



Professor Myles Bassell

Business 50.7 Advertising

Brooklyn College

Study Guide K 13

COLLEGE Critical Thinking & Concept Application page 1 of 1

Chapter 13 Direct-Response and Internet Advertising

1. Your Name:
2. Your Phone #:
3. Your Email Address:
- 4 List and briefly explain 3 pros of direct response
- 5 List and briefly explain 3 cons of direct response
- 6 List and briefly explain 3 pros of the internet
- 7 List and briefly explain 3 cons of the internet
- 8 What is spam?



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- 9 What is disintermediation?
- 10 List and briefly explain 3 roles of the internet in advertising
- 11 List and briefly explain 3 objectives of direct response
- 12 List and briefly explain 3 major advantages of direct response
- 13 What is DRTV? List and briefly explain 3 forms of DRTV
- 14 List 6 DRTV advantages
- 15 What is fulfillment and why is it an issue?
16. What is one of the problems facing direct mail advertisers?