Historical Milestones in Marketing

Marketing History · Practice Test · 10 Questions

1. Which 1920s company is widely credited with pioneering the concept of 'planned obsolescence' in the automotive industry to ensure repeat customer purchases?

A) Ford Motor Company
B) General Motors
C) Chrysler
D) Studebaker

2. In 1947, the term 'Marketing Mix' was first proposed by which academic in his presidential address to the American Marketing Association?

A) Philip Kotler
B) Neil Borden
C) Jerome McCarthy
D) Theodore Levitt

3. Which product's 1984 Super Bowl commercial, directed by Ridley Scott, is considered the seminal event in modern 'event-based' advertising?

A) Apple Macintosh
B) Coca-Cola Classic
C) IBM Personal Computer
D) Pepsi-Cola

4. What was the primary marketing innovation introduced by the 'De Beers' campaign in 1947, successfully associating a specific gem with marriage?

A) The 'A Diamond is Forever' slogan
B) Direct mail catalogs
C) Celebrity endorsements
D) The inclusion of lab-grown variants

5. In the history of direct response marketing, what was the specific invention of Lester Wunderman in 1967 that transformed the industry?

A) The Toll-Free 800 Number
B) The credit card mailer
C) The loyalty rewards program
D) The QR code predecessor

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6. Which American department store founder is historically credited with the 1874 invention of the 'money-back guarantee' to build consumer trust?

A) John Wanamaker
B) Marshall Field
C) Rowland Hussey Macy
D) Aaron Montgomery Ward

7. The first banner advertisement on the World Wide Web appeared in 1994 on HotWired.com. Which company purchased this historic ad space?

A) Microsoft
B) AT&T
C) Netscape
D) Yahoo

8. In 1960, E. Jerome McCarthy codified the '4 Ps' of marketing. Which of the following was NOT one of the original 4 Ps?

A) Product
B) Promotion
C) Price
D) Packaging

9. What historically significant marketing strategy did Procter & Gamble pioneer in the 1930s while sponsoring radio programs like 'The Puddle Family'?

A) Search Engine Optimization
B) Product Placement
C) Soap Operas
D) Influencer Marketing

10. Which company launched the first 'frequent flyer program' in 1981, fundamentally changing how marketing used customer data for retention?

A) Pan American World Airways
B) American Airlines
C) United Airlines
D) Delta Air Lines

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