

MIDTERM EXAM

CMN 2173

Friday, March 1, 2013

Multiple-Choice Questions

Use Scantron Sheet and read the questions very carefully!

If multiple answers appear to be correct, choose the BEST answer.

1. According to an ancient Roman advertisement found on a tombstone, “Weather permitting, 30 pairs of gladiators, furnished by Clodius Flaccus, together with substitutes in case any get killed too quickly, will fight May 1st, 2nd and 3rd at the Circus Maximus.” What was the goal of this ancient advertisement?
 - A. Promoting product and location
 - B. Promoting Clodius Flaccus
 - C. Promoting location and service
 - D. Promoting the Circus Maximus

2. Prior to the 16th century, consumption revolved around whom?
 - A. The individual
 - B. The group
 - C. Royalty
 - D. Industrialists

3. Which of the following advertising methods is most characteristic of the Industrial Revolution time period?
 - A. Production and sales oriented
 - B. Word-of-mouth campaign
 - C. Community-based advertising
 - D. Guerilla marketing

4. Bell's four-stage model for the satisfaction of wants is an attempt to outline the _____ approach of consumers.

- A. Impulsive
- B. Rational**
- C. Random
- D. Materialistic

5. Which new area of focus did General Motors famously pursue in the 1920s to distinguish themselves from other automotive companies?

- A. The assembly line
- B. The user-friendly approach
- C. The luxury automobile
- D. The consumer's opinion**

6. Which department store revolutionized North American consumption during the turn of the century with the advent of the print catalogue?

- A. Sears**
- B. Macy's
- C. Nordstrom
- D. Hudson's Bay Co.

7. By reinforcing the traditional role of the mother, the Nabisco print ad for “Magic Baking Powder” from the textbook exemplifies which trend in advertising?

- A. The hard sell
- B. Dramatic realism**
- C. “Advertorial” sections
- D. Special interest niches

8. Which company sold its product to US soldiers for a nickel to enforce the brand image?

- A. PepsiCo
- B. Coca Cola Inc.**
- C. Volkswagen Group
- D. Nike Inc.

9. Up until the 1950s, which primary function did advertising offer to the everyday lives of consumers?

- A. Guidance**
- B. Escapism
- C. Introspection
- D. Inspiration

10. The communication patterns of modern industrial society were mediated through technology and _____.
- A. Pop culture
 - B. Individualism
 - C. Institutions
 - D. Aristocrats
11. What is the name of the third stage of advertising strategy (1945-1965)?
- A. The Product-Oriented Approach
 - B. Personalization
 - C. Product Symbols
 - D. Market Segmentation
12. The nuclear family, suburbia, and the phrase “keeping up with the Joneses” are all byproducts of which American historical era?
- A. The Industrial Revolution
 - B. The Great Depression
 - C. The Post-War Boom
 - D. The Roaring Twenties
13. Among advertising techniques, soft sell depends less on product description or function, and more on how the product will make the consumer feel emotionally. What is the most famous example of this advertising method in the 20th Century?

- A. DDB's (Doyle, Dane and Bernbach Agency) 'Think Small' advertising campaign for the Volkswagen Beetle in the 50s.
- B. Coca Cola's campaign to introduce a new slogan for the beverage, 'Enjoy!'
- C. Apple's advertising campaign for the first iMac computer and to introduce a new slogan, 'Think different.'
- D. A campaign launched by McDonald's to imprint its new slogan on the consumer's mind, 'I'm lovin' it.'

14. Which term is used to describe the need for individuals to relate their tastes and choices to those of others?

- A. Relative standing
- B. Prestige economy
- C. Emulator lifestyle
- D. Material values

15. Does marketing and advertising make sense in a centrally planned economy (economy of shortage)?

- A. No, because censorship bans any kind of advertisement.
- B. No, because the centrally planned economy lacks one of the essential requirements of advertising (i.e. demand and supply).
- C. Yes, because a centrally planned economy is still able to generate a sense of satisfaction in consumers.
- D. No, because the centrally planned economy and advertising is an oxymoron.

