

Student name: _____

1) Choose a company and discuss how it demonstrates three of the functions of advertising as a marketing tool.

2) Write a short note on the significant events of the preindustrial age that contributed to the development of modern advertising.

3) Describe how wholesalers used advertising in the industrial age.

4) Write a short note on the nature of the market in the industrial age in the United States.

5) What is meant by the USP of a product? Why did American advertisers introduce the idea during the "Golden Age" of advertising?

6) List the two economic factors that best characterize the marketing world during the postindustrial age.

7) How have media, such as newspapers, cable TV, and the Internet, evolved in the past two decades?

8) Explain the following statement: "As a social force, advertising has been a major factor in improving the standard

of living in the United States."

9) What is a function of advertising as a marketing tool?

A) to withhold information about products and the place of sale

B) to discourage reuse of products

C) to increase the overall cost of sales

D) to increase the use of products

E) to create and sustain market monopolies

10) Coca-Cola's campaign, "The Wonder of Us," promotes a common voice and a common theme: Coca-Cola makes life's relaxing moments even better. Which function of

advertising is most represented by this theme?

A) to identify products and differentiate them from others

B) to communicate information about the product, its features, and its place of sale

C) to lower the overall cost of sales

D) to build value, brand preference, and loyalty

E) to induce consumers to try new products and to suggest reuse

11) An ad in a fitness magazine offered a 30-day, free, at-home trial of an exercise bicycle with free shipping, and the option of returning the bicycle if the customer was not

satisfied with it. The primary function of the ad was to

A) control competitive pricing practices.

B) establish exclusive distribution rights for the bicycle.

C) communicate the company's quality mission.

D) induce consumers to try the bicycle.

E) communicate information about the bicycle's after-sale service.

12) There was very little advertising in early civilizations because

A) most people made what they used themselves.

B) the advertisers could not afford to produce sophisticated advertisements.

C) there were laws prohibiting advertising in newspapers and handbills.

D) the Church

would not approve of any form of advertising.

E) people couldn't afford to buy goods.

13) During the _____, the Chinese invented paper and Gutenberg invented the printing press in Germany.

- A) preindustrial age
- B) Industrial Revolution
- C) information revolution

- D) industrial age
- E) postindustrial age

14) Which product was advertised in the first ad in English that appeared in 1472?

- A) a plow
- B) a farm animal
- C) a prayer book

- D) a religious service
- E) a country tavern

15) In the context of early advertising, the invention of the _____ made advertising via posters, handbills, and signs possible.

- A) quill pen
- B) printing press
- C) silk screen

- D) lead molding machine
- E) steam engine

16) In the mid-1700s, advertising was so prevalent that many ads overstated a product's features and benefits to get attention, known as

- A) yellow ads.
- B) puffery.
- C) silk screening.

- D) perception molding.
- E) fake ads.

17) Who is regarded as the father of advertising art and was the first American known to use illustrations in ads?

- A) Benjamin Franklin
- B) Johannes Gutenberg
- C) Samuel Johnson

- D) Samuel Pepys
- E) Marcel Bleustein-Blanchet

18) If you had lived during the first part of the 20th century, you would have experienced the _____ age.

- A) preindustrial
- B) industrial

- C) postindustrial
- D) automobile
- E) technology

19) In the industrial age, mass markets developed for new and inexpensive brands of luxury and convenience products, called _____ goods.

- A) pure public
- B) basic
- C) consumer packaged

- D) intermediate
- E) common

20) Which statement most accurately describes the role of manufacturers during the 1800s?

- A) Manufacturers were responsible for marketing their products.
- B) Manufacturers stimulated consumer demand through mass media advertising.
- C) Manufacturers were primarily responsible for keeping retailers informed about the sources of supply and shipping schedules for commodities.

- D) Manufacturers were principally concerned with production.
- E) Manufacturers were principally concerned with segmenting markets for their products.

21) During the 1800s, wholesalers placed ads in publications called _____ that informed retailers about the sources of supply and shipping schedules for commodities.

- A) supply currents
- B) demand currents

- C) price currents
- D) puff pieces
- E) sales pitches

22) The American profession of advertising began when _____ set up business in Philadelphia in 1841.

- A) Claude Hopkins
- B) Volney B. Palmer
- C) Benjamin Franklin

- D) Samuel Johnson
- E) Francis Ayer

23) Whose ad agency was the first to charge a commission based on the net cost of space and hired the first full-time copywriter?

