

Marketing History and Metrics

Marketing · Practice Test · 12 Questions

1. In what year did Philip Kotler publish his seminal textbook 'Marketing Management', which introduced the concept of the 4 Ps to a global audience?

- A) 1967
- B) 1972
- C) 1980
- D) 1955

2. Which company is widely credited with running the first television advertisement in the United States on July 1, 1941, during a baseball game?

- A) Coca-Cola
- B) Bulova
- C) Ford
- D) General Electric

3. E. Jerome McCarthy is credited with popularizing the '4 Ps' of marketing in 1960. What are these four variables?

- A) Product, Price, Place, Promotion
- B) People, Process, Physical Evidence, Price
- C) Promotion, Packaging, Product, Profit
- D) Place, Positioning, Price, People

4. According to the 'Rule of 7', a prospect needs to interact with a brand approximately how many times before they are likely to make a purchase?

- A) 3
- B) 5
- C) 7
- D) 10

5. In 1994, which company launched the first banner advertisement on the website HotWired.com?

- A) AT&T
- B) Microsoft
- C) Amazon
- D) IBM

6. What is the standard formula for calculating Return on Ad Spend (ROAS)?

- A) $(\text{Revenue from Ad} / \text{Cost of Ad}) * 100$
- B) $(\text{Revenue from Ad} / \text{Cost of Ad})$
- C) $(\text{Profit from Ad} / \text{Cost of Ad})$
- D) $(\text{Cost of Ad} / \text{Revenue from Ad})$

7. The term 'Marketing Mix' was first suggested in a 1953 presidential address to the American Marketing Association by which individual?

- A) Neil Borden
- B) Theodore Levitt
- C) Seth Godin
- D) David Ogilvy

8. In 2004, Facebook (then TheFacebook) was launched. How many months after launch did it reach its first 1 million active users?

- A) 2 months
- B) 6 months
- C) 12 months
- D) 18 months

9. What is the typical industry benchmark for a 'good' email marketing click-through rate (CTR)?

- A) 1% - 3%
- B) 5% - 8%
- C) 10% - 15%
- D) 20% - 25%

10. The term 'Search Engine Optimization' (SEO) is believed to have been coined in the 1990s. In what year did Google officially launch its search engine?

- A) 1995
- B) 1998
- C) 2000
- D) 2002

11. David Ogilvy, known as the 'Father of Advertising', founded the agency Ogilvy & Mather in which year?

- A) 1948
- B) 1952
- C) 1960
- D) 1935

12. In the context of market share analysis, what does the Herfindahl-Hirschman Index (HHI) primarily measure?

- A) Customer satisfaction scores
- B) Brand loyalty percentages
- C) Market concentration
- D) Advertising reach