16. Which of the following defines the essential framework in which advertising can exist?

- A. Regulated free market, corporations, demand
- B. Free market, competition, supply and demand
- C. Free society, regulated corporations, supply
- D. Free thinkers, competition, supply and demand

17. Which communication medium was the first to prominently compete with newspapers for advertising?

- A. Radio
- B. Movies
- C. Television
- D. Magazines

18. Which communication medium relied on “product symbols” as its primary advertising strategy?

- A. Television
- B. Magazines
- C. Newspapers
- D. Radio

19. According to Marshall McLuhan, “advertisements constitute the only ‘good news’ in the newspaper.” What does Mr. McLuhan’s assertion mean?

A. Transmitting positive messages is the only way to persuade consumer behavior.

B. Transmitting positive messages is one of the advertising techniques used to attract attention, engage minds, trigger emotions, and change what people think.

C. Placing advertisements with only positive messages in newspapers applies to the “appeals to emotion” advertising method.

D. Placing advertisements with negative messages would be the only way to influence behavior across the spectrum of persuasive communication.

20. Which phenomenon in advertising was the result of American government agencies imposing the support of wartime campaigns on network sponsors?

A. Sponsors now control every aspect of programming

B. Public relations and advertising begin to merge

C. The propaganda model is applied to advertising

D. The creation of the Public Broadcasting Service

21. Advertising is a form of communication for marketing and is used to encourage or persuade an audience to continue or take some new action. Continue this sentence with the most appropriate explanation.

A. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

B. Most commonly, the final result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common.

C. Most commonly, the expected result is to concrete the consumer loyalty to a brand.

D. Most commonly, the assumed result is to identify products and differentiate them from other products.

22. Which technical term applies to the following, “The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products”?

A. Stamping

B. Soft Sell advertising technique

C. Advertising

D. Marketing

23. Which concept uses research, strategy, and design to recycle public discourse into communicative selling?

- A. Transfer
- B. Branding
- C. Marketing
- D. Public relations

24. Which quality best describes the “Powers style” to ad writing?

- A. Emotional
- B. Aggressive
- C. Educational
- D. Straightforward

25. Which of the following words falls under the definition of the purpose of a producer to emphasize a phrase that the company wishes to be remembered by?

- A. Slogan
- B. Logo
- C. Design
- D. Product

26. Which of the following refers to the underlying idea that captures the attention of a message receiver?

- A. Appeal that can be emotional, fearful, humorous and sexual
- B. Design that can be striking or unconventional
- C. Unit price for a particular good
- D. The repetitive appearance of a logo, which can foster consumer loyalty to a brand

27. A recognizable and distinctive graphic design, stylized name, a unique symbol or other device for identifying an organization is known as a _____.

- A. Visual message
- B. TV commercial
- C. Logo
- D. Newspaper ad

28. Which of the followings defines repetitive and recurring verbal, visual and material elements?

- A. Stamping
- B. Appeals to emotion
- C. Exploitation of fear
- D. Selling sentiment

29. Which programming genre created by the Blackett-Sample-Hummert agency famously blended elements of advertising and programming?

A. Talk shows

B. Soap operas

C. Infomercials

D. Awards shows

30. What were the key success factors of Coca Cola?

A. Capturing mass audience, offering a gimmick and slogan stamping.

B. The ability to systematically innovate and deliver new products, and moving from a single core product to a total beverage company.

C. Implementing a customized selling and production model in varying global markets.

D. All of the above.

31. Which method of studying advertising is critiqued for its tendency to state the obvious in the hands of less skilled researchers?

A. Audience research

B. Content analysis

C. Ethnography

D. Semiotics

32. Which advertising format favours abstract symbolic relationships over pragmatic utility?

- A. Lifestyle
- B. Personalized
- C. Product-Image
- D. Product-Information

33. Which phase in the history of advertising promised control over the judgment of others (also called “black magic”) thanks to the assistance of the product?

