

# Pioneering Moments in Marketing History

Marketing · Answer Key · 8 Questions

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**1. What is widely considered the first documented instance of large-scale, paid advertising, appearing in the form of posters in ancient Rome advertising gladiatorial games?**

- A) Egyptian papyrus scrolls advertising remedies
- B) The Bulletin of Applied Typography by Gutenberg
- C) The 'Acta Diurna' serving as public notices**
- D) The Edict of Diocletian setting maximum prices

**2. Which invention, introduced in the early 20th century, revolutionized direct mail marketing by enabling rapid and cost-effective duplication of personalized messages?**

- A) The rotary press
- B) The linotype machine
- C) The mimeograph machine**
- D) The printing telegraph

**3. The concept of 'brand' as a distinct identifier and promise to consumers, rather than just a manufacturer's mark, gained significant traction with the rise of which industry in the late 19th century?**

- A) Automotive
- B) Processed foods**
- C) Railroad transportation
- D) Textiles

**4. Who is credited with pioneering the concept of 'market research' by conducting detailed surveys and studies to understand consumer preferences for his products in the late 19th century?**

- A) John Wanamaker**
- B) Henry Ford
- C) Thomas Edison
- D) Andrew Carnegie

**5. The earliest known example of a trademark, used to identify the origin and quality of goods, dates back to which ancient civilization?**

- A) Ancient Greece
- B) Mesopotamia**
- C) Ancient Egypt
- D) Indus Valley Civilization

**6. Which advertising medium, first widely commercialized in the early 20th century, allowed for unprecedented reach and the development of persuasive narrative advertising campaigns?**

**A) Radio**

- B) Cinema
- C) Television
- D) Newspapers

**7. The development of the 'unique selling proposition' (USP) is often attributed to which advertising pioneer, who articulated its importance in the 1940s?**

- A) David Ogilvy
- B) Leo Burnett

**C) Rosser Reeves**

- D) Bill Bernbach

**8. The widespread adoption of the coupon as a marketing tool, particularly for packaged goods, saw a significant surge in popularity during which period, facilitated by mass production and distribution?**

**A) The Roaring Twenties**

- B) The Great Depression
- C) The Post-World War II era
- D) The Industrial Revolution