

Mini Test 12 Question Bank and Answers

- In class, we heard about the ways in which social media can generate sales. Which of the following is NOT one of those ways?
 - ✔ e. Actually, these were ALL related to how social media can generate sales!
- According to the lecture, telephone sales, catalogs and flyers, and online computer shopping are all good examples of:
 - ✔ e. direct marketing
- According to lecture, Pioneering Advertising is most likely used to:
 - ✔ a. Inform
- In Marketing in the News, we heard that Nike has begun an advertising push targeting an audience that could add \$2 billion of additional sales by 2017. What audience is Nike targeting?
 - ✔ b. Women
- Trade promotions refer to
 - ✔ d. sales tools used to support a company's advertising and personal selling directed to wholesalers, distributors, or retailers.
- One disadvantage of using the Internet as an advertising medium is
 - ✔ a. technical and administrative standards for the various online advertising formats are still evolving.
- one advantage of using newspapers as an advertising medium is their
 - ✔ d. their relatively low cost.
- The various forms of online media content that are publicly available and created by end users is referred to as
 - ✔ a. user-generated content (UGC).
- Most advertising messages are made up of two elements, which are
 - ✔ b. informational and persuasive.
- During Super Bowl weekend, Pepsi introduces a new brand of soft drink. On that same weekend, Coca-Cola offers a "BOGO" (Buy One, Get One) promotion to make the Pepsi new product introduction more difficult. Which type of sales promotion is Coca-Cola using?
 - ✔ a. a deal
- In class, we learned that consumers often have "doubts" about their purchases (called "post-purchase dissonance"). What type of advertising do marketers use to reduce consumers' doubts about their purchases?
 - ✔ e. Reinforcement
- In class, we learned about the 5 phases of social media measurement. Which phase is related to share of voice and sentiment?
 - ✔ b. Influence
- From what we heard in class, which form of media would you choose if you needed to get out ads in a flexible and timely manner to a local market?
 - ✔ d. Newspapers
- In Marketing in the News, we heard about a new technology that Jameson whiskey has implemented in its Facebook and Instagram ads. What technology did they implement?
 - ✔ d. 3-D ads that "pop" off the screen
- One disadvantage of using the Internet as an advertising medium is

- ✔ c. the effectiveness of online advertising is still uncertain.
- Figure 19-3 above shows the _____ web page for StuffDOT and the data available for marketers to assess its performance and understand its users.
 - ✔ d. Facebook
- All of the following statements are true about the changing aspects of television as an advertising medium **EXCEPT**:
 - ✔ d. DVR manufacturers have removed the "skip" button on their remotes to limit ad-zapping in response to advertiser complaints.
- The kind of advertisements that state the position of a company on an issue, such as the ads sponsored by the Miller Brewing Company encouraging the responsible use of alcohol, are _____ advertisements.
 - ✔ a. advocacy
- Which of the following forms of direct marketing has the **LOWEST** business expenditures according to Figure 17-8 above?
 - ✔ b. e-mail
- A recent study found that "Likes" or "Friends" to a brand's Facebook Page is worth _____ in terms of product spending, brand loyalty, and 'propensity to recommend' the site to others.
 - ✔ e. \$174

In Marketing in the News, we heard about some technology being used by the Girl Scouts to help sell cookies. What technology did we hear about?

- ✔ e. The Girl Scout Cookie Finder app, to find nearby sales
- According to the lecture, telephone sales, catalogs and flyers, and online computer shopping are all good examples of:
 - ✔ e. direct marketing
- Our goal is to reach 60% of our target audience during the next 6 months with the message KSU is listed in the Best Business Schools by The Princeton Review.
 - ✔ a. Disperse ads in various media over the months
- In class, we considered how Social Media differs from Traditional Marketing. Which of the following is true of Social Media (as compared to traditional advertising)?
 - ✔ d. Social media is more measurable.
- The next big change coming to television advertising will **MOST LIKELY** be
 - ✔ a. OTV or online TV.
- A fan source is
 - ✔ b. where a social network following comes from—with fans coming from a friend being more valuable than those coming from an ad.
- There are four commonly used forms of institutional advertising: advocacy, pioneering, competitive, and _____.
 - ✔ c. reminder
- Product placement refers to
 - ✔ a. the consumer promotion that involves the use of a brand-name product in a movie, television show, video, or a commercial for another product.
- Trade promotions refer to

