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QUESTION 1

Moul, a diaper manufacturer, is developing a media plan that involves trying to expose its target audience to its new advertisement about ten times. Moul is trying to increase its advertisement's ____.

- A. reach
- B. repetition
- C. frequency
- D. targeting
- E. exposure

Correct Answer: C

QUESTION 2

Which of the following is true of wants?

- A. They are goods that are desired.
- B. They are goods that are widely available.
- C. They are products that are necessary.
- D. They are services that are necessary.
- E. They are goods that are required for daily use.

Correct Answer: A

QUESTION 3

Sophia, a market researcher at Contell Foods, is tasked with assessing the particular food tastes of the Hispanic population in the United States. Previously conducted surveys reveal that the company has failed to tap into the market for processed foods with respect to Hispanic Americans. As a part of Sophia's task, she is required to stay with 50 Hispanic American families and white American families over a period of 6 months and understand the difference in the food tastes, the cooking methods used, and the family culture prevalent in these families. Sophia is conducting ____ research.

- A. content analysis
- B. focus group
- C. quantitative
- D. mixed
- E. ethnographic



Correct Answer: E

QUESTION 4

Blogs provide companies with the opportunity to

- A. transfer control to the customer.
- B. enable customers to experience services.
- C. educate and engage their customers.
- D. excite their customers.
- E. enable customers to experience the product.

Correct Answer: C

QUESTION 5

If the GRP of an advertisement is 60 percent and its reach is 6 percent, what is the frequency of the ad?

- A. 6
- B. 54
- C. 66
- D. 10
- E. 360

Correct Answer: D

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