

Below are 20 practice questions from the **January-June** sections of the 2019 edition of *Marketing FAME*. Correct **answers** are indicated with an “*” at the end of the answer. Each question is preceded by the date and name of the story from which the question stemmed.

March 24: Capitalizing on current events

1. What happened during the days immediately following NASA’s March 2004 announcement that the Mars Rover had found evidence of a past ocean on the planet Mars?
 - A. Long John Silver’s (seafood restaurants) expressed an interest in being the first seafood restaurant on Mars. *
 - B. McDonald’s (fast food restaurants) announced that Mars rocks soon would be included in their Happy Meals.
 - C. Red Lobster (seafood restaurants) announced a promotion in which they would give free shrimp to customers who visited participating restaurants.
 - D. Wendy’s (fast food restaurants) sent a “thank you” letter to NASA expressing the company’s appreciation for naming the extinct Mars ocean the “Sea of Wendy.”
 - E. NASA announced their “Guidelines For Using Mars in Advertising & Promotions,” which required commercial entities to seek approval from NASA before referring to Mars in conjunction with any marketing efforts.

January 4: Happy birthday: Sir Isaac Newton

2. The theory of retail gravitation (including Reilly’s Law of Retail Gravitation) was most inspired by the work of which of the following people?
 - A. Emile Coue
 - B. Louis Braille
 - C. Jack Simplot
 - D. Sir Isaac Newton *
 - E. Senator Everett Dirksen

April 9: Family viewing time

3. In 1975 the U.S. Federal Communications Commission and the National Association of Broadcasters approved the designation of _____ p.m. as “family time” in the Eastern and Pacific time zones and _____ p.m. in the Central and Mountain time zones.
 - A. 6:00 to 8:00; 7:00 to 9:00
 - B. 7:00 to 9:00; 6:00 to 8:00 *
 - C. 6:00 to 8:00; 6:00 to 8:00
 - D. 6:00 to 9:00; 5:00 to 8:00
 - E. 6:00 to 10:00; 5:00 to 9:00

April 30: Good day for a Washington celebration

4. The first national holiday in the US was celebrated in 1889, in recognition of...
- A. The 100th anniversary of the adoption of the Constitution of the United States.
 - B. The 150th anniversary of the birth of President George Washington.
 - C. The 100th anniversary of the inauguration of President, George Washington. *
 - D. Easter Sunday
 - E. None of the above

April 15: Stick to the knitting

5. In her book, *Making Fast Food*, anthropologist Ester Reiter asserted that it was unethical for fast food restaurants to...
- A. Require that customer-contact employees smile when serving customers. *
 - B. Not post information regarding calorie and fat content of food items on menu boards.
 - C. Not take greater responsibility for the obesity “epidemic” in the United States.
 - D. Hire employees with the expectation that most of them would be fired within 12 months.
 - E. Recruit job applicants by telling them that working in the fast food industry was “fun and satisfying.”

April 3: Products’ demand interdependencies play havoc with forecasting

6. When the sales volume for one product is heavily dependent on the availability and sales of another product, marketers should _____ to reduce their interdependency.
- A. Consider identifying and promoting alternative uses for the products *
 - B. Display the products together to increase sales
 - C. Make certain that they sell *both* products (rather than relying on other firms to produce and market the complementary product)
 - D. Cross-promote the sale of the complementary product
 - E. Stop selling either product until greater control of the market is garnered

June 29: Patriotic opportunity seized

7. As implied by *Marketing for All the Marbles*, which was U.S. President Dwight D. Eisenhower’s favorite soft drink?
- A. Coca-Cola *
 - B. Pepsi-Cola
 - C. Dr. Pepper
 - D. Hires Root Beer
 - E. 7-Up

March 17: Happy birthday: Gottlieb Daimler

8. In 1899, automobile pioneer Gottlieb Daimler named the Mercédès automobile after _____ who was named Mercédès.

- A. His daughter
- B. The daughter of a high-volume customer *
- C. The Royal Princess of Germany
- D. His mother
- E. His wife

June 21: Also think “winter” during summer

9. In which of the following months is it most likely to snow in South America?

- A. January
- B. April
- C. July *
- D. October
- E. December

January 21: Marketing the West

10. Which of the following people is credited with marketing the western frontier during the 1830s and 1840s with multiple editions of Report of the Exploring Expedition?

