

Pioneering Marketing: Inventions, Firsts, and Discoveries

Marketing · Answer Key · 19 Questions

1. What is widely considered the first mass-produced advertising tool, emerging in the 15th century with the advent of printing?

- A) Painted signs
- B) Handbills and flyers**
- C) Newspaper advertisements
- D) The printing press

2. The concept of a 'brand' as we know it today, involving distinct logos and trademarks to signify origin and quality, significantly developed during which historical period?

- A) The Middle Ages
- B) The Renaissance
- C) The Industrial Revolution**
- D) The Enlightenment

3. Which early 20th-century advertising executive is credited with popularizing the idea of 'reason why' advertising, focusing on the benefits and advantages of a product?

- A) David Ogilvy
- B) Claude C. Hopkins**
- C) Leo Burnett
- D) J. Walter Thompson

4. The first known use of a celebrity endorsement in advertising is often attributed to a campaign for what product in the late 18th or early 19th century?

- A) Soap
- B) Tea
- C) Medicine**
- D) Tobacco

5. What invention, developed in the early 20th century, revolutionized direct mail marketing by enabling rapid duplication of text and images?

- A) The mimeograph**
- B) The offset lithography press
- C) The photocopier
- D) The typewriter

6. The systematic study of consumer behavior, moving beyond just sales figures, gained significant traction with the rise of which academic discipline in the early 20th century?

- A) Sociology
- B) Psychology**
- C) Economics
- D) Anthropology

7. Who is credited with coining the term 'marketing myopia,' warning businesses against defining themselves too narrowly by their products rather than the needs they satisfy?

- A) Theodore Levitt**
- B) Peter Drucker
- C) Philip Kotler
- D) Michael Porter

8. The introduction of the barcode in the 1970s had a profound impact on which aspect of marketing?

- A) Product development
- B) Market research
- C) Retail operations and inventory management**
- D) Public relations

9. Which early advertising agency, founded in the late 19th century, is considered one of the first to establish a full-service model, offering creative, media buying, and research?

- A) Ogilvy & Mather
- B) Young & Rubicam
- C) J. Walter Thompson**
- D) Bates Advertising

10. The development of the 'Four Ps' of marketing (Product, Price, Place, Promotion) is most closely associated with which influential marketing theorist?

- A) James Culliton
- B) E. Jerome McCarthy**
- C) Neil Borden
- D) Melvin T. Copeland

11. What form of advertising, which began to gain prominence in the late 19th and early 20th centuries, utilized moving images and music to capture audience attention?

- A) Radio advertisements
- B) Cinema advertisements (trailers)**
- C) Television commercials
- D) Streetcar advertisements

12. The concept of 'puffery' in advertising, referring to subjective claims that are not meant to be taken literally, has its roots in legal interpretations dating back to which century?

- A) 17th century
- B) 18th century
- C) 19th century**
- D) 20th century

13. Which invention, popularized in the early 20th century, allowed for mass-produced consumer goods to be packaged attractively and uniformly, aiding brand recognition?

- A) The electric motor
- B) The assembly line**
- C) The vacuum cleaner
- D) The refrigerator

14. The first successful use of radio for advertising is generally attributed to a campaign for what product category in the early 1920s?

- A) Cigarettes
- B) Breakfast cereal**
- C) Automobiles
- D) Cosmetics

15. What early marketing research technique, developed in the mid-20th century, involved observing consumers in a natural setting to understand their purchasing habits?

- A) Focus groups
- B) Surveys
- C) Ethnography**
- D) A/B testing

16. The concept of 'market segmentation,' dividing a broad consumer market into smaller, more defined groups, was significantly advanced by the work of which marketing pioneer in the mid-20th century?

- A) Daniel Yankelovich**
- B) Alfred Politz
- C) George Bernard Shaw
- D) Bernard J. Lavery

17. The first major use of television for advertising occurred in the United States during which decade?

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

18. What invention, emerging in the late 19th century, facilitated the development of detailed customer lists and direct marketing by enabling the mechanical sorting and tabulating of data?

- A) The telegraph
- B) The punch card system**
- C) The adding machine
- D) The telephone

19. The practice of 'product placement' in films, subtly integrating brands into visual media, saw a significant increase in its strategic use starting in which period?

- A) The silent film era
- B) The Golden Age of Hollywood
- C) The 1980s**
- D) The dawn of the internet