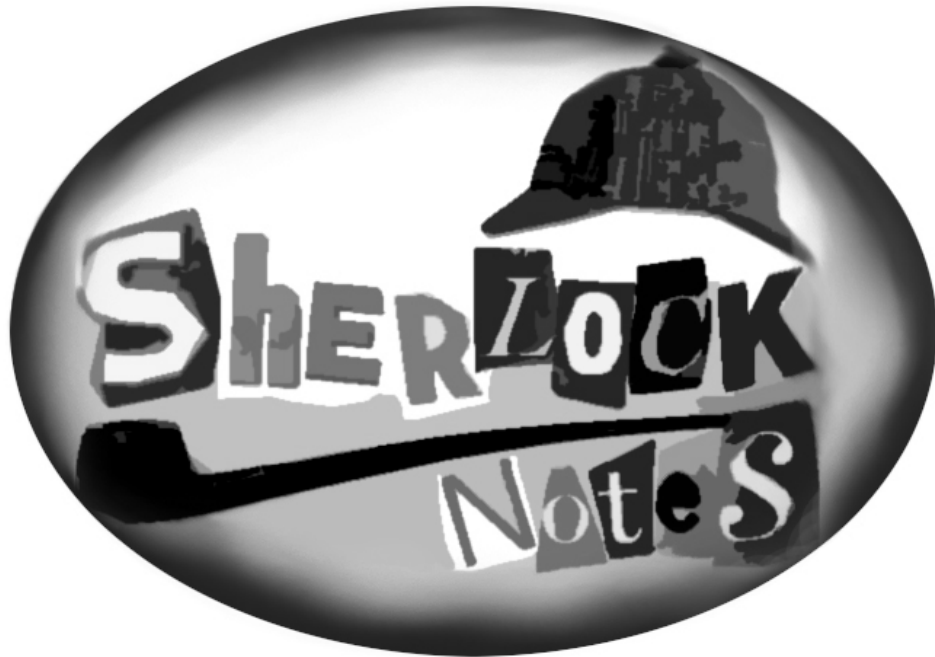


ADV 3008  
Sherlock Notes  
Practice Exam One



1. When did advertising begin?
  - a. 4000 A.D.
  - b. 4000 B.C.
  - c. 5000 B.C.
  - d. 5000 A.D.
  
2. Which Advertising Era happened between the 1700's and the 1920's?
  - a. Premarketing Era
  - b. Mass Communication Era
  - c. Research Era
  - d. Interactive Era
  
3. In the 1900's who was (were) the leading consumer(s)?
  - a. Procter & Gamble
  - b. Heinz
  - c. Kellogg
  - d. All of the Above
  
4. Which one of the following is NOT one of the Four Rules of Advertising?
  - A. Get the viewers' attention
  - B. Give the audience an emotional reason to like you
  - C. Involve your audience by appealing to heart, brain, etc.
  - D. Give the audience a reason to remember the advertising agency
  
5. The first form of advertising is recognized as Babylonian clay tablets, what were these ads for?
  - A. Slaves
  - B. Clergymen
  - C. Wine
  - D. Town criers
  
6. What was the name of the first magazine published?
  - A. General Magazine
  - B. American Magazine
  - C. Oxford Gazette
  - D. Boston Newsletter
  
7. Who created the first advertising agency in 1841?
  - A. Johannes Guttenberg
  - B. Benjamin Franklin
  - C. Volney Palmer
  - D. Franklin Roosevelt
  
8. What did the Food and Drug Administration do?

- A. Regulates the items that go in or on people
  - B. Regulates what goes on food labels
  - C. Both A and B
  - D. Neither A or B
9. Why did the government create the Advertising War Council in 1942?
- A. To send messages to the American people to unify them for the upcoming war
  - B. To eliminate practices that were unfair or deceptive
  - C. To protect people from items that could harm them
  - D. To decrease mailing rates
10. What does the Federal Communications Commission do?
- A. Regulates what goes on food labels
  - B. Licenses and regulates broadcasters and media
  - C. Both A and B
  - D. Neither A or B
11. What is NOT included in the Marketing Mix?
- A. Advertising
  - B. Public Relations
  - C. Sales
  - D. Communication
12. Which one of the following does NOT describe public relations?
- A. Not restricted to paid time, media, or space
  - B. Has a 3<sup>rd</sup> party recommendation
  - C. Strategic planning level for goods and services
  - D. People believe it because they believe it has been researched and proven to be true
13. Personal selling is...
- A. People face to face selling something
  - B. Going from the manufacturer straight to the consumer
  - C. Any form of media
  - D. How much of something is right for consumers
14. Which one of the following is NOT a part of the Four P's of Marketing?
- A. Place
  - B. Payment
  - C. Promotion
  - D. Product
15. Advertising...
- A. uses paid time and/or space
  - B. does not use paid time and/or space
  - C. openly identifies the advertiser