- A. Narcissism
- B. Idolatry
- C. Totemism
- D. Iconology

34. Advertisers pull from an ambiguous _____ in order to differentiate a “youthful and exciting” shampoo from a shampoo that provides “the natural look.”

- A. Utility belt
- B. Gratification bag
- C. Image pool
- D. Culture bank

35. Within a consumer society, what is the most influential determinant of the status value of a commodity?

A. Price

B. Quality

C. Packaging

D. Popularity

36. The list of 'generating desire', 'selling', 'strengthening consumer loyalty' and 'concreting loyalty to a brand' implies the definition of the _____ of advertising.

A. Aim

B. Method

C. Driving force

D. Creative topic and techniques

37. The technical terms of 'dramatic conflict', 'problem—solution', 'personification', 'exaggeration', 'visual story' and 'reason of why to try or buy' provide the description of which principle in advertising?

A. Aim

B. Method

C. Driving force

D. Creative topic and techniques

38. What is synergy in the context of advertising?
- A. It is the exploitation of the seven devices of persuasion in order to have the consumer emotionally engaged in buying a product.
 - B. It is the interaction or cooperation of two or more agents to produce a combined effect greater than the sum of their separate effects (e.g. $2 + 2 = 5$).
 - C. A memorable visual with memorable words that create imagery that communicates in a nanosecond, immediately resulting in an intellectual and human response.
 - D. Synergy can only be interpreted in mathematics and physics, and it does not have relevance for advertising.
39. What was the goal of introducing the Apple slogan, 'Think different' in the early 90's?
- A. Steve Jobs aimed to implement a new advertising campaign to avoid his dismissal from the Executive Board of Apple.
 - B. Through introducing a new slogan, Apple became more competitive than Microsoft.
 - C. The 'Think different' slogan only referred to the striking design of Apple's new desktop computer.
 - D. Targeting potential consumers who were crazy about changing the world (calling forth the common recollection of the hippy generation).

40. Why was the design of the first iMac computer produced by Apple so significant in advertising and selling that product?

- A. The design had a pivotal role in generating emotional connection and appeal to the product.
- B. The design was nothing else but emphasizing the functionality of an iMac.
- C. It was important only because Apple employed a new designer.
- D. Designers employed by Apple Inc. aimed for the first iMac to look like “another planet” compared to a Microsoft desktop computer.

41. Every advertisement, marketing tool and commercial is deeply rooted in the texture of society, calling forth images, stories, memories and feelings. Does this definition prevail in the success of the Apple brand?

- A. Yes, because the symbol of an apple, the meanings of an apple, and the historical and societal connotations of an apple give the force of synergy.
- B. Yes, because the symbol of an apple, the meanings of an apple, and the historical and societal connotations of an apple give the force of persuasion.
- C. Yes, because the symbol of an apple, the meanings of an apple, and the historical and societal connotations of an apple are the parts of the seven devices of propaganda.
- D. No, because the apple as a symbol has nothing to do with the Apple brand and success; not even in the case of the first Apple

advertisement where the famous Isaac Newton case was portrayed.

42. Out of the television commercials broadcast during the Super Bowl 2013, the 'Get in. Get Happy' Volkswagen commercial falls under which creative advertising technique and topic?

A. The Volkswagen TV commercial falls under the 'Invented character' topic; in this genre of commercials the characters do not reflect the brand or even a demographic profile of the target audience.

B. The Volkswagen TV commercial falls under the 'Triggering emotion' topic; in this genre of commercials, the audience is triggered emotionally to generate strong feeling of love or anger, grief or sadness.

C. The Volkswagen TV commercial falls under the 'Problem—Solution' topic, which works particularly well when the target audience has a big problem or big concern and only the advertised product and the purchase of this certain product are able to provide solution.

D. The Volkswagen TV commercial falls under the 'Dramatic conflict' topic, because a generated dramatic conflict was the only way to engage viewers in purchasing the advertised car.

43. Out of the television commercials broadcast during the Super Bowl 2013, the 'Space Babies' KIA commercial falls under the following creative advertising technique and topic.

