

1. One way to identify the presence of value advertisers seek is by \_\_\_\_\_

testing copy

2. Classification of adverts by target audience is strongly tied to \_\_\_\_\_

purpose of the advert

3. Research must satisfy the following criteria except \_\_\_\_\_

tangibility

4. Elements of creative mix include the following except \_\_\_\_\_

evaluation concept

5. the presentation and appearance of the advert copy is known as \_\_\_\_\_

creative concept

6. One of these is not a step in conducting advertising research \_\_\_\_\_

prognosis evaluation

7. The accuracy of findings in advertising research can be achieved through \_\_\_\_\_

validity

8. Formal research can be conducted through \_\_\_\_\_

A and B

9. Since advertising is not done haphazardly, it requires a team of \_\_\_\_\_

professionals

10. Advertising research helps to identify the following information about the audience except \_\_\_\_\_

Anatomy

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