

PRINCIPLES OF ADVERTISING

WEEK 6: MID-TERM QUIZ

COVERING WEEK 1 to 5 LECTURES

TOTAL 40 Marks

Duration: 1 hour

INSTRUCTIONS: Attempt all the Questions in section I, each is 2 Marks and in Sections II answer TWO Questions only.

SECTION I (COMPULSORY) MULTIPLE-CHOICE QUESTIONS

1. What do critics of advertising say?
 - a. Advertising is merely a fashion guide and not informative.
 - b. Advertising is a waste of an organization's resources.
 - c. Advertising is merely entertaining and not informative.
 - d. Advertising makes people do things they do not want to do.
 - e. Advertising influences the editorial content or programming in which it is placed.

2. _____ is the logic and planning behind the advertisement that gives it direction and focus.
 - a. Creative idea
 - b. Execution
 - c. Media
 - d. Strategy
 - e. Idea generation

3. Strategy, the creative idea, the advertising executions, and the media must work in concert for an ad to be truly _____.
 - a. efficient
 - b. effective
 - c. creative
 - d. interesting
 - e. entertaining

4. In which fundamental concept of advertising does the advertiser develop the ad to meet specific objectives, carefully direct it to a certain audience, create its message to speak to that audience's most important concerns, and run it in media that will reach its audience most effectively?
 - a. advertising strategy
 - b. creative strategy
 - c. execution strategy
 - d. media strategy
 - e. evaluation strategy

5. The _____ is the ad's central idea that grabs your attention and sticks in your memory.
 - a. advertising strategy
 - b. creative concept

- c. creative execution
 - d. creative media
 - e. tagline
6. Which advertising approach uses reasons to persuade consumers?
- a. mass-sell
 - b. logical-sell
 - c. hard-sell
 - d. soft-sell
 - e. informative-sell
7. Which advertising approach builds an image for a brand and attempts to touch consumers' emotions?
- a. mass-sell
 - b. logical-sell
 - c. hard-sell
 - d. soft-sell
 - e. emotional-sell
8. On which level do ads and their goals work?
- a. satisfying consumers' objectives by engaging them with a relevant message that catches their attention, speaks to their interests, and remains in their memories
 - b. achieves the company's marketing objectives
 - c. are recognized by peers in the industry for their creativity
 - d. a and b
 - e. a, b, and c
9. During which stage of the evolution of advertising did advertising grow in importance and size because of numerous social and technological developments?
- a. Age of Print
 - b. Industrial Revolution and Emergence of Consumer Society
 - c. Modern Advertising Era
 - d. Technology Era
 - e. Accountability Era
10. _____ is the practice of unifying all marketing communication tools so they send a consistent, persuasive message promoting company goals.
- a. Marketing communications (MC)
 - b. Integrated advertising execution (IAE)
 - c. Integrated promotional activities (IPA)
 - d. Integrated marketing communications (IMC)
 - e. Global marketing communications (GMC)

11. Some critics claim that advertising has a strong impact on how young women view themselves, resulting in negative self-images. Some have even claimed that advertising is a major cause of eating disorders for young women because ads targeted to this demographic use unreasonably thin models. Which role of advertising does this illustrate?
- marketing role
 - economic role
 - societal role
 - communication role
 - soft-sell role
12. Which of the following is NOT a way advertising adds value to a product?
- making the product appear more desirable
 - making the product appear more of a status symbol
 - making the product more convenient for consumers to buy
 - providing news and useful information of interest to consumers
 - all of the above are ways advertising adds value to a product
13. Sam is a brand manager for a manufacturer of consumer package goods. Part of his job entails launching new products into the marketplace. Before he launches a new product, however, Sam's department conducts extensive research to identify the needs and wants of the customer, rather than finding ways to sell products that may or may not meet customers' needs. Which key concept of marketing is Sam implementing?
- exchange
 - branding
 - added value
 - marketing concept
 - customer concept
14. A(n) _____ is any advertising message that consumers believe reflects the opinions, beliefs, or experiences of an individual, group, or institution.
- endorsement
 - comparative ad
 - puffed ad
 - one-sided message
 - two-sided message
15. _____ motivates a business to perform a useful function within society and to make its impact on society positive rather than negative.
- Moral compass
 - Social ethics
 - Social responsibility
 - Professional standards
 - Personal ethics

SECTION II: Answer TWO questions ONLY, each is 5 MARKS

QUESTION 1

Lisa does not have a lot of resources to spend on promoting her business. What key player in advertising is most likely to be of value to Lisa in assisting her in her advertising efforts?

