



Competency Based Competitive Events Written Exam Sample

Advertising Campaign



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1. The wrongful interference with the right of a business to operate is the basis of business

- A. tort law.
- B. liability.
- C. fraud.
- D. compliance.

2. Advertising agencies often conduct planning meetings with clients for the purpose of

- A. discussing problems.
- B. scheduling follow-up sessions.
- C. introducing new employees.
- D. establishing deadlines.

3. Which of the following is an important type of financial record that individuals should maintain in order to manage their finances:

- A. Product warranty
- B. Cancelled check
- C. Insurance policy
- D. Travel report

4. The type and scope of the promotional project usually have a significant effect on

- A. staffing requirements.
- B. payment methods.
- C. design characteristics.
- D. organizational goals.

5. One of the functions of the implementation component of a marketing plan is to

- A. describe the objectives.
- B. explain budget considerations.
- C. outline plans of action.
- D. measure standard procedures.

6. What does a full-service advertising agency often analyze when making decisions about how to improve the company?

- A. Training methods
- B. Statistical findings
- C. Information skills
- D. Privacy factors

7. Which of the following is a source of career information that is easy to contact:

- A. Government agencies
- B. Employers
- C. Research institutions
- D. Relatives

8. Advertising agencies often seek their clients' ongoing input to identify new goods and services to provide because their clients'

- A. resources vary.
- B. personalities differ.
- C. needs change.
- D. opinions fluctuate.

9. One reason why copywriters often include testimonials in advertising copy is because the testimonials tend to

- A. feature well-known people.
- B. lend credibility to the ad.
- C. demonstrate product use.
- D. present a certain lifestyle.

10. When measuring the results of the promotional mix, businesses often consider if _____ has increased.

- A. marketing
- B. advertising
- C. awareness
- D. inventory

1. A

Tort law. The concept of wrongful action is the basis of all torts. Tort law that applies to business involves the wrongful interference with the right of a business to operate. Therefore, business torts are wrongful actions against a business that cause it harm in some way. An example might be unfair competition. The wrongful interference with the right of a business to operate is not the basis of business liability, fraud, or compliance.

SOURCE: BL:069

SOURCE: Miller, R.L., & Jentz, G.A. (2005). *Fundamentals of business law* (6th ed.) [pp. 82-83].

Mason, OH: Thomson/South-Western.

2. D

Establishing deadlines. During a planning meeting, participants make decisions, receive assignments, discuss procedures, and establish deadlines. Establishing deadlines is extremely important because many advertising activities must be completed by certain dates. For example, for advertisements to appear in specific issues of magazines, the copy and layout must be completed and approved by a certain date to meet the magazine's production schedule. The two parties need to decide when certain activities should take place. They might schedule follow-up sessions and discuss possible problems, but that is not the main purpose of the planning meeting. Agencies usually do not conduct planning meetings simply to introduce new employees to clients.

SOURCE: CO:052

SOURCE: Gido, J., & Clements, J.P. (2003). *Successful project management* (2nd ed.) [pp. 365-367].

Mason, OH: South-Western.

3. C

Insurance policy. Individuals maintain a variety of financial records and one of these is an insurance policy. In many cases, individuals have several types of insurance policies, such as automobile, homeowner's, health, life, etc. These policies pay claims that have cash value. For example, if an individual's home is damaged due to a tornado, a homeowner's policy will pay for repairs, which saves money for the homeowner. It is important for individuals to keep a record of these policies so they will know what is covered and for how much. Many individuals bank online and do not have cancelled checks. Product warranties and travel reports are not financial records that individuals should maintain.

SOURCE: FI:069

SOURCE: Kapoor, J.R., Dlabay, L.R., Hughes, R.J., & Hoyt, W.B. (2005). *Business and personal finance* (pp. 411-413). New York: Glencoe/McGraw-Hill.

