**Advertising Promotion**

**Course Number: 210011**

**Homework: 5**

Following are 33 multiple choice questions, each worth 3 points, covering Chapters 14 and 15. Indicate the answer you think best answers the question asked.

**Chapter 14:**

1) The agency that would be concerned with the salt content in foods is the:

A) Federal Trade Commission.

B) Federal Communications Commission.

C) United States Postal Service.

D) Food and Drug Administration.

2) The agency that monitors advertising on food packages and advertisements for medicines is the:

A) Federal Trade Commission.

B) Federal Communications Commission.

C) United States Postal Service.

D) Food and Drug Administration.

3) If a customer is concerned about the labeling on a bag of potato chips, the regulatory agency to contact is the:

A) Federal Communications Commission.

B) Food and Drug Administration.

C) Federal Trade Commission.

D) United States Postal Service.

4) Public complaints about the amount of violence on television would be sent to the:

A) FCC.

B) FDA.

C) FTC.

D) BATF.

5) The law states that advertising to children cannot exceed 12 minutes per hour during weekdays. Which organization is responsible for making sure this time limit is not exceeded?

A) Federal Communications Commission

B) Federal Trade Commission

C) Food and Drug Administration

D) United States Postal Service

6) The Food and Drug Administration regulates and oversees:

A) marketing materials sent through the mail.

B) packaging and labeling of products, advertising on food products, and advertising of drugs.

C) television, radio, and the telephone industries.

D) the amount of time that television stations are permitted to advertise to children.

7) The agency with the greatest degree of jurisdiction over marketing and advertising is the:

A) FTC (Federal Trade Commission).

B) FCC (Federal Communications Commission.

C) USPS (United States Postal Service).

D) FDA (Food and Drug Administration).

8) The original role of the Federal Trade Commission was to:

A) provide protection for consumers from big businesses.

B) oversee the marketing industry.

C) enforce antitrust laws and protect businesses from one another.

D) regulate advertising and marketing communications.

9) The Wheeler-Lea Amendment to the FTC Act:

A) regulates excessive advertising to children.

B) prohibits deceptive and misleading advertising.

C) prohibits puffery and comparative advertising.

D) sets the substantiation requirements that an ad must meet when claims are made about a product.

10) Each of the following is a component of the Wheeler-Lea Amendment to the FTC Act *except*:

A) expanded authority of the FTC to prohibit false and misleading advertising practices.

B) granted the FTC power to monitor the amount of time television stations advertise to children.

C) gave the FTC power to levy fines when necessary.

D) granted the FTC access to the courts to enforce the law and ensure compliance with FTC rulings.

11) An advertisement or communication is deemed to be deceptive or misleading when:

A) the misrepresentation induces anyone or someone to make a purchase.

B) a substantial number of people make a purchase or are influenced by the advertisement.

C) a substantial number of people or the "typical person" is left with a false impression or misrepresentation that relates to the product.

D) a competing firm makes the same claim.

12) Puffery is:

A) a deliberate attempt to mislead and deceive.

B) any illegal marketing activity.

C) increased product prices to cover advertising costs.

D) an exaggerated claim with no overt attempt to mislead or deceive.

13) Words such as "best," "greatest," and "finest" used in advertising are examples of:

A) deceptive advertising.

B) misleading advertising.

C) standard industry practices.

D) puffery.

14) If Wendy's makes an advertising claim that the company offers great-tasting hamburgers, the practice is:

A) a violation of the company's code of ethics.

B) misleading and deceptive advertising.

C) puffery.

D) cross-promotion claim.

15) The Federal Trade Commission, National Advertising Division, and the courts would consider the word "better" used in an advertisement to be:

A) deceptive and misleading advertising.

B) puffery.

C) puffery, but it also implies a comparison, which, if challenged, may require substantiation.

D) a violation of the Federal Trade Commission Act.

**Chapter 15**

1) A message evaluation can take place:

A) when an ad is completed.

B) when an ad has been shown to the public.

C) when the campaign is complete.

D) at any stage of the development of an ad.

2) A storyboard is used to outline the structure of which type of advertisement?

A) Radio

B) Television

C) Magazine

D) Print

3) Although ads can be tested prior to production, most advertising agencies perform little pretesting because they:

A) tend to be unreliable.

B) are too expensive.

C) are not requested very often by clients.

D) have to be matched with posttests to be effective.

4) Of the following methods of evaluating advertising and ad campaigns, the one that holds the most promise for the future is:

A) advertising tracking research.

B) copytesting.

C) online cookie analysis.

D) cognitive neuroscience.

5) Advertising tracking research examines:

A) web chatter about ads and ad campaigns.

B) physiological reactions to ads and ad campaigns.

C) ads that have been finished or in the latter stages of production.

D) ads that have already been launched.

6) An in-market advertising research method that monitors a brand's performance and advertising effectiveness is:

A) emotional reaction tests.

B) copytesting.

C) cognitive neuroscience.

D) advertising tracking research.

7) With advertising tracking research, tests can be performed to measure each of the following *except*:

A) effectiveness of media buys.

B) general measure of the effect of media weight (media spending).

C) quality of the ad's message and execution.

D) level of web chatter about the ad and brand.

8) In an advertising tracking research exercise, respondents are shown a(n):

A) entire ad, but without the brand name being visible.

B) brief portion of the ad that includes one mention of the brand name.

C) brief portion of the ad or stills of the ad with the brand name removed or hidden.

D) series of ads so they will not know which ad is being studied.

9) When using advertising tracking research, after a respondent is shown a segment of an advertisement or stills of an ad, respondents are asked first if they:

A) can identify which brand was in the ad from a list of brands shown to them.

B) can identify the brand being advertised.

C) recognize the company or brand.

D) like the ad.

10) Asking respondents if they recognize a brand in an advertisement measures:

A) memorability.

B) aided brand awareness.

C) unaided brand awareness.

D) brand and ad recognition.

11) After being shown a segment or stills of an ad, respondents are asked to identify the brand being advertised, which measures:

A) memorability.

B) aided brand awareness.

C) unaided brand awareness.

D) brand and ad recognition.

12) After being shown a segment or stills of an ad, respondents are given a list of brands and asked to identify the correct brand that was in the ad, which measures:

A) memorability.

B) aided brand awareness.

C) unaided brand awareness.

D) brand and ad recognition.

13) Advertising tracking research does not measure:

A) ad likeability.

B) unaided and aided brand awareness.

C) unaided and aided campaign recall.

D) physiological reactions.

14) Advertising tracking research does not measure:

A) ad memorability.

B) unaided and aided message recall.

C) brand and ad recognition.

D) emotional reactions.

15) In ad tracking research, if respondents are asked if they have a "general positive feeling about a brand," the measure obtained is which type of score?

A) Brand image

B) Brand equity

C) Impression

D) Emotional

16) When using message evaluation techniques, copytesting is most likely to be used:

A) in conjunction with ad tracking research.

B) in the final stages of ad development or with the finished ad.

C) with theater and portfolio tests.

D) with online metrics.

17) Which type of evaluation method can provide clients and advertising agencies with an idea that "wear-out" effects are starting to occur?

A) Ad tracking research

B) Copy testing

C) Cognitive neuroscience

D) Emotional reaction tests

18) Advertising tracking research does not provide information regarding:

A) how an ad is performing compared to previous ads.

B) why an ad is not performing well.

C) how an ad is performing compared to the competition.

D) how an ad is performing over time.