

Beginning on the next page, there are 20 practice questions you may wish to use as a practice exam in preparation for the *Marketing FAME* Exam. Answers may be found in the 2019 Perennial Edition of *Marketing FAME* (stories from July through December).

Following the 20 practice questions below, the same 20 questions are reproduced with the correct answer indicated with an asterisk – * – so you can grade your own performance, if you wish. Also included are the names of the stories and the dates of the stories where the answers may be found, in case you have difficulty locating the answers.

Good luck!



1.

“The practice of either directly or indirectly naming one or more competitors in an advertising message and usually making a comparison on one or more specific attributes or characteristics,” is known as _____.

- A. “Brand X” marketing
- B. Push-pull advertising
- C. T-account persuasion
- D. Value analysis
- E. Comparative advertising

2.

Legislation that banned smoking on most domestic airline flights in the U.S. was signed into law by President Bush near the end of the year _____.

- A. 1989
- B. 1991
- C. 1994
- D. 2001
- E. 2004

3.

According to the findings of the 2007 eDigitalResearch consumer survey summarized in Marketing FAME, _____ percent of the respondents said they intended to buy Christmas presents online.

- A. 8
- B. 18
- C. 24
- D. 31
- E. None of the above

4.

Celebrated annually in Utah and in parts of Idaho and other western states on a particular day in the summer, _____ commemorates the day in 1847 when Brigham Young and 148 of his Mormon followers arrived in the Great Salt Lake Valley, in Utah.

- A. Emancipation Day
- B. Western Day
- C. Pioneer Day
- D. Promised Land Day
- E. Mormon Freedom Day

5.

October 12 marks the anniversary of which of the following events in the history of the Americas?

- A. It was on that date in 1492 that Christopher Columbus was born.
- B. It was on that date in 1492 that Christopher Columbus first sighted land in the “New World.”
- C. It was on that date in 1592 that Christopher Columbus was born.
- D. It was on that date in 1592 that Christopher Columbus first sighted land in the “New World.”
- E. None of the above.

6.

Which of the following marketing innovations and contributions to the development of the fast-food industry are associated with the early days of White Castle restaurants?

- A. The heavy use of coupons printed in local newspapers: “Five hamburgers for a dime.”
- B. Provision of nutritional information for all menu items (before mandated by the government).
- C. The use of a convenience appeal that simultaneously saluted homemakers: “Give Mother a Night Off.”
- D. The use of protective packaging such as carry-out cartons that minimized the problem of hamburgers being crushed in paper bags.
- E. All of the above.

7.

Which of the following statements best describes the Christmas season promotion offered by Travelodge in 2007?

- A. Travelodge guests were treated to a traditional Christmas dinner at participating Travelodge hotels.
- B. Guests were given discount coupons for future stays at Travelodge if they donated \$100 or more to one of three designated children’s charities.
- C. Employees at each Travelodge hotel were dressed as traditional Christmas characters.
- D. The company set a new record by playing 2,007 consecutive Christmas songs (over a four- day period) in the lobbies of participating Travelodge hotels.
- E. Married couples were offered a free night’s stay in some markets if their names were “Mary” and “Joseph.”

8.

Which British advertising executive once described the role of advertising in terms of bridging client enthusiasm and audience apathy when he/she said?: “Our job is to say: ‘This might be irrelevant, this widget,’ but of course the client’s saying, ‘No, no it’s really important; this is the best widget in the world.’ But actually, they don’t care, mate. All we can say is: ‘When you need a widget, we do good ones.’”

- A. Richard Branson
- B. Charlotte Beers
- C. Shelly Lazarus
- D. David Ogilvy
- E. Neil French

9.

The invention of the refrigerator in 1899 led to several marketing implications and changes in consumer behavior including all of the following *except*:

- A. Consumers began *buying* larger quantities of perishable items.
- B. Consumers began *consuming* perishable items at a faster rate.
- C. Knowing they had a refrigerator at home, consumers began to find shopping for perishable items to be more convenient.
- D. Some of the inventory-carrying burdens associated with perishable goods were shifted from retailers to consumers.
- E. None of the above is an exception.