- D. A and C
16. What is the key to the advertising business?
- A. Make your ad forgettable
  - B. Make your ad memorable
  - C. Create new markets
  - D. Keep things competitive between brands
17. What is brand advertising?
- A. Advertising by a company of a trademarked product sold through different outlets
  - B. One of the fastest growing categories of advertising
  - C. Advertising by a merchant selling directly to the consumer
  - D. Advertising that promotes a service, not a brand
18. Professional advertising does not include...
- A. Doctors
  - B. Lawyers
  - C. Public Service Announcements
  - D. Accountants
19. The Ad council uses what kind of advertising?
- A. Trade Advertising
  - B. End Product Advertising
  - C. Political Advertising
  - D. Public Service Announcements
20. Which of the following is NOT a characteristic of Infomercials?
- A. 30 second spot on the evening news
  - B. Half an hour show
  - C. Played late at night
  - D. Played early in the morning
21. Which of the following is NOT a stage of the Ad Spiral?
- A. Pioneering Stage
  - B. Progressive Stage
  - C. Competitive Stage
  - D. Retentive Stage
22. What is the definition of the Competitive Stage?
- A. Show that a product now exists which can fulfill a recognized need
  - B. Demonstrate a need they didn't know they had, and that this product fills it
  - C. When a product reaches a point where the general usefulness is recognized, but its superiority over similar brands has yet to be established
  - D. The product's general usefulness is widely known, its individual qualities are appreciated, and consumers buy it based on its past reputation

23. What is the definition of the Retentive Stage?
- A. Show that a product now exists which can fulfill a recognized need
  - B. Demonstrate a need they didn't know they had, and that this product fills it
  - C. When a product reaches a point where the general usefulness is recognized, but its superiority over similar brands has yet to be established
  - D. The product's general usefulness is widely known, its individual qualities are appreciated, and consumers buy it based on its past reputation
24. When products start out with a completely new category of products, which stage are they in?
- A. Pioneering Stage
  - B. Progressive Stage
  - C. Competitive Stage
  - D. Retentive Stage
25. One of the stages purpose is to educate consumers about new products and services; demonstrate need consumers didn't know they had, and how this product fills it; and show how a product now exists which can fulfill a recognized need; which stage is this the definition for?
- A. Pioneering Stage
  - B. Progressive Stage
  - C. Competitive Stage
  - D. Retentive Stage
26. What is the failure rate among new products?
- A. 10%
  - B. 50%
  - C. 67%
  - D. 76%
27. Which of the following is not a quality of the Retentive Stage?
- A. Advertising is highly visual, and is basically name advertising
  - B. Often feature a dominate image with very few words
  - C. Intended to keep present customers and to increase the size of the total market
  - D. Define the category that your product will fall under so it reflects your product in the best way possible
28. What is the definition of target marketing?
- A. Finding the group that you should promote your product to
  - B. Where an advertiser focuses on a specific group of people
  - C. Any form of media
  - D. Advertising by a company of a trademarked product sold through different outlets
29. What is/are some of the target influencers?

