
ADVERTISING

Overview

This event provides recognition for FBLA members who possess knowledge of the basic principles of advertising.

This is an individual online test.

Competencies and Task Lists

<http://www.fbla-pbl.org/competitive-event/advertising/>

Website Resources

- Glossary of Advertising Terms
http://www.aai.ie/resources/uploads/Glossary_of_Advertising_Terms.pdf
- Rutgers Advertising Review
<http://adreview.rutgers.edu/glossary.php>

ADVERTISING SAMPLE QUESTIONS

- 1) The United States has a
- A) command economy.
 - B) market economy.
 - C) traditional economy.
 - D) socialist economy.

Competency: Basic Marketing Functions

- 2) Common types of sales promotions include all of the following EXCEPT
- A) guaranteed customer satisfaction.
 - B) product displays.
 - C) sweepstakes.
 - D) contests.

Competency: Personal Selling and Sales Promotion

- 3) The value of each customer based on recency, frequency, and monetary factors is measured by
- A) consumer input index.
 - B) consumer price index.
 - C) RFM analysis.
 - D) market share.

Competency: Traditional Advertising Media

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- 4) All of the following are examples of aerial advertising except
- A) airplanes.
 - B) blimp.
 - C) hot air balloons.
 - D) helicopter.

Competency: Alternative Forms of Advertising Media

- 5) Promoting Jif peanut butter as the one "choosy moms choose" is an example of
- A) benefit positioning.
 - B) user positioning.
 - C) application positioning.
 - D) price and quality positioning.

Competency: Branding and Positioning

- 6) The opportunity cost of a chosen item or activity is
- A) the cost of the choice.
 - B) the value of the best alternative you must give up.
 - C) how many chances you will have to buy it.
 - D) the percentage of budget.

Competency: Advertising and the Economy

- 7) Businesses frequently use a(n) _____ to inform the media about a new product or special event.
- A) newscast
 - B) infomercial
 - C) press release
 - D) media statement

Competency: Promotion

- 8) _____ is often considered to be free advertising.
- A) Public relations
 - B) Advertising
 - C) Promotion
 - D) Publicity

Competency: Advertising and Public Relations

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- 9) Advertising plans are based on
A) objectives that describe the desired result.
B) emotional instincts.
C) company budgets.
D) entrepreneurship.

Competency: The Advertising Plan

- 10) The creative strategy for the advertising plan does not
A) what the advertising message should be.
B) describe who the target market is.
C) determine the budget for the advertising campaign.
D) how the message will be communicated.

Competency: Creation of the Advertisement

- 11) A generalization about the "typical" characteristics of a specific group of individuals is called a
A) human element.
B) perception.
C) stereotype.
D) confirmation.

Competency: Consumer-Oriented Advertising

- 12) The _____ examines the number of sales generated in relation to the dollar amount spent on advertising.
A) competitor model
B) tangible results method
C) percentage of budget
D) market response model

Competency: Financial Planning for Advertising

- 13) Maslow's Hierarchy of Needs Pyramid suggests that individuals realize their potential through which level on the pyramid?
A) self-actualization
B) physiological
C) esteem
D) security

Competency: Consumer Behavior

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- 14) A consumer goes to the hardware store to purchase their favorite brand of paint and discovers that the brand has been discontinued. The consumer will expend moderate effort to search for information about a substitute product to make a(n)
- A) new purchase.
 - B) modified purchase.
 - C) unsought purchase.
 - D) repeat purchase.

Competency: Consumer Purchase Classifications

- 15) Which of the following is **not** an aspect of psychographic segmentation?
- A) opinions
 - B) attitudes
 - C) age
 - D) lifestyle

Competency: Market Segmentation

- 16) The assortment of products that a business sells is called the
- A) product mix.
 - B) product assortment.
 - C) product reach.
 - D) product line.

Competency: Product Development

- 17) _____ strategies provide consumers with reasons to purchase specific products.
- A) Community
 - B) Positioning
 - C) Segmentation
 - D) Cultural

Competency: Product Life Cycle

- 18) The point at which supply and demand are equal is known as the
- A) elastic demand.
 - B) inelastic demand.
 - C) economic balance.
 - D) price equilibrium.

Competency: Price Planning

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- 19) Logistics is the physical distribution process that involves transporting _____, and _____ products.
- A) storing, delivering
 - B) delivering, reprising
 - C) storing, improving
 - D) storing, promoting

Competency: Channels of Distribution/Supply Chain Management

- 20) When a travel agency decides to advertise in the local newspaper, send direct-mail pieces to potential customers, sponsor a contest, and offer rebates, the company is establishing its
- A) distribution strategy.
 - B) communication plan.
 - C) promotional mix.
 - D) selling policy.

Competency: Types of Promotion

- 21) Descriptive research is a form of marketing research used by public relations agencies to
- A) try several theories to determine the best plan of action.
 - B) obtain specific information related to the agency's situation.
 - C) make predictions for the agency's future sales.
 - D) determine economic impact on the company.

Competency: Marketing Research for Advertising

- 22) Which type of marketing uses techniques to get consumers to buy products or services from a non-retail setting like the consumer's home?
- A) word of mouth promotion
 - B) indirect marketing
 - C) area endorsement
 - D) direct marketing

Competency: Developing an Effective Sales Promotion Strategy

- 23) "Our toothpaste fights cavities" is an example of a(n)
- A) subliminal message.
 - B) promise.
 - C) implied claim.
 - D) express claim.

Competency: Consumer-Oriented Advertising and Sales Promotion

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- 24) "Our cereal is an important part of a healthy breakfast," is a(n) _____ about the health benefits of the cereal.
- A) material misrepresentation
 - B) implied claim
 - C) express claim
 - D) disclaimer

Competency: Types of Communication

- 25) Promotional e-mail messages sent by a business present the challenge of
- A) unreasonable lead time.
 - B) irrelevant message content.
 - C) undeliverable mail.
 - D) incorrect feedback.

Competency: Effective Advertising and Promotional Messages

- 26) All of the following are currently operational government regulatory agencies EXCEPT
- A) the Wheeler-Lea Committee (WLC)
 - B) the Federal Communications Commission (FCC)
 - C) the United States Postal Service (USPS)
 - D) the Food and Drug Administration (FDA)

Competency: Legal and Ethical Issues Affecting Advertising

- 27) Cultural attitudes that highly value the needs of the group over the needs of the individual might likely be found in
- A) South America.
 - B) France.
 - C) the United States.
 - D) the United Kingdom.

Competency: Advertising in a Multicultural Market (Global Vision)

- 28) Purchases made by Hispanics in the U.S.
- A) make up an insignificant amount of the GDP.
 - B) have declined during the past decade.
 - C) are expected to decrease the next decade.
 - D) have increased more than 100 percent over the past decade.

Competency: Advertising in a Multicultural Market (Global Vision)

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- 29) Advertisements that include individuals from multiple cultures use
- A) discrimination.
 - B) visual diversity.
 - C) diversity manipulation.
 - D) ethnocentrism.

Competency: Diversity and Advertising

- 30) Which of the following might NOT be a good fit in an advertising career?
- A) a preference for working alone
 - B) a preference for a less structured environment
 - C) a willingness to work hard for high compensation
 - D) a love of movies and music

Competency: The Advertising Industry and Careers