**Chapter 2**

**Multiple choice questions**

The term ‘advertising’ is derived from the latin phrase *advertere*, which means…

To promote

To turn toward

To turn away

To inform

**2** According to Shaw (2015) trade and marketing systems experienced huge development due to the introduction of…

Coined money

Centralised marketplaces

Sedentary retailers

All of the above

**3** According to Sage (1916) which of the following was not of importance for the promotion of trade in the Roman period?

Newspapers and magazines

Shop signs and frontage

Posters and billboards

Direct mail promotions

**4** Which Renaissance philosopher called for a space for advertisement of trade opportunities in their essay *Of a Defect in our Policies*?

Francis Bacon

Desiderius Erasmus

Michel de Montaigne

Nicolaus Copernicus

In which century was the Gutenberg printing press invented?

Fourteenth

Fifteenth

Sixteenth

Seventeenth

**6** In which of the periods explored in this chapter does Nevett (1982) argue that advertising (in the UK) was regulated and reformed by both internal and external forces, contrary to perceptions of it being a uncontrolled and unscrupulous?

Pre-modern

Proto-modern

Early Modern

Modern

**7** Which advertising agency has been seen by historians as central in pioneering the use of research in advertising during the late 19th and early 20th centuries?

J. Walter Thompson

Carlton & Smith

Young & Rubicam

Sterling Cooper

**8** In what year was the first (third-party funded) advertisement aired on radio in the USA?

1920

1921

1922

1923

**9** Which company has been at the forefront of utilising product placement as a form of advertising within television (and movie) content?

Google

Microsoft

Samsung

Apple

**10** In which year did the first online advertisement appear?

1993

1994

1995

1996

**Answers**

**Multiple choice questions**

1 b); 2 d); 3 d); 4 c); 5 b); 6 c); 7 a); 8 c); 9 d); 10 b)