

Marketing Knowledge Challenge

Marketing · Answer Key · 8 Questions

1. Which company is credited with creating the modern image of Santa Claus in a red suit during the 1930s through their holiday advertisements?

- A) Pepsi
- B) Coca-Cola**
- C) McDonald's
- D) Ford

2. What is the term for a specific group of people that a company focuses its advertising efforts toward?

- A) Target market**
- B) Mass audience
- C) Broad cohort
- D) General public

3. What is the 'USP' in marketing an acronym for?

- A) Universal Sales Plan
- B) Unique Selling Proposition**
- C) Ultimate Service Policy
- D) United Strategic Program

4. Which famous marketing campaign, launched in 1997, featured black-and-white portraits of people like Albert Einstein and Amelia Earhart?

- A) Nike - Just Do It
- B) Apple - Think Different**
- C) Coca-Cola - Share a Coke
- D) Google - Search On

5. In marketing, what is 'brand equity' defined as?

- A) The cost of printing a logo
- B) The physical weight of a product
- C) The value a brand adds to a product due to its reputation**
- D) The total number of store locations

6. What is 'neuromarketing' primarily concerned with?

- A) Testing products on animals
- B) Using brain science to understand consumer responses to ads**
- C) Replacing store managers with robots
- D) Marketing only to neurologists

7. What does the marketing concept 'Product Placement' involve?

- A) Displaying products on store shelves
- B) Paying for a product to be shown inside a movie or television show**
- C) Setting the price of a product
- D) Designing a product's packaging

8. What is the 'Marketing Mix' (the 4 Ps) comprised of?

- A) People, Policy, Profit, Power
- B) Price, Product, Place, Promotion**
- C) Planning, Production, Personnel, Packaging
- D) Publicity, Paperwork, Performance, Prestige