- A) Claude Hopkins
- B) Francis Ayer
- C) A. C. Nielsen

- D) Albert Lasker
- E) Volney B. Palmer

24) What event resulted in direct mail advertising and mail-order selling to take off?

- A) the development of motion pictures
- B) government rural-free mail delivery
- C) the invention of the printing press

- D) the invention of the automobile
- E) the advent of public schooling

25) During the Great

Depression in America, each brand sought to convince the public of its own special qualities. What is this marketing strategy known as?

- A) production focus
- B) demarketing
- C) product differentiation

- D) puffery
- E) market segmentation

26) Which historical event in the first half of the 20th century caused advertising expenditures to plummet in America?

- A) Germany's defeat in World War I
- B) the Fairbanks Gold Rush
- C) the stock market crash on October 29, 1929

- D) Prohibition
- E) the introduction of a new system of consumer credit

27) During the 19th century, manufacturers changed their focus to a _____ orientation in order to get control of the

- A) production
- B) marketing

marketing process back from wholesalers.

- C) labor
- D) cost
- E) process

28) Which scenario is an example of product differentiation?

- A) A marketer is searching for unique groups of people whose needs could be addressed through more specialized products.
- B) Manufacturers of electric heating appliances are using advertising to slow the demand for their products.
- C) Marketers are engaged in manipulating the supply of consumer goods to create artificial demand.

- D) An automobile manufacturer is trying to lower the cost of production by manufacturing a small number of cars during lean periods.
- E) A

manufacturer of cosmetics is portraying its brands as not only different from its competitors but also superior in terms of

quality and variety.

29) A product's unique selling proposition refers to

- A) the brand loyalty it enjoys.
- B) a feature that differentiates it from competitive products.
- C) the unique pricing strategy used to determine the market price of the product.

D) the degree of consumer commitment toward the product and its brand.

E) the rate of usage of the product.

30) The features that differentiate a Keurig coffee maker from other similar products in the market are called _____.

- A) trademarks
- B) share of wallet
- C) Q scores

D) brand value

E) unique selling propositions

31) The postwar period from 1946 through the 1970s is sometimes referred to as advertising's

- A) Fast Fall.
- B) Creative Revolution.
- C) Prosperity Period.

D) Armageddon.

E) Golden Age.

32) _____ refers to a process by which marketers search for unique groups of people whose needs can be

addressed through more specialized products.

- A) Relationship marketing
- B) Demarketing
- C) Action advertising

D) Branding

E) Market segmentation

33) A publishing company prints three monthly magazines—one each for horse breeders, adventure sports enthusiasts, and care givers—to cater to different groups of readers with

- A) multi-level marketing
- B) market segmentation
- C) product differentiation

varying interests. This is an example of _____.

- D) unique selling proposition
- E) production focus

34) Which strategy best describes a company's efforts to slow the demand for cigarettes through public service messages?

- A) macromarketing
- B) product positioning
- C) corrective advertising

- D) demarketing
- E) image advertising

35) What is the primary objective of demarketing?

- A) To separate a particular brand from its competitors by associating that brand with a particular set of customer needs that ranked high on the consumer's priority list
- B) To cater to unique groups of people whose needs could be addressed through more specialized products
- C) To stimulate demand for a product artificially by

- manipulating supply
- D) To dampen demand for products, especially those that create unwanted costs for society
- E) To encourage consumers to reuse products

36) When Walmart advertises that it has the lowest prices, it is using a _____ strategy to separate itself from its

- A) merchandising
- B) mobile marketing

competitors by meeting a customer need.

- C) positioning
- D) market aggregation

E) demarketing

37) When a soft drink company introduced a new peach-flavored drink in a market saturated with colas, it immediately found favor with health-conscious consumers. This soft drink company effectively uses _____ by associating its brand

- A) demarketing
- B) relationship marketing
- C) a positioning strategy

with the consumers' focus on healthy living.

- D) direct marketing
- E) mobile marketing

38) Smooth Sheen, a cosmetic company, introduced a new line of herbal cosmetics in a market largely dominated by non-herbal products. Aware of the growing customer concern surrounding the overuse of chemicals in beauty products, Smooth Sheen's strategy was to associate its brand with long-

- A) vertical integration strategy
- B) diversification strategy
- C) positioning strategy

term safety that ranked high on consumers' priority list. Which strategy is Smooth Sheen using in this instance?

- D) horizontal integration strategy
- E) product placement strategy

39) What is true of the postindustrial age?

