

Hempstead High School

MARKETING: Section 4

Affiliate Marketing Quiz 4

Due Date: **September 4, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

Did affiliate marketing exist in the year 1900?

- Yes
- No

Question 2

/1

_____ is the new marketing.

- Influencing (Social Media)
- Television/Radio
- Newspaper
- Door To Door Sales

Question 3

/1

How many channels did Mr. K. say he had as a kid when he had to walk up to the television to change the channel?

- 10
- 25
- 50
- 1000

Name: _____

Question 4

/1

Compare Marketing in the era that Mr. Kazanjian grew up (1980's/1990's with Marketing today.

(Note: There are two answers to this)

- People used to stick advertisements on the sides of dinosaurs.
- Mr. Kazanjian said that there were less channels in the past, 10 public television channels, newspapers, radio, magazines when he was young, and today there are billions if not trillions of channels where content can be viewed and products could be sold.
- In the past there were more channels because people read newspapers and watched the same things on television.
- There were less channels in the past but everyone watched the same thing because they had limited options.

Instructions for grading: Grade each question and tally the score to obtain the total test points. If the factor does not equal 1, multiply the total points by the factor to obtain the student's final score.

Question 1

Did affiliate marketing exist in the year 1900?

No

1 possible pts.

Question 2

_____ is the new marketing.

Influencing (Social Media)

1 possible pts.

Question 3

How many channels did Mr. K. say he had as a kid when he had to walk up to the television to change the channel?

10

1 possible pts.

Question 4

Compare Marketing in the era that Mr. Kazanjian grew up (1980's/1990's with Marketing today.

(Note: There are two answers to this)

- Mr. Kazanjian said that there were less channels in the past, 10 public television channels, newspapers, radio, magazines when he was young, and today there are billions if not trillions of channels where content can be viewed and products could be sold.
- There were less channels in the past but everyone watched the same thing because they had limited options.

1 possible pts. / partial credit