10.

If consumers in a market typically buy a computer first, followed by the purchase of software, and then the purchase of a computer desk, this sequence of purchases is known as _____.

- A. An escalation of impulse purchases
- B. A consumption chain
- C. A computer paradigm
- D. Product category co-dependency
- E. Conspicuous consumption

11.

The U.S. population reached _____ during the fourth quarter of 1967, according to the Commerce Department. Today, the U.S. population is about _____.

- A. 500 million; 800 million
- B. 2 billion; 3 billion
- C. 300 million; 550 million
- D. 200 million; 330 million
- E. 1 billion; 1.3 billion

12.

In what year did the President of the United States sign the Social Security Act into law?

- A. 1895
- B. 1915
- C. 1935
- D. 1955
- E. 1975

13.

Which company founder is noted for spending as much as 50 percent of his time attending dealer events and meetings – largely for listening purposes?

- A. Esther Dyson
- B. Tom Carvel
- C. Lee Iacocca
- D. Frederick Maytag
- E. Bruce Oldfield

14.

In 1863, U.S. President Abraham Lincoln declared the _____ Thursday in November to be Thanksgiving Day. Several years later, President Franklin D. Roosevelt moved Thanksgiving Day to the _____ Thursday in November.

- A. Last; fourth
- B. Second; last
- C. Third; fourth
- D. Last; third
- E. None of the above

15.

Advertisements that employ nostalgia appeals to motivate buyers...

- A. Remind buyers of “the good ol’ days.”
- B. Stress the value associated with the product.
- C. Do not include any mention of or reference to competitors.
- D. Emphasize the high quality of the product.
- E. Try to create an image of exclusivity.

16.

According to *Marketing FAME*, which of the following principles is instrumental in using wealth as a backdrop for marketing to consumers who are not wealthy?

- A. Consumers who are not wealthy usually know and envy someone who is.
- B. Consumers rarely know what they want.
- C. Because the income of most consumers continually increases, marketers should sell to consumers based on consumers' future (not present) income.
- D. Consumers have aspirations.
- E. Most consumers are unable to live within their means, and thus frequently give in to the temptation to purchase items they cannot afford.

17.

Which marketing research professional (who founded the American Institute of Public Opinion in 1936) once observed?: "Not everything that can be counted counts, and not everything that counts can be counted."

- A. Earnest Roper
- B. Arthur Charles Nielsen
- C. Paul Green
- D. Raj Javalgi
- E. George Gallup

18.

Developed by Charles Osgood and his colleagues, the measurement technique known as _____ can be used by marketing researchers to understand the image associated with products, brands, spokespeople, advertisements, and other objects about which people have formed attitudes.

- A. The semantic differential
- B. The image indicator
- C. The differentiator
- D. The attitude-o-meter
- E. The positioning scale

19.

Which of the following holidays is characterized by giving small gifts or money to public service workers the day after another holiday late in the year?

- A. Boxing Day
- B. Kwanzaa
- C. Hanukkah
- D. Passover
- E. Emancipation Day

20.

As discussed in *Marketing FAME*, how did book peddler David McConnell augment the value of the books he sold in the 1880s? (Hint: The popularity of this practice prompted McConnell to substantially change his product line).

- A. He gave customers free bottles of rose oil perfumes.
- B. He established reading times in each neighborhood, during which he would read books to children.
- C. McConnell began a “buy two, get one free” program to increase the average order size.
- D. McConnell read all the books himself so he could offer his personal recommendations to customers.
- E. He sold books by mail-order as a convenience to his customers.

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Questions WITH answers and dates begin on the next page

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Questions WITH answers and dates...

1. August 17: Defending comparative advertising: Agree or disagree?

“The practice of either directly or indirectly naming one or more competitors in an advertising message and usually making a comparison on one or more specific attributes or characteristics,” is known as _____.