- A) The postindustrial age was a period of relative stability.
- B) Ads asked people to use electrical appliances mostly during the day.
- C) Producers of energy and energy-consuming goods used advertising to slow the demand for their products.

D) The production of energy peaked during 1970s and 1980s.

E) Demarketing lost favor as a marketing tool.

40) Canada is a popular tourist destination. Many tourists visit the country

because of its scenic beauty. This spate of visitors every year has led to the increased possibility of ecological disasters in the area. In response, government officials and environment protection groups are currently trying to decrease the number

- A) diversification
- B) eco marketing
- C) market segmentation

of tourists visiting the country. They could use a(n) _____ strategy to accomplish this objective.

- D) demarketing
- E) relationship marketing

41) An ad for a beer company that asks consumers to enjoy beer in moderation and not drink irresponsibly is most likely using _____.

- A) conservation marketing
- B) demarketing
- C) trade advertising

- D) green marketing
- E) relationship marketing

42) After the end of the Cold War, big multinational companies and their advertising agencies went on a binge, buying other big companies. Which term describes this occurrence?

- A) divestment
- B) vertical integration
- C) horizontal integration

- D) megamerger
- E) acquisition

43) Two related economic factors characterized the marketing world of the 1980s in the United States. One of those factors was

- A) aging upper management, which led to a lack of innovation.

- B) the growing burden of financial debt, forcing governments to

return to aggressive high tax policies.

- C) the implementation of affirmative action policies.
- D) the aging of traditional products, with a corresponding growth in competition.

E) the rise of trade barriers such as import tariffs.

44) During the postindustrial age, a growing affluence and sophistication of the consuming public characterized the marketing world of that time period in America. This trend was led by

- A) the baby boomer generation.
- B) Generation X.
- C) Generation Y.

D) immigrants from Latin America.

E) millennials.

45) Which statement is true about the traditional advertising industry in America in the beginning of the 1990s?

- A) The traditional advertising industry suffered from overpopulation.
- B) Clients were satisfied with the results from their promotional dollars.
- C) The traditional advertising industry found it easiest to reach affluent consumers.
- D) The traditional advertising industry was

deregulated, which led to international growth.

E) The traditional advertising industry faced the greatest level of prosperity in its history during the postindustrial age.

46) The record decline in advertising activity in America in 2001 resulted from

- A) the lack of creative thinking in advertising.
- B) the declining popularity of newspapers as a medium for the mass market.
- C) a mild recession, a weak stock market, and the burst of the dotcoms.

D) rapid

deregulation of the media industry.

E) the increasing use of the Internet as an advertising medium.

47) _____ created a social media company called Facebook.

- A) Larry Page
- B) Mark Zuckerberg
- C) Charles Saatchi

- D) Tom Cuniff
- E) Sergey Brin

48) Typically, advertising expenditures are higher in countries with higher

- A) budget deficits.
- B) personal incomes.
- C) commodity prices.

- D) media regulations.
- E) inflation rates.

49) Which of these has become a recent competitor to cable and broadcast television?

- A) Hulu
- B) off-premise media
- C) CNN

- D) Apple Watch
- E) Internet of things

50) Which term accurately describes the television industry's model following the advent of numerous cable and online viewing options?

- A) time shifting
- B) advertainment
- C) narrowcasting

- D) file sharing
- E) channel surfing

- A) product.
- B) stockholders.

- C) customer.
- D) employees.
- E) message.

52) Company X created a marketing plan for a new product line that coordinated its advertising, public relations, customer communications, and sales efforts so that they

worked together. This describes the process of

- A) customer relationship marketing.
- B) cohesive marketing effort.
- C) integrated marketing communications.

- D) unified marketing campaign.
- E) cohesive messaging.

53) What is a basic function of branding?

- A) to ensure that all products are offered at everyday low prices
- B) to inspire customer loyalty
- C) to dampen the demand for unwanted products

- D) to search for unique groups of people with special product needs
- E) to impede the distribution of products

54) Early ads from the 19th century focused on

- A) brands.
- B) customer relationships.
- C) products.

- D) cost.
- E) the competition.

55) Apple Computer hires students from universities well-known for having the best technology programs because Apple's brand draws these students to the company. Which of

the benefits of having a strong brand is Apple capitalizing on?

- A) It allows them to charge more for their product.

- B) It affords

protection against price wars.

C) It affords leverage in negotiating with channel partners.

D) It garners customer loyalty.

E) It helps them recruit top talent.

