

Name: _____ ID: _____ Section: _____ Date: __/__/2021

Advertising and Promotion - MKT330
Online FALL 2020

Individual Final Assessment (20%)
(Ch.11,14, 15, 16, 17 & 21)

Question 1- Long essay question (Total 30 points/ 10 points each)

Discuss in details and give examples of 3 ethical issues related to Advertising and promotion.

Question 2 – Short essay questions (30 points- 15 points each)

A. List and explain 3 disadvantages of TV ads. (15 points; 5 points each)

B. Discuss 3 reasons that led to the rapid adoption of the Internet as a marketing tool. (15 points; 5 points each)

Question 3 - MCQ (40 points- 5 points each)

I. Which of the below is a tool of mass media:

- a. Television
- b. Email
- c. Telemarketing
- d. Coupon

II. *Everybody Loves Raymond* is an example of:

- a. First-run syndications
- b. Off-network syndication
- c. Programs sold to stations in return for commercial air time
- d. Re-run syndications

III. Tools by which direct marketers implement the communication process are referred to as:

- a. Social marketing
- b. Direct-response media
- c. Personal selling
- d. Public relations

IV. Interactive media include all of the below, EXCEPT:

- a. Banner ads
- b. Pop-ups
- c. Pop-under
- d. Search engine optimization

V. Motivations for Using Social Media include:

- a. To share ideas, activities, and events
- b. Community involvement
- c. Entertainment
- d. All the answers are correct

VI. Internal audiences for public relations include all of the following, EXCEPT:

- a. Employees
- b. Stockholders
- c. Investors
- d. Media

VII. _____ is sponsoring specific events or causes as part of a marketing strategy.

- a. Image advertising
- b. Event sponsorship
- c. Advocacy advertising
- d. Cause related advertising

VIII. The economic effects of advertising include:

- a. Provides consumers with information to make purchase decisions
- b. Encourages consumption and fosters economic growth
- c. Facilitates entry of new products or brands into the market
- d. All of the above

Question 3 – True or False (40 points- 5 points each)

- A. Advertising rates depend on the size and popularity of dayparts
- B. Both TV and Radio are time oriented media.
- C. The rising costs of direct marketing constitute one of its advantages.
- D. Mozilla Firefox is an example of a social media platform
- E. Press conferences, exclusives and interviews are tools used for implementing the PR program.
- F. Advertising criticized as being Untruthful or Deceptive
- G. Differentiation is when products or services of large advertisers are perceived as unique as or better than competitors'.
- H. 90% of network advertising is sold through Bulk buying