- A. “Brand X” marketing
- B. Push-pull advertising
- C. T-account persuasion
- D. Value analysis
- E. Comparative advertising *

2. November 21: Listening to the federal government

Legislation that banned smoking on most domestic airline flights in the U.S. was signed into law by President Bush near the end of the year _____.

- A 1989 *
- B 1991
- C 1994
- D 2001
- E 2004

3. December 5: Online survey of Christmas shopping completed

According to the findings of the 2007 eDigitalResearch consumer survey summarized in *Marketing FAME*, _____ percent of the respondents said they intended to buy Christmas presents online.

- A 8
- B 18
- C 24
- D 31
- E None of the above *

4. July 24: Pioneer Day

Celebrated annually in Utah and in parts of Idaho and other western states on a particular day in the summer, _____ commemorates the day in 1847 when Brigham Young and 148 of his Mormon followers arrived in the Great Salt Lake Valley, in Utah.

- A. Emancipation Day
- B. Western Day
- C. Pioneer Day *
- D. Promised Land Day
- E. Mormon Freedom Day

5. October 12: “Land ho!”

October 12 marks the anniversary of which of the following events in the history of the Americas?

- A. It was on that date in 1492 that Christopher Columbus was born.
- B. It was on that date in 1492 that Christopher Columbus first sighted land in the “New World.” *
- C. It was on that date in 1592 that Christopher Columbus was born.
- D. It was on that date in 1592 that Christopher Columbus first sighted land in the “New World.”
- E. None of the above.

6. December 28: Happy birthday: Edgar Waldo Ingram

Which of the following marketing innovations and contributions to the development of the fast-food industry are associated with the early days of White Castle restaurants?

- A. The heavy use of coupons printed in local newspapers: “Five hamburgers for a dime.”
- B. Provision of nutritional information for all menu items (before mandated by the government).
- C. The use of a convenience appeal that simultaneously saluted homemakers: “Give Mother a Night Off.”
- D. The use of protective packaging such as carry-out cartons that minimized the problem of hamburgers being crushed in paper bags.
- E. All of the above. *

7. December 24: No room at the inn? Not an issue in 2007

Which of the following statements best describes the Christmas season promotion offered by Travelodge in 2007?

- A. Travelodge guests were treated to a traditional Christmas dinner at participating Travelodge hotels.
- B. Guests were given discount coupons for future stays at Travelodge if they donated \$100 or more to one of three designated children’s charities.
- C. Employees at each Travelodge hotel were dressed as traditional Christmas characters.
- D. The company set a new record by playing 2,007 consecutive Christmas songs (over a four- day period) in the lobbies of participating Travelodge hotels.
- E. Married couples were offered a free night’s stay in some markets if their names were “Mary” and “Joseph.” *

8. September 9: Advertising's job: Bridge client enthusiasm and audience apathy

Which British advertising executive once described the role of advertising in terms of bridging client enthusiasm and audience apathy when he/she said?: "Our job is to say: 'This might be irrelevant, this widget,' but of course the client's saying, 'No, no it's really important; this is the best widget in the world.' But actually, they don't care, mate. All we can say is: 'When you need a widget, we do good ones.'"

- A. Richard Branson
- B. Charlotte Beers
- C. Shelly Lazarus
- D. David Ogilvy
- E. Neil French *

9. August 8: Cold air day?

The invention of the refrigerator in 1899 led to several marketing implications and changes in consumer behavior including all of the following *except*:

- A. Consumers began *buying* larger quantities of perishable items.
- B. Consumers began *consuming* perishable items at a faster rate.
- C. Knowing they had a refrigerator at home, consumers began to find shopping for perishable items to be more convenient.
- D. Some of the inventory-carrying burdens associated with perishable goods were shifted from retailers to consumers.
- E. None of the above is an exception. *

10. December 4: A clean business

If consumers in a market typically buy a computer first, followed by the purchase of software, and then the purchase of a computer desk, this sequence of purchases is known as _____.

