

# Pretest Barreiro

## Question #1 (1 point)

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„Live advertisement“ is:

- an advertisement about “life”
- an advertisement broadcasted “live”
- an advertisement made with things
- an advertisement made with people and animals

## Question #2 (1 point)

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If you need to get **people’s attention** you use:

- publicity design
- publicity hand
- publicity stunt
- publicity eye

## Question #3 (1 point)

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*Used as a frontrunner of an advertising campaign, it reveals only a little about the advertiser or the product. Its purpose is to arouse widespread attention, and build excitement and expectations through consumer curiosity.*

It is a **definition** of

- advertising campaign
- advertising slogan
- teaser advertisement
- live advertisement

## Question #4 (1 point)

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Which of the following **isn’t true** about “word-of-mouth” advertising:

- It is a paid form of a promotion.
- It happens naturally in many cases when people want to share their experience with those they know.
- Customers tell other people how much they like a business, product or service.
- It uses happy customers to promote a business.

## Question #5 (1 point)

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“Design **features**” means:

- A series of steps that are made to help people in making projects or designing.
- Any aspects of a product design which anyone (most commonly the designer or the seller) would like to emphasise as particularly valuable or attractive.
- Someone's way of spelling out exactly what they think the purpose of design is, what its role is in the process of completing a project.
- A product development phase wherein the product's composition, dimensions, attributes and/or specifications are determined.

## Question #6 (1 point)

A lot of cosmetics companies give away ..... so that customers can try the product before they buy.

- free samples
- posters
- leaflets
- commercials

**Question #7** (1 point)

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Advertising companies spend a lot of money on creating clever ..... that are short and memorable, such as the message for Nike: 'Just do it'.

- slogans
- exhibitions
- posters
- free samples

**Question #8** (1 point)

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Celebrity ..... is a technique that is very popular in advertising at the moment.

- research
- posters
- exhibition
- endorsement

**Question #9** (1 point)

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If news about a product comes to you by word of ....., someone tells you about it rather than you seeing an advert.

- internet
- press
- flyers
- mouth

**Question #10** (1 point)

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Many companies use post and electronic ..... because they can target a particular group of consumers all at the same time.

- leaflets
- posters
- slogans
- mailshots

**Question #11** (1 point)

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Which of these media is not used for advertisement?

- Billboards
- Magazines
- Notebooks

- Newspapers

**Question #12** (1 point)

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Tick which of these is the best medium for advertisement?

- Magazines
- Television
- Radio
- Newspapers

**Question #13** (1 point)

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Direct mail as a type of advertising is:

- more personal than TV ad
- less personal than TV ad

**Question #14** (1 point)

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Television advertisements have the advantage of:

- sight, music and picture to persuade a customer to buy from you.
- sight, sound, movement and colour to persuade a customer to buy from you.
- sound, movement and colour to persuade a customer to buy from you.

**Question #15** (1 point)

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Which of these options belongs among disadvantages of advertising:

- Advertising manipulates people.
- Advertising is a creative industry that employs many people.
- Companies need to tell customers about their products.
- Advertisements inform us about the choices we have.
- Advertising is a key part of modern business.

**Question #16** (1 point)

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When preparing a presentation, you have to

- memorize the whole presentation
- brush your teeth and comb your hair
- think about what you want to present
- show it to your audience first

**Question #17** (1 point)

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Before starting the presentation,

- show up at the last possible moment
- go through the venue and greet everyone with a handshake
- make sure technical aspects work properly
- drink a cup of tea to calm yourself down

**Question #18** (1 point)

When you start with your presentation it is essential

- to grab your audience's attention
- to look at your audience
- to look at the screen
- to take the laser pointer in your left hand

**Question #19** (1 point)

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During the presentation you should

- speak in a monotonous way
- put your right hand in your pocket
- rest your left hand on the lectern or rostrum
- use your voice effectively

**Question #20** (1 point)

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Body language is also important. You should

- hold your arms behind your back
- walk up and down the stage
- cross your arms in front of you
- make your gestures open and confidently