4. A

Staffing requirements. Staffing requirements are dictated by the size and scope of the promotional project. The advertising agency must consider the staff members' workload, time constraints, and the employees' ability to do the necessary tasks. For example, a company may want an advertising agency to write only the copy for an in-house project. In this case, the agency might need one or two copywriters to develop the text. The agency does not need graphic artists to develop design elements, or production equipment and staff to produce television commercials. The type and scope of the project affects the overall cost rather than the payment methods. Design characteristics do not change, although simple projects may not require extensive design work. Organizational goals may have an effect on the type and scope of the promotional project.

SOURCE: HR:379

SOURCE: Gido, J., & Clements, J. P. (2003). *Successful project management* (2nd ed.) [pp. 305-306]. Mason, OH: South-Western.

5. B

Explain budget considerations. The implementation component of a marketing plan is intended to explain how the plan will be put into effect. One aspect of this involves explaining budget considerations and the amount of money that will be needed to implement the marketing plan. Before a plan can be put into effect, a business needs to determine if the cost is worth the investment, and if the funds are available or can be obtained. The objectives component describes the goals and objectives. The marketing strategies component outlines the plans of action. The evaluation and control section explains the measures that will be used to evaluate the procedures.

SOURCE: MP:007

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 35-36). New York: Glencoe/McGraw-Hill.

6. B

Statistical findings. Statistics are information presented in numerical form. For the statistics to be useful, businesses must analyze and interpret them. For example, it may be important for an advertising agency to find out how many clients are in certain industries, and then convert those figures to percentages to determine which industries are likely to use certain types of advertising media. By analyzing this type of statistical finding, full-service advertising agencies can make decisions about targeting certain groups to increase sales and profits. Advertising agencies might analyze training results rather than training methods. A full-service advertising agency does not analyze information skills or privacy factors when making business decisions to improve the company.

SOURCE: NF:093

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 170-171). New York: Glencoe/McGraw-Hill.

7. D

Relatives. Relatives are often a good source of career information, and they are also easy to contact. Family members may work in various types of professions or industries and be able to explain the job requirements and advancement opportunities. They may be able to provide brochures or reports from their places of employment that describe the jobs and the purpose of the business. Family members are usually willing to talk about their jobs and provide information to young relatives. Although it is possible to obtain career information from employers, research institutions, and government agencies, it is not always easy to do so. Some of these organizations do not have easily-accessible information or have restrictions on who may receive the information.

SOURCE: PD:022

SOURCE: Bailey, L.J. (2003). *Working: Career success for the 21st century* (3rd ed.) [p. 33]. Mason, OH: South-Western.

8. C

Needs change. As clients' needs and wants change, the products they want to satisfy those wants and needs also change. Although the personalities, resources, and opinions of the clients vary, the group as a whole usually has some common characteristics, such the need for expertise and the need for certain technological tools to communicate information. As one of these characteristics changes (e.g., technology), often the types of advertising and communication vehicles that the clients want also changes.

SOURCE: PM:130

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 640-641). New York: Glencoe/McGraw-Hill.

9. B

Lend credibility to the ad. A testimonial is a statement by an identified user of a product proclaiming the benefits received from the use of the product. Copywriters often include testimonials in advertising copy because they tend to lend credibility to the ad. Actual users of the product telling how satisfied they are and how effective the product is makes the ad more believable and appealing to consumers. Although some testimonials are endorsements from well-known people, the most effective ones usually are from ordinary people who are satisfied customers. Testimonials do not demonstrate product use or present a certain lifestyle.

SOURCE: PR:126

SOURCE: Arens, W.F. (2004). *Contemporary advertising* (9th ed.) [pp. 427-428]. Boston: Irwin/McGrawHill.

10. C

Awareness. The promotional mix is the combination of marketing communication channels that a business uses to send its messages to consumers. To determine if the promotional mix is effective in reaching the target market, the business evaluates several factors, such as awareness, which might include increased awareness of the business or of the brands the business sells. If the promotional mix is effective, the awareness level should increase because more people are being exposed to the promotional message. When measuring the results of the promotional mix, businesses do not consider if advertising, marketing, or inventory has increased.

SOURCE: PR:238

SOURCE: Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2006). *Marketing essentials* (pp. 367-368). New York: Glencoe/McGraw-Hill.