



The right formula

Taking driving into the classroom

Revision Quiz Answers: Communications

1. **Q** What is the equivalent of road signs on the racing circuit?
A flags
2. **Q** What does the black & white chequered flag communicate in racing?
A the race/practice session is over
3. **Q** Which brand values would you always expect from a design agency?
A creative
4. **Q** Which of the following brand values best describes a firm of accountants?
A methodical
5. **Q** Which of the following brand values best describes a race team?
A skillful
6. **Q** What does the black flag communicate to a race driver?
A driver has been disqualified
7. **Q** What do circular road signs communicate?
A orders
8. **Q** What do triangular road signs communicate?
A warnings
9. **Q** What do rectangular road signs communicate?
A information
10. **Q** What do we call the application of brand elements on vehicles?
A livery
11. **Q** Which is the best way to communicate the launch of a new car to the media?
A press launch
12. **Q** A well known race driver is getting married. Which is the best way to communicate the story to the media?
A feature placements
13. **Q** What is 'public relations'?
A strategic management of relations
14. **Q** What is the maximum length a Press Release should be?
A two pages
15. **Q** Which is the best way to start a Press Release?
A with the main point



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Revision Quiz Answers: Communications (continued)

16. **Q** What should be avoided in a Press Release?
A unnecessary jargon
17. **Q** How should a Press Release end?
A with a clear conclusion
18. **Q** In Public Relations, who are an organisation's audience?
A all people with whom the organisation has contact
19. **Q** Anything sent to the media should be:
A typed
20. **Q** Which two are called the 'broadcast mass media'?
A radio and television
21. **Q** Which two are called the 'printed mass media'?
A newspapers and magazines
22. **Q** What is the role of the Advertising Standards Authority?
A to ensure ads are not harmful, misleading or offensive
23. **Q** What is usually the primary goal of advertising?
A to increase sales
24. **Q** What is usually the primary goal of sponsorship?
A to increase brand awareness
25. **Q** What is usually the primary goal of charitable donations?
A to help good causes
26. **Q** What is the first step of evaluation?
A setting clear objectives
27. **Q** Which 'medium' is not included in a 'below the line' advertising campaign?
A television
28. **Q** Which 'medium' is not included in an 'above the line' advertising campaign?
A leaflets
29. **Q** Where on a racing car can you see the sponsor's logo?
A on the body
30. **Q** Which is NOT part of the 'new advertising media'?
A tv advertising