- A. Age
  - B. Marital Status
  - C. Household Income
  - D. All of the Above
30. What is the definition of market segmentation?
- A. Finding the group that you should promote your product to
  - B. Where an advertiser focuses on a specific group of people
  - C. Any form of media
  - D. Advertising by a company of a trademarked product sold through different outlets
31. What determines Product-User segmentation?
- A. What people like to do
  - B. The lifestyle of the buyer
  - C. Amount a person buys a product
  - D. What you expect from a product
32. What determines Lifestyle segmentation?
- A. What people like to do
  - B. The lifestyle of the buyer
  - C. Amount a person buys a product
  - D. What you expect from a product
33. What determines Benefits and Attitude Segmentation?
- A. What people like to do
  - B. The lifestyle of the buyer
  - C. Amount a person buys a product
  - D. What you expect from a product
34. What is niche marketing?
- A. Fitting the product into the lifestyle of a buyer
  - B. Very refined segmentation
  - C. A strategy that focuses on comparatively narrow windows of opportunity within a broad product market or industry
  - D. Both B & C
35. What is positioning?
- A. Fitting the product into the lifestyle of a buyer
  - B. Very refined segmentation
  - C. A strategy that focuses on comparatively narrow windows of opportunity within a broad product market or industry
  - D. Both B & C
36. Research is NOT \_\_\_% accurate.
- A. 10

- B. 20
  - C. 100
  - D. 90
37. Research helps....
- A. Pinpoint causes of possible problems
  - B. Communications development
  - C. Identify consumers
  - D. All of the above
38. What is primary research?
- A. When info comes directly from your target audience
  - B. When info comes from someone else
  - C. A strategy that focuses on comparatively narrow windows of opportunity within a broad product market or industry
  - D. Fitting the product into the lifestyle of a buyer
39. What is an inactive, passive way to do research?
- A. Primary Research
  - B. Observation
  - C. Direct Inquiry
  - D. Secondary Research
40. What is an active, intrusive way to do research?
- A. Primary Research
  - B. Observation
  - C. Direct Inquiry
  - D. Secondary Research
41. What is secondary research?
- A. When info comes directly from your target audience
  - B. When info comes from someone else
  - C. A strategy that focuses on comparatively narrow windows of opportunity within a broad product market or industry
  - D. Fitting the product into the lifestyle of a buyer
42. Quantitative research has to do with...
- A. Percentages
  - B. Diagnostic
  - C. Exploratory
  - D. Detailed
43. Qualitative research has to do with...
- A. Statistics
  - B. Groupings
  - C. Feelings

- D. Trends
44. What is Anthropology?
- A. Using direct observation to understand human behavior
  - B. Study of groups of people and how they interact with each other
  - C. Study of individuals
  - D. Telling people things in a way that they will remember it
45. What is Psychology?
- A. Using direct observation to understand human behavior
  - B. Study of groups of people and how they interact with each other
  - C. Study of individuals
  - D. Telling people things in a way that they will remember it
46. What is Sociology?
- A. Using direct observation to understand human behavior
  - B. Study of groups of people and how they interact with each other
  - C. Study of individuals
  - D. Telling people things in a way that they will remember it
47. What do you do in up-front research?
- A. Find out spending habits
  - B. Find out who the leading pioneer is
  - C. Learn everything you can about people and what they want
  - D. All of the above
48. What/when do you do in effectiveness tracking/testing?
- A. After you've run the campaign
  - B. Track what worked and where it worked
  - C. Neither A or B
  - D. Both A & B
49. What do you use in creative testing?
- A. Storyboards
  - B. Sketches
  - C. Both A & B
  - D. Neither A or B
50. What is Cohort Analysis?
- A. Analysis of generations of people with the same birth years and core values
  - B. Analysis based on the stage of your life that you are in
  - C. Analysis based on what you buy
  - D. Analysis based on products that you like

ADV 3008 Practice Exam One KEY

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|-------|-------|
| 1. C  | 26. C |
| 2. B  | 27. D |
| 3. D  | 28. A |
| 4. D  | 29. D |
| 5. A  | 30. B |
| 6. B  | 31. C |
| 7. C  | 32. A |
| 8. C  | 33. D |
| 9. A  | 34. D |
| 10. B | 35. A |
| 11. D | 36. C |
| 12. C | 37. D |
| 13. A | 38. A |
| 14. B | 39. B |
| 15. D | 40. C |
| 16. B | 41. B |
| 17. A | 42. A |
| 18. C | 43. C |
| 19. D | 44. A |
| 20. A | 45. C |
| 21. B | 46. B |
| 22. C | 47. D |
| 23. D | 48. D |
| 24. A | 49. C |
| 25. A | 50. A |