

History of Advertising

History · Practice Test · 10 Questions

1. What was one of the earliest forms of printed advertising used in Ancient Egypt to announce public notices and lost property?

- A) Papyrus posters
- B) Stone tablets
- C) Clay scrolls
- D) Silk banners

2. During the 18th century, which invention significantly increased the reach and speed of newspaper advertisements?

- A) The telegraph
- B) The steam-powered printing press
- C) The typewriter
- D) The lightbulb

3. In the late 19th century, which famous American company used 'The Coca-Cola Girl' in their print ads to build brand recognition?

- A) Pepsi
- B) Cadbury
- C) Coca-Cola
- D) Nestle

4. What were the first types of advertisements to be broadcast over the radio in the 1920s called?

- A) Infomercials
- B) Sponsored programs
- C) Jingles
- D) Spot ads

5. In which decade did the first television commercial appear, promoting a Bulova watch?

- A) 1930s
- B) 1940s
- C) 1950s
- D) 1960s

6. Before printed newspapers, how did town criers advertise goods or services to the public in medieval markets?

- A) By painting signs
- B) By shouting announcements
- C) By singing songs
- D) By handing out flyers

7. What popular 20th-century advertising method used catchy, repetitive rhyming songs to help customers remember a product?

- A) Slogans
- B) Billboards
- C) Jingles
- D) Trailers

8. Which invention allowed advertisements to be displayed on tall structures along highways for drivers to see?

- A) Billboards
- B) Neon signs
- C) Projectors
- D) Digital screens

9. What are short, memorable phrases used in advertising to help identify a brand, such as 'Just Do It', called?

- A) Logos
- B) Slogans
- C) Scripts
- D) Captions

10. In the early 1900s, which common retail advertising method involved sending paper advertisements directly to people's homes?

- A) Direct mail
- B) Email marketing
- C) Social media ads
- D) Door-to-door sales