

Hempstead High School

MARKETING: Section 4

Lesson 2-5 Vitamin Water Quiz A

Due Date: **October 5, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

What is the primary similarity between Edward Bernays and Rohan Oza?

- Both used marketing to create popular demand for products they did not create
- Both worked in the health and wellness industry
- Both founded the companies they marketed for
- Both promoted government regulations on their products

Question 2

/1

What was one key difference between the era of Edward Bernays' cigarette marketing and Rohan Oza's Vitamin Water marketing?

- Oza worked in a time when marketing was not regulated at all
- Oza's products faced no ethical scrutiny, unlike Bernays'
- Bernays had stricter government regulations
- Bernays operated before the introduction of consumer protection laws like the Consumer Bill of Rights

Question 3

/1

What consumer concern led to a lawsuit against Coca-Cola's Vitamin Water, according to the text?

- Vitamin Water was as unhealthy as sugary soda but marketed as healthy
- Vitamin Water was falsely advertised as an energy drink
- Vitamin Water did not contain any vitamins
- Vitamin Water had dangerous side effects

Name: _____

Question 4

/1

How did Coca-Cola respond to the accusations against Vitamin Water's marketing?

- They claimed no reasonable consumer would believe Vitamin Water was healthy
- They discontinued the Vitamin Water line entirely
- They admitted to misleading advertising
- They rebranded Vitamin Water to make it clear it contained sugar