- A. An escalation of impulse purchases
- B. A consumption chain *
- C. A computer paradigm
- D. Product category co-dependency
- E. Conspicuous consumption

11. November 20: Two hundred million consumers

The U.S. population reached _____ during the fourth quarter of 1967, according to the Commerce Department. Today, the U.S. population is about _____.

- A. 500 million; 800 million
- B. 2 billion; 3 billion
- C. 300 million; 550 million
- D. 200 million; 330 million *
- E. 1 billion; 1.3 billion

12. August 14: Roosevelt's secure future

In what year did the President of the United States sign the Social Security Act into law?

- A. 1895
- B. 1915
- C. 1935 *
- D. 1955
- E. 1975

13. July 14: Listening to those who listen to customers

Which company founder is noted for spending as much as 50 percent of his time attending dealer events and meetings – largely for listening purposes?

- A. Esther Dyson
- B. Tom Carvel
- C. Lee Iacocca
- D. Frederick Maytag *
- E. Bruce Oldfield

14. October 3: Lincoln formalizes Thanksgiving Day

In 1863, U.S. President Abraham Lincoln declared the _____ Thursday in November to be Thanksgiving Day. Several years later, President Franklin D. Roosevelt moved Thanksgiving Day to the _____ Thursday in November.

- A. Last; fourth *
- B. Second; last
- C. Third; fourth
- D. Last; third
- E. None of the above

15. September 14: Happy birthday: Margaret "Peggy" Fogarty Rudkin

Advertisements that employ nostalgia appeals to motivate buyers...

- A. Remind buyers of "the good ol' days." *
- B. Stress the value associated with the product.
- C. Do not include any mention of or reference to competitors.
- D. Emphasize the high quality of the product.
- E. Try to create an image of exclusivity.

16. August 29: Happy birthday: Robin Leach

According to *Marketing FAME*, which of the following principles is instrumental in using wealth as a backdrop for marketing to consumers who are *not* wealthy?

- A. Consumers who are not wealthy usually know and envy someone who is.
- B. Consumers rarely know what they want.
- C. Because the income of most consumers continually increases, marketers should sell to consumers based on consumers' future (not present) income.
- D. Consumers have aspirations. *
- E. Most consumers are unable to live within their means, and thus frequently give in to the temptation to purchase items they cannot afford.

17. November 18: Marketing research insight

Which marketing research professional (who founded the American Institute of Public Opinion in 1936) once observed?: "Not everything that can be counted counts, and not everything that counts can be counted."

- A. Earnest Roper
- B. Arthur Charles Nielsen
- C. Paul Green
- D. Raj Javalgi
- E. George Gallup *

18. September 2: The Measurement of Meaning

Developed by Charles Osgood and his colleagues, the measurement technique known as _____ can be used by marketing researchers to understand the image associated with products, brands, spokespeople, advertisements, and other objects about which people have formed attitudes.

- A. The semantic differential *
- B. The image indicator
- C. The differentiator
- D. The attitude-o-meter
- E. The positioning scale

19. December 26: Boxing Day

Which of the following holidays is characterized by giving small gifts or money to public service workers the day after another holiday late in the year?

- A. Boxing Day *
- B. Kwanzaa
- C. Hanukkah
- D. Passover
- E. Emancipation Day

20. November 2: Serendipitous Sales

As discussed in *Marketing FAME*, how did book peddler David McConnell augment the value of the books he sold in the 1880s? (Hint: The popularity of this practice prompted McConnell to substantially change his product line).

- A. He gave customers free bottles of rose oil perfumes. *
- B. He established reading times in each neighborhood, during which he would read books to children.
- C. McConnell began a “buy two, get one free” program to increase the average order size.
- D. McConnell read all the books himself so he could offer his personal recommendations to customers.
- E. He sold books by mail-order as a convenience to his customers.



Now you're authorized to have a “marbleous” day!