

History of Marketing & Advertising

Marketing · Answer Key · 12 Questions

1. Who introduced the classic '4 Ps of Marketing' (Product, Price, Place, Promotion) in 1960?

A) E. Jerome McCarthy

- B) Philip Kotler
- C) David Ogilvy
- D) Seth Godin

2. Which brand aired the first official television commercial in the United States in 1941?

A) Bulova

- B) Coca-Cola
- C) Ford
- D) Chevrolet

3. In 1994, which website hosted the world's first clickable digital banner advertisement?

A) HotWired

- B) Yahoo!
- C) AOL
- D) GeoCities

4. Which company created the famous advertising slogan 'A Diamond Is Forever' in 1947?

A) Tiffany & Co.

B) De Beers

- C) Cartier
- D) Swarovski

5. Who is widely considered the 'father of public relations' for his pioneering work in the 1920s?

A) Edward Bernays

- B) David Ogilvy
- C) Leo Burnett
- D) John Wanamaker

6. Which famous film director directed Apple's '1984' Super Bowl commercial introducing the Macintosh?

- A) Steven Spielberg
- B) Ridley Scott**
- C) George Lucas
- D) James Cameron

7. Which sportswear company launched the famous 'Just Do It' marketing campaign in 1988?

- A) Adidas
- B) Puma
- C) Reebok
- D) Nike**

8. Who coined the marketing term 'Guerrilla Marketing' in his 1984 book of the same title?

- A) Jay Conrad Levinson**
- B) Gary Vaynerchuk
- C) Guy Kawasaki
- D) Malcolm Gladwell

9. In 1978, the first mass unsolicited commercial email (spam) was sent to advertise computers from which company?

- A) IBM
- B) Digital Equipment Corporation (DEC)**
- C) Apple
- D) Microsoft

10. Which illustrator created the modern red-suited image of Santa Claus for Coca-Cola advertisements beginning in 1931?

- A) Norman Rockwell
- B) Haddon Sundblom**
- C) N.C. Wyeth
- D) J.C. Leyendecker

11. In 1922, radio station WEAJ in New York broadcast the first paid radio commercial to advertise what type of business?

- A) An apartment complex**
- B) An automobile manufacturer
- C) A department store
- D) A toothpaste brand

12. Which duo authored the seminal 1981 marketing book 'Positioning: The Battle for Your Mind'?

A) Al Ries and Jack Trout

B) Philip Kotler and Gary Armstrong

C) Seth Godin and Malcolm Gladwell

D) David Aaker and Don Schultz