- A. The KIA TV commercial falls under the 'Personification' topic, because this ad gave a human face to the product characterizing an abstract idea, such as hunger, greed, love or jealousy.
- B. The KIA TV commercial falls under the 'Exaggeration' topic, because this technique can help simplify the message into one sentence or one visual by letting the customer push his/her imagination to an outrageous exaggeration.
- C. The KIA TV commercial falls under the 'Reasons why to try or buy' topic, because it gave the audience a rational and emotional reason to buy the advertised KIA model.
- D. The KIA TV commercial falls under the 'Sex' topic, because the TV commercial gave a sexy face to the product increasing its appeal.

44. In the case of the Water is Life Campaign designed by DDB New York and its advertisements on television, why did the viewers feel the need to donate?

- A. The adverts generate feelings of guilt, which follow from the thought that the viewers are responsible for someone else's misfortune, whether or not this is the case.
- B. Portraying people from the Third World always touches the viewers.
- C. The Water is Life campaign and its ads are not based on the appeals to guilt advertising technique, but apply the soft sell advertising method.
- D. The aforementioned campaign does not request people to donate.

45. What is the function and role of social networks (Facebook, Twitters, etc.) in public awareness campaigns and advertising?

- A. Based upon the glittering generalities effect in advertising, it appeals to the subject to follow the crowd and join in, because others are doing so as well.
- B. Social networks help people meet like-minded contacts and to persuade each other to purchase the very same product.
- C. Social networks and community building have no impact on consumers in public awareness campaigns and advertising.
- D. By the use of the impetus of the bandwagon effect in advertising, social networks catalyze co-operation and social action.

46. What is the function of “selling sentiment” advertising technique?

- A. Selling an emotional appeal is related to an individual’s psychological and social needs for purchasing certain products and services.
- B. Advertising emotional appeals is designed in a way so as to create a positive image of products and services.
- C. The selling sentiment technique boosts the synergy of the bandwagon and transfer device in advertising.
- D. Particular ads and their use target consumers to have a positive emotional state.

47. What were the major components of synergy in The Blair Witch Project pseudo-documentary (mockumentary)?

- A. The synergy consists of and exploits basic human needs and instincts.
- B. The synergy was brought about by the co-operation and interaction of different psychological factors in advertising.
- C. The interaction among human and psychological factors, the bandwagon device, and the function of community building supported the effectiveness of synergy.
- D. The major components of synergy were the bandwagon, glittering generalities, transfer and card stacking devices.

48. Did the viral marketing technique have a significant role and effect in advertising and marketing The Blair Witch Project?

- A. Yes, because the viral effect of this marketing spread through many different networks, including word-of-mouth, e-mails, Web forums and Internet chat rooms.
- B. Yes, but only because the viral marketing supplied its audience with something of value for free.
- C. No, because the viral marketing strictly used and exploited the effect of television campaign and ads.
- D. No, because its advertising and marketing are exclusively based on mainstream advertising outlets.

49. According to the Code of Advertising Practice, “advertising shall not use arguments based on or taking advantage of fear, distress or superstitions of advertising addressees. Advertisers might resort to fear as long as it is proportionate to risk, and only when it is used to encourage responsible behavior or to discourage dangerous, unwise or illegal actions.” However, this rule does not apply to movie trailers of horror movies, because such advertisements or commercials can be broadcast on television. Why?

- A. Because the Code of Advertising Practice covers only product ads on television.
- B. Because advertisements on television should not comply with the regulation of the Code of Advertising Practice.
- C. Because movie trailers are not television commercials.
- D. Because every movie trailer includes age rating classification, and consequently complies with another rule in TV advertising.

50. What does the following technical term, ‘Advertiser generated news feed’ apply to?

- A. Super Bowl Half-Time Show with Beyoncé and Destiny’s Child in 2013
- B. Felix Baumgartner’s supersonic jump conceived by Red Bull GmbH
- C. Justin Bieber vomiting on stage on the first night of his world tour in 2012
- D. Reaching a tentative agreement that ended the NHL lockout.