

Hempstead High School

MARKETING: Section 4

Lesson 2-4 Smoking

Due Date: **October 5, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

What habit did many doctors enjoy during their busy schedules according to the 1950s advertisement?

- Drinking coffee
- Reading newspapers
- Playing golf
- Smoking cigarettes

Question 2

/1

Which cigarette brand was named most by doctors in the national survey mentioned in the video?

- Marlboro
- Camel
- Winston
- Lucky Strike

Question 3

/1

What marketing strategy did Edward Bernays famously use to increase bacon and egg consumption?

- Promoted it through sports figures
- Advocated it as a patriotic duty
- Sponsored cooking shows
- Got doctors to endorse it as a healthy breakfast

Name: _____

Question 4

/1

In the late 1920s, what societal norm did Bernays aim to challenge by encouraging women to smoke?

- Smoking was too expensive for women
- Smoking was seen as unladylike
- Smoking caused hair loss in women
- Women preferred cigars

Question 5

/1

What event did Bernays use to publicize the “torches of freedom” campaign for women smoking in public?

- The New York Fashion Week
- The Easter Day Parade in New York City
- The Women’s Rights March
- The Fourth of July parade

Question 6

/1

During both World Wars, what role did cigarettes play in the military according to the text?

- They were banned for health reasons
- They were rationed (given to soldiers) as a patriotic duty
- They were used as currency among soldiers
- They were provided only to high-ranking officers

Name: _____

Question 7

/1

According to the video, what marketing tactic did tobacco companies use during World War II to boost cigarette sales?

- Claimed that cigarettes cured diseases
- Associated smoking with patriotism and the fight against fascism
- Marketed to children
- Offered free packs with rations

Question 8

/1

In the video, who were the primary "leaders of the Free World" mentioned as heavy smokers in the tobacco campaigns?

- Hitler, Stalin, and Mussolini
- Roosevelt, Churchill, and Stalin
- Truman, Stalin, and Mao
- Kennedy, Eisenhower, and de Gaulle

Question 9

/1

What was the impact of the U.S. Surgeon General's report in 1964?

- It cleared cigarettes of any health concerns
- It linked smoking to lung cancer and chronic bronchitis
- It boosted cigarette sales
- It was ignored by the public

Name: _____

Question 10

/1

How did the tobacco industry respond to the health concerns raised in the 1964 report?

- They stopped selling cigarettes
- They launched a smear campaign against doctors who felt smoking was unhealthy
- They ignored the report entirely
- They marketed cigarettes as weight-loss tools

Question 11

/1

What strategy did Edward Bernays use to promote women smoking?

- He linked it to fashion trends
- He connected smoking to women's rights and empowerment
- He claimed it cured headaches
- He said smoking would make women more attractive to men

Question 12

/1

What was the tobacco industry's response to the government regulations in the 1970s?

- They stopped advertising entirely
- They shifted to sponsoring sports and celebrities
- They lobbied to reverse the regulations
- They increased cigarette prices

Name: _____

Question 13

/1

What did the tobacco industry create to counteract health concerns about smoking?

- The Council for Scientific Research
- The Tobacco Free Association
- The Clean Air Initiative
- The World Health Organization

Question 14

/1

How did tobacco companies influence public perception after the 1964 report?

- They claimed smoking was a patriotic duty
- They flooded the market with scientific reports to create confusion
- They promoted quitting smoking altogether
- They advertised smoking as a cure for anxiety

Question 15

/1

What visual imagery did the Marlboro Man campaign use to market cigarettes?

- Glamorous movie stars
- Athletic sports stars
- Elegant women in evening gowns
- Rugged, masculine cowboys

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

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1 possible pts.

Question 2

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Question 3

What marketing strategy did Edward Bernays famously use to increase bacon and egg consumption?

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Question 4

In the late 1920s, what societal norm did Bernays aim to challenge by encouraging women to smoke?

Smoking was seen as unladylike

1 possible pts.

Question 5

What event did Bernays use to publicize the “torches of freedom” campaign for women smoking in public?

The Easter Day Parade in New York City

1 possible pts.

Question 6

During both World Wars, what role did cigarettes play in the military according to the text?

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Question 7

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