56) A _____ is a description of what you want the brand to stand for in the eyes of customers.

A) vision

B) image

C) picture

D) attribute

E) personality

57) The Toyota spokesperson is a woman in its commercials who extolls the benefits of the cars. She reflects the brand

A) strategy.

B) image.

C) picture.

D) attribute.

E) personality.

58) By publicizing the material, social, and cultural opportunities of a free enterprise society, advertising in the United States has

A) encouraged increased productivity.

B) encouraged demarketing.

C) discouraged relationship marketing.

D) discouraged reuse of products.

E) encouraged divestment.

59) Advertising has been a major factor in

A) eliminating price wars between global brands.

B) eliminating economic inequities in the society.

C) establishing cultural diversity.

D) improving the

standard of living in the United States and around the world.

E) creating and sustaining trade monopolies in the

United States and around the world.

60) When an organization like the Red Cross uses advertising to promote its services, and consequently receives financial support from consumers, it is using advertising to

A) facilitate freedom of the press.

B) eliminate economic inequities in the society.

C) establish cultural diversity.

D) foster growth and understanding of social issues

and causes.

E) stimulate product sales.

61) In the 1970s, a new American consumer movement grew out of the widespread disillusionment following the

A) rise in the cost of living.

B) Civil Rights Movement.

C) Cold War.

D) fall of the Berlin Wall.

E) Vietnam War.

62) What is the definition of branding, and what is its most basic function?

63) In the context of early advertising, what were the benefits of the introduction of printing?

64) How did Benjamin Franklin make ads more readable?

65) What are consumer packaged goods and when did they become commonplace?

66) What was the role of Francis Ayer in the evolution of advertising in America?

67) During the "Golden Age" of advertising, the introduction of which advertising medium helped make the advertising industry a focus of great attention?

68) What is the objective of market segmentation?

- 69) What marketing strategy is a company using when it tries to separate its brand of cereal breakfast from competitors by associating it with healthy living, a need that is ranked high on the consumer's priority list?
- 70) What is demarketing, and why was it introduced during the postindustrial age?
- 71) In what way does the importance of advertising depend on a country's level of development?
- 72) Why do companies brand their products?
- 73) Name three ways that advertising impacts society.

74) When Coca Cola advertised that it was "delicious, exhilarating, refreshing, and invigorating," it was demonstrating the advertising function of increasing product use.

- ☐ true
- ☐ false

75) In a free-market economy, when one company starts making significant profits, other companies immediately jump in to compete.

- ☐ true
- ☐ false

76) The most significant function of advertising is to lower the overall cost of sales.

- ☐ true
- ☐ false

77) Messages aimed to encourage trade were unheard of in preindustrial societies.

- ☐ true
- ☐ false

78) Benjamin Franklin was the first American known to use illustrations in ads.

- ☐ true

79) The emergence of urban markets following the Industrial Revolution hindered the growth of advertising.

- ☐ true
- ☐ false

80) The advertising industry existed before the industrial age.

- ☐ true
- ☐ false

81) A. C. Nielsen produced the earliest catalogs, bringing a wide variety of products to new, rural markets.

- ☐ true
- ☐ false

82) A vodka company using the slogan "Spirit for the Spirited" in order to enhance the appeal of its brand is using product differentiation.

- ☐ true
- ☐ false

83) A product's unique selling proposition is a feature that differentiates it from competitive products.

- ☐ true
- ☐ false

84) Market segmentation is a process by which manufacturers seek to portray their brands as different from and better than the competition by offering consumers quality, variety, and convenience.

- ☐ true
- ☐ false

85) Beginning around 1980, the postindustrial age has been a period of relative stability.

- ☐ true
- ☐ false

86) Demarketing is used by marketers primarily to identify unique groups of people whose needs can be

addressed through more specialized products.

- ☐ true
- ☐ false

87) A megamerger occurs when big multinational companies buy other big companies in order to expand globally.

- ☐ true
- ☐ false

88) The marketing world in the postindustrial age was characterized by competition intensified by lower trade barriers and growing international trade.

☐ true

☐ false

89) The importance of advertising in individual countries depends on the country's level of development and national attitude toward promotion.

☐ true

☐ false

90) Small companies and product marketers that appeal to a limited clientele use TV to reach audiences with unique interests.

☐ true

☐ false

91) Yolanta needs a new couch and she wants one that is comfortable above all else. She heads to the Lazy Boy store because its ads say, "Live life comfortably." Lazy Boy is

demonstrating how a brand is a promise about a product.

