**Advertising Promotion**

**Course Number: 210011**

**Homework: 2**

Following are 33 multiple choice questions, each worth 3 points, covering Chapters 5, 6 and 7. Indicate the answer you think best answers the question asked.

**Chapter 5:**

1) In the hierarchy of effects model, preference for a particular product only occurs after each of the following occurs *except*:

A) awareness.

B) liking.

C) knowledge.

D) conviction.

2) In the hierarchy of effects model, before Sandra will develop a preference for K-Swiss shoes, she must first:

A) know about K-Swiss shoes and like the K-Swiss brand.

B) have conviction that the K-Swiss brand is superior to other brands.

C) know about K-Swiss shoes and believe they are the best.

D) become aware of the K-Swiss brand and develop a conviction about the brand.

3) In the hierarchy of effects model, to obtain brand loyalty:

A) all six steps must be present.

B) knowledge and preference is essential, the other steps are not.

C) liking, preference, and conviction are essential, the other steps are not.

D) awareness, knowledge, and conviction are essential, the other steps are not.

4) The hierarchy of effects model:

A) only works in the correct sequence of the model.

B) is designed to build recall more than an actual purchase decision.

C) clarifies the advertising approach to use by showing what to emphasize during each stage of the model.

D) leads to impulse buying decisions if applied correctly.

5) The attitude formation sequence which matches the typical steps in the hierarchy of effects model is:

A) cognitive-affective-conative.

B) affective-conative-cognitive.

C) liking-decision-discovery.

D) discovery-liking-decision.

6) In an advertisement for Curves for Women, consumers are encouraged to "join now" by offering them the remainder of the summer free. This portion of the ad corresponds to which step in the hierarchy of effects model?

A) Awareness

B) Knowledge

C) Conviction

7) In a means-end chain for milk, the calcium content of milk leads to healthier bones, which leads to a display of wisdom and a comfortable life free of osteoporosis. The fact that milk has calcium represents which component of the means-end chain?

A) Product attribute

B) Consumer benefit

C) Leverage point

D) Personal value

8) In a means-end chain for milk, the calcium content of milk leads to healthier bones, which leads to a display of wisdom and a comfortable life free of osteoporosis. The display of wisdom and a comfortable life component of the means-end chain is the:

A) product attribute.

B) consumer benefit.

C) attitude formation.

D) personal value.

9) Visual elements of an advertisement are stored in the brain as:

A) forms of verbal cues.

B) images or pictures.

C) abstractions.

D) both pictures and words.

10) Which statement below about the visual element in an advertisement is *false*?

A) Visual elements are stored only in the left side of the brain.

B) Visual elements tend to be more easily remembered than verbal copy.

C) Visual elements are stored in the brain as both pictures and words.

D) Visual images often lead to more favorable attitudes toward both the advertisement and the brand.

11) Visual elements of an advertisement are stored in:

A) the left side of the brain.

B) the right side of the brain.

C) both sides of the brain.

D) the left side of the brain if the visual is abstract and right side if the visual is concrete.

**Chapter 6:**

1) According to a survey by *Adweek Media* and Harris Interactive, 55 percent of consumers said ads were:

A) somewhat or very interesting.

B) not interesting.

C) very influential in their purchase decisions.

D) somewhat influential in their purchase decisions.

2) An outline of the key ideas in an advertisement is the:

A) message theme.

B) message strategy.

C) cognitive message.

D) generic message.

3) The primary tactic or approach used to deliver a message theme is a:

A) message identification.

B) message strategy.

C) cognitive message.

D) generic message.

4) A cognitive message strategy:

A) invokes feelings or emotions and matches these with the goods, service, or company being advertised.

B) is the presentation of rational arguments or pieces of information to consumers.

C) is designed to lead more directly to some type of consumer behavior.

D) is the manner in which an ad appeal is presented.

5) Which message strategy is linked with reasoning and thinking processes?

A) Cognitive

B) Conative

C) Affective

D) Resonance

6) Which message strategy has the goal of creating an impact on a person's beliefs or knowledge structure?

A) Affective

B) Conative

C) Cognitive

D) Resonance

7) Which type of cognitive message strategy is a direct promotion of a brand without any claim of superiority?

A) Generic

B) Hyperbole

C) Preemptive

D) Brand

8) The generic cognitive message strategy is a(n):

A) claim of superiority based on a product's specific attribute or benefit, which cannot be made by a competitor.

B) direct promotion of product attributes or benefits without any claim of superiority.

C) explicit, testable claim of uniqueness or superiority that can be supported or substantiated in some manner.

D) untestable claim based upon some attribute or benefit.

9) Which type of cognitive message strategy works best for a firm that is clearly the brand leader and the dominant company in the industry?

A) Generic

B) Preemptive

C) Unique selling proposition

D) Hyperbole

10) Nintendo holds 47 percent of the market share in the handheld game market. An advertisement for Nintendo using a cognitive message strategy would probably use which approach?

A) Comparative

B) Generic

C) Preemptive

D) Unique selling proposition

11) The goal of a generic message strategy is to:

A) increase brand loyalty.

B) persuade viewers of the brand's superiority.

C) make the brand synonymous with the product category.

D) preempt the competition from using a particular claim or benefit.

**Chapter 7:**

1) The part of the media plan that states measures of goal achievements and the rationale for choices is the:

A) marketing analysis.

B) advertising analysis.

C) media strategy.

D) justification and summary.

2) Which individual formulates a plan as to where and when ads should run?

A) Creative

B) Media planner

C) Media buyer

D) Client

3) The issue of accountability for advertising results combined with the need to create a "return on investment" of marketing dollars had led to an increase in power to the:

A) creative side of the agency.

B) account side of the agency.

C) media planning and buying side of agencies.

D) client.

4) Conducting research that matches the product to the media and the target market is the primary task of the:

A) creative.

B) media planner.

C) media buyer.

D) client company.

5) Declining sales led the producers of S.O.S. scrubbing pads to advertise in women's magazines. The person most likely to provide this suggestion would be the:

A) creative.

B) media planner.

C) media buyer.

D) client.

6) The individual that negotiates rates for out-of-home space and in magazine ads is the:

A) creative.

B) media planner.

C) media buyer.

D) client.

7) What is the relationship between the size of an ad agency and the price it pays for spots on television or radio?

A) The bigger the company, the more that will be paid for advertising.

B) The bigger the company, the less that will be paid for advertising.

C) Medium-sized companies get the best deal.

D) There is no consistent relationship.

8) Effectiveness in buying media time and space is dependent on each of the following factors *except*:

A) agency culture and track record.

B) relationship between the agency and the medium's sales representative.

C) size of the agency.

D) creativity of the media buyer.

9) Reach measures the number of:

A) people, households, or businesses who are exposed to a media vehicle or message schedule at least once during a given time period.

B) people who place a particular brand into their evoked sets.

C) people who purchase a product in a given time period.

D) people who use a certain medium in a four-week time period.

9) In terms of measuring reach and frequency, the typical time period is how many week(s)?

A) One

B) Four

C) Eight

D) Ten

11) Which of the following measures the average number of times an individual, household, or business in a target market is exposed to an advertisement during a specific time period?

A) Reach

B) Frequency

C) Demographics

D) Impressions