QUESTION 2

Nike is an international brand with a distinctive brand image. Name and describe the four important categories of key players involved in the marketing of this brand.

QUESTION 3

Assume you are just starting out in an advertising career and are concerned about making ethical decisions. What resources are available to help guide you to a “right” decision, and what type of criteria might you consider when making an advertising decision?

PRINCIPLES OF ADVERTISING

MARKING SCHEME: MID-TERM QUIZ

WEEK 1 to 6

TIME: 1 Hour

INSTRUCTIONS: Attempt all the Questions in section I, each is 2Marks and choose TWO questions only in Section II, each is 5 MARKS

SECTION I: MULTIPLE-CHOICE QUESTIONS

- Q1. D
- Q2. D
- Q3. B
- Q4.A
- Q5. B
- Q6. C
- Q7. C
- Q8. D
- Q9. B
- Q10.D
- Q11.C
- Q12.C
- Q13.D
- Q14.A
- Q15.C

SECTION II

QUESTION 1

Lisa does not have a lot of resources to spend on promoting her business. What key player in advertising is most likely to be of value to Lisa in assisting her in her advertising efforts?

Answer:

The key players in advertising are the advertiser (Lisa), advertising agency, media, vendors, and the target audience. Because Lisa is a local retailer with limited geographic reach and limited financial resources, she would benefit from using local media, such as radio and newspapers. Many media organizations will assist advertisers in the design and production of advertisements, such as a retailer preparing an ad for the local newspaper. Some, such as radio or cable television, may even produce the advertisement for little or no charge. Local media also assist advertisers in gaining a better understanding of their target audience as well as setting reasonable objectives for their advertising. Vendors, such as photographers and television production

companies, may also be able to assist Lisa in producing her ads. Finally, Lisa could use a full-service advertising agency that will perform every function of advertising for her, but with her limited resources, this may not be feasible, or even necessary.

QUESTION 2

Nike is an international brand with a distinctive brand image. Name and describe the four important categories of key players involved in the marketing of this brand.

Answer:

The four important categories of key players are the marketer, suppliers or vendors, distributors and retailers, and agencies. Nike is the marketer of the Nike brand, that is, it's the company behind the product that produces the product and offers it for sale. The materials and ingredients used in producing the Nike products are obtained from other companies who are referred to as suppliers and vendors. Their work also determines the quality of the final product, and the ingredients they provide, as well as the cost of their materials, are a big factor in determining Nike's price. The distribution chain or channel refers to the various companies that are involved in moving Nike products from its manufacturer to the consumer. These resellers, or intermediaries, may actually take ownership of the product and participate in the marketing, including the advertising.

QUESTION 3

Assume you are just starting out in an advertising career and are concerned about making ethical decisions. What resources are available to help guide you to a "right" decision, and what type of criteria might you consider when making an advertising decision?

Answer:

There are laws and regulations governing the practice of advertising, but there are also codes of conduct, as well as personal and professional decision-making guidelines. Three types of criteria need to be considered when making an advertising decision:

- (1) The Social Ethic—The Golden Rule (Do unto others as you would have them do unto you.). Social responsibility motivates a business to perform a useful function within society and to make its impact on society positive rather than negative—and that includes its advertising as well as other business practices.
- (2) The Professional Ethic—What would be viewed as proper by an objective panel of my professional colleagues? Professional ethics are often expressed in a code of standards that identifies how professionals in the industry should respond when faced with ethical standards (e.g., the 4 As "Standards of Practice").
- (3) The Personal Ethic—Would I feel comfortable explaining this action to the general public on TV? to my mother? Personal judgment and moral reasoning rest on an intuitive sense of right and wrong.