☐ true

☐ false

92) Brands should be considered company assets.

☐ true

☐ false

93) Even the early ads from the 19th century focused on brands.

☐ true

☐ false

94) Maytag's tagline is "What's inside matters." This is an example of a brand promise.

- ☐ true
- ☐ false

95) Advertising has been a major factor in improving the standard of living in the United States and around the world.

- ☐ true
- ☐ false

96) Advertising helps create personalities for products in the market.

- ☐ true
- ☐ false

97) Paid advertising on media sites facilitates freedom of the press and promotes the availability of more complete information.

- ☐ true
- ☐ false

98) In 1914, Congress passed the Federal Trade Commission Act to protect the public from unfair business practices, including misleading and deceptive advertising.

☐ true

☐ false

Answer Key

Test name: ch2

1) The functions are To identify products and differentiate them from others. To communicate information about the product, its features, and its place of sale. To induce consumers to try new products and to suggest reuse. To stimulate the distribution of a product. To increase product use. To build value, brand preference, and loyalty. To lower

2) During the preindustrial age, several important events contributed to the eventual development of modern advertising. The Chinese invented paper and Europe had its first paper mill by 1275. Around 1439, Johannes Gutenberg invented the printing press in Germany. Some entrepreneurs bought printing presses, mounted them in wagons, and traveled from town to town selling printing. This new technology made possible the early instances of advertising—posters, handbills, and signs—and, eventually, the first mass medium—the newspaper. In 1472, the first ad in English appeared: a handbill tacked on church doors in London announcing a prayer book for sale. Two hundred years later the first newspaper ad was published, offering a reward for the return of 12 stolen horses. Soon newspapers carried ads for coffee, chocolate, tea, real estate, medicines, and even personal ads. These early ads were still directed to a very limited number of people:

the overall cost of sales. Students should be able to demonstrate understanding of three of these as they relate to a real-life company.

the customers of the coffeehouses where most newspapers were read. Samuel Johnson, a famous English literary figure, observed in 1758 that advertisements were now so numerous that they were "negligently perused" and that it had become necessary to gain attention "by magnificence of promise." This was the beginning of puffery in advertising. In the colonies, the Boston

Newsletter began carrying ads in 1704. About 25 years later, Benjamin Franklin, the father of advertising art, made ads more readable by using large headlines and considerable white space. In fact, Franklin was the first American

3) During the 1800s, manufacturers were principally concerned with production. The burden of marketing fell on wholesalers, who used advertising primarily as an information vehicle. Ads appeared in publications called price currents that informed retailers about the sources of supply and shipping schedules for commodities. Montgomery Ward and Sears Roebuck produced the earliest catalogs, bringing a wide variety of products to new, rural markets. Only a few innovative

4) The industrial age started during the second half of the 19th century and lasted well into the 20th. Although ads were created prior to the industrial age, it was not until this period that it can be said that an advertising industry existed anywhere in the world. It was a period marked by tremendous growth and maturation of the country's industrial base. As U.S. industry met the basic needs of most of the population, commodity markets became

5) Rosser Reeves of the Ted Bates Agency introduced the idea that every ad must point out the product's USP (unique selling

known to use illustrations in ads.

manufacturers (mostly of patent medicines, soaps, tobacco products, and canned foods) foresaw the usefulness of mass media advertising to stimulate consumer demand.

saturated. Fresh mass markets then developed for the new, inexpensive brands of consumer luxury and convenience goods called consumer packaged goods.

proposition). The USP refers to product features that

differentiate it from competitive products. It was an extension of the product differentiation strategy. The USP was a logical extension of

6) The two factors that best characterize the marketing world during the postindustrial age are: (1) the aging of traditional products, with a corresponding growth in competition, and (2) the growing affluence and sophistication

7) Widespread availability of cable TV and satellite receivers allows viewers to watch channels devoted to single types of programming, such as news, home shopping, sports, or comedy. This shift transformed television from the most widespread of mass media to a more specialized, “narrowcasting” medium. Small companies and product marketers that appeal to a limited clientele use TV to reach audiences with unique interests. But increasingly, consumers are cutting their cables to watch TV via the web on such popular services as Netflix, Hulu, and Amazon Prime. This trend has proven so strong that as of 2015, both HBO and Showtime, which have operated as premium cable channels since their inceptions, have made their services available outside of cable to internet viewers. Particularly hard hit was

8) By publicizing the material, social, and cultural opportunities of a free enterprise

the Lasker and Hopkins "reason why" credo.