- A. John C. Fremont *
- B. Reuben Mark
- C. Robert R. Blake
- D. Harold S. Geneen
- E. Donald V. Fites

January 28: American Graffiti

11. Which of the following statements about nostalgia is true?

- A. Nostalgia refers to the belief that “things will be better in the future.”
- B. Although anyone may be hit with feelings of nostalgia, such sentiments tend to be strongest among younger consumers.
- C. Marketers can best play on consumers’ feelings of nostalgia by continually changing packaging and spokespeople.
- D. It is not possible for marketers of new brands to incorporate nostalgic themes in their marketing programs.
- E. An advertisement that stirs consumers’ fond memories of first being introduced to the brand by their grandparents is an example of an ad that is likely to evoke feelings of nostalgia. *

January 12: Happy birthday: Jeffrey Preston Bezos

12. Which of the following people founded a successful Internet firm in 1996 and views customers as “invited guests to a party”?

- A. Jeffrey Preston Bezos *
- B. John Hancock
- C. Mary Louise Cecilia Guinan
- D. Edward J. Zander
- E. Carl Graham Fisher

May 28: Synchronized swimming?

13. _____ involve(s) practices used to align the timing of supply (or capacity) and demand to avoid intolerable excesses of either, thereby aiding both marketing effectiveness and operational efficiency.

- A. Calendar marketing
- B. Boundary marketing
- C. Price controls
- D. Retromarketing
- E. Synchromarketing *

March 4: Poor positioning tactic

14. When _____ claimed that his organization was more popular than Jesus Christ, many people were offended – reinforcing the notion that words matter.

- A. Richard M. Devos, co-founder of Amway Corporation
- B. John Lennon, then member of the Beatles musical group *
- C. Knute Rockne, then head football coach for Notre Dame University
- D. Cathleen Black, president of Hearst Magazines
- E. Ray Kroc, founder of McDonald’s Corporation

April 17: Importance of giving buyers more than one reason, including one they can tell their spouses

15. American banking tycoon, J.P. Morgan, once said, “A man always has two reasons for doing anything, _____”

- A. One that is cost effective, and one that he will never admit.
- B. But his wife will always have at least ten reasons to do the opposite.
- C. One that sounds good, and a real one. *
- D. And he won’t purchase unless the salesman mentions one of them.
- E. And one of them is usually because he wants to get out of the house.

May 16: Academy Awards

16. Other than the Super Bowl, which single-day event typically attracts the largest television audience in the United States?

- A. The Kentucky Derby
- B. The President's annual "State of the Union" address
- C. The championship game of the NCAA basketball tournament
- D. The annual Macy's Mother's Day parade in New York City
- E. The Academy Awards *

February 26: Maybe the necklace was made of marbles?

17. In February 1996, actress Elizabeth Taylor made guest appearances on four consecutive television sitcoms. Her appearances that night indirectly promoted:

- A. A brand of perfume she endorsed, called Black Pearls. *
- B. The line of clothing she wore throughout the night, called Black Pearls.
- C. Her upcoming movie, *The Lost Pearls*.
- D. Her upcoming book, *Pearl's Funny Business*.
- E. The need for American businesses to fight homelessness, sponsored by the non-profit organization called *Perilous Journey Homes*.

June 5: T-top patented

18. According to *Marketing for All the Marbles*, a few style-related marketing principles include all of the following *except*:

- A. As a product category becomes more competitive, appearance-related considerations such as style and color increasingly become more salient attributes.
- B. The more publicly visible a product's use, the more likely that styling will affect buyers' purchase decisions.
- C. For most buyers in most product categories, style is the most relevant consideration in the purchase decision process. *
- D. Unlike many performance-related attributes that may be difficult for buyers to recognize and evaluate, aesthetic qualities are quite noticeable.
- E. None of the above is an exception.

June 30: Pure Food and Drug Act

19. Signed by U.S. President Theodore Roosevelt in 1906, the _____ attempted to reduce the likelihood of food poisoning and prohibited the adulteration or misbranding of food transported within U.S. borders.

- A. Interstate Commerce Commission
- B. Pure Food and Drug Act *
- C. Food Safety and Distribution Act
- D. Meat and Produce Packaging Act
- E. Consumer Food Information Act

March 9: Chess champions: Thinking ahead

20. The advertising executive who created the Energizer Bunny, Robert L. White, believes that business planning is similar to _____ in that it is helpful to think about what the competition is likely to do in advance of their doing it.

- A. American football
- B. Dating
- C. Politics
- D. Chess *
- E. None of the above