

Marketing Trivia Quiz

1. According to brand equity calculations, which is the more valuable brand - Coke or Pepsi?

Coke	Pepsi
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2. Throughout the world, which company has the larger sales revenue \$'s - Coca-Cola or PepsiCo?

Coca-Cola	PepsiCo
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3. In what year was Coca-Cola launched in the US market?

1886	1906	1926	1946
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4. Around how many different product items does Nestle (candy bars and many other product lines) sell EACH day in the world?

10 million	100 million	1 billion	10 billion
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5. Approximately how many different/unique products are listed for sale on Amazon?

6 million	60 million	600 million	6 billion
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6. Which is the most popular search engine in the world?

Bing	Yahoo	Google	Find It Fast
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7. Which is the most popular search engine in China?

Baidu	Youdao	Google	Sogou
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8. In what year was the first Apple iPhone launched?

2005	2007	2009	2011
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9. In what year was Facebook founded?

2000	2004	2008	2012
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10. What % of all worldwide advertising is through Google and Facebook?

5%	15%	25%	35%
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11. What does it cost to run one 30 second TV ad during the Superbowl (American football)?

\$1m (USD)	\$3m (USD)	\$5m (USD)	\$7m (USD)
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12. Which was the first public US company ever to be valued at more than 1 trillion (USD)?

Apple	Google	Amazon	McDonalds
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13. Whose logo is this?

	AT&T	Acme Corp	Adidas	Airbnb
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14. Whose logo is this?

	Tesla	Nissan	Toyota	Mazda
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15. Which brand uses the tag-line "Just Do It"?

Red Bull	Adidas	Subway	Nike
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16. Which one is NOT part of the 4P's of marketing?

Product		Place	Price	People
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17. In which country is it a "tradition" to go to KFC on Christmas Day?

Japan	Mexico	USA	Morocco
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18. Which famous toy store chain went bankrupt in 2018?

Lego	KiddyLand	Rebel Sports	Toys R Us
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19. In what year was the microwave oven for HOME use launched onto the market for the first time?

1956	1966	1976	1986
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20. Which company invented the first digital camera and in what year?

Kodak in 1975	Canon in 1985	Sony in 1995	Apple in 2005
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