of the consuming public, led by the huge baby boomer generation.

the newspaper industry. Through late 2011, newspapers saw 20 consecutive quarters of ad revenue decline, and the total decline through 2012 was 48.8 percent. Even worse, as the U.S. economy slowly improved heading into 2015, newspaper advertising revenue has failed to recover.

society, advertising has increased

productivity in both management and labor. Advertising serves other social needs besides simply stimulating sales. Free media are not really "free"; newspapers must pay for paper, ink, and energy, and radio stations require equipment, buildings, and towers. All media organizations must pay salaries and benefits for reporters, engineers, and management. Newspapers, magazines, radio, television, and many Web sites all receive their primary income from advertising. This facilitates freedom of the press and promotes more complete information. Some advertising organizations also foster growth and understanding of important social issues and

causes through public service. The Red Cross, United Way, and other noncommercial organizations receive continuous financial support and volunteer assistance due in large part to the power of advertising.

9) D

10) D

11) D

12) A

13) A

14) C

15) B

16) B

17) A

18) B

19) C

20) D

21) C

22) B

23) B

24) B

25) C

26) C

27) B

28) E

29) B

30) E

31) E

32) E

33) B

34) D

35) D

36) C

37) C

38) C

39) C

40) D

41) B

42) D

43) D

44) A

45) A

46) C

47) B

48) B

49) A

50) C

51) C

52) C

53) B

54) C

55) E

56) A

57) E

58) A

59) D

60) D

61) E

62) Branding is a marketing function that identifies products and their source and differentiates them from all other products. One of the most basic functions of branding as well as advertising: to identify products and

63) The introduction of printing allowed information to be established, substantiated, recorded, and transported. Movable letters provided the flexibility to print in local dialects. This new technology made possible the early instances of advertising—posters,

64) Benjamin Franklin, the father of advertising art, made ads more readable by using large headlines and considerable white space.

65) The industrial age started during the second half of the 19th century and lasted well into the 20th. As the U.S. industry met the basic needs of much of the population, commodity markets became saturated. Fresh mass markets then developed for the new,

66) In 1869, Francis Ayer formed an ad agency in Philadelphia and named it after his father. N. W. Ayer & Sons was the first agency to charge a commission based on the "net cost of space" and the first to conduct a formal market survey. Ayer became the first

their source and to differentiate them from others.

handbills, and signs—and, eventually, the first mass medium—the newspaper.

inexpensive brands of consumer luxury and convenience goods called consumer packaged goods.

ad agency to operate as agencies do today—planning, creating, and executing complete ad campaigns in

exchange for media-paid commissions or fees from advertisers. In 1892, Ayer set up a copy department and hired the first full-time agency copywriter.

67) During the golden age of advertising, the introduction of television helped make the advertising industry a focus of great attention,

which led to both acclaim and criticism.

68) The objective of market segmentation is to address the needs of unique groups of people through more specialized products.

69) The company is using positioning strategy by associating its brand with benefits that are

important to consumers.

70) Beginning around 1980, the postindustrial age has been a period of cataclysmic change. Citizens became increasingly aware of the sensitive environment in which we live and alarmed by our dependence on vital natural resources. Acute energy shortages of the 1970s and 1980s introduced a new marketing term, demarketing. Producers of energy and energy-consuming goods used advertising to

slow the demand for their products. Ads asked people to refrain from operating washers and dryers during the day when the demand for electricity peaked.

71) The importance of advertising in individual countries depends on the country's level of development and national attitude toward promotion. Typically, advertising expenditures are higher in countries with higher personal incomes. Although the Communist countries once condemned

advertising as an evil of capitalism, eastern European countries now encourage private

enterprise and realize the benefits of advertising.

72) Brands are company assets. They enhance the value of the product and increase sales.

73) Advertising has increased productivity by management and labor. It provides jobs and income for advertisers. It facilitates freedom of the press. It fosters growth and

understanding of social issues and causes through public service.

74) FALSE

75) TRUE

76) TRUE

77) FALSE

78) TRUE

79) FALSE

80) FALSE

81) FALSE

82) TRUE

83) TRUE

84) FALSE

85) FALSE

86) FALSE

87) TRUE

88) TRUE

89) TRUE

- 90) TRUE
- 91) TRUE
- 92) TRUE
- 93) FALSE
- 94) FALSE
- 95) TRUE
- 96) TRUE
- 97) TRUE
- 98) TRUE