

Marketing Quiz

1. It is conservatively estimated that children influence more than \$_____ in food and beverage purchases each year in the United States.

- a. 10 million
- b. 50 million
- c. 50 billion
- d. 100 billion

2. In February, the McDonald's websites HappyMeal.com and McWorld.com received a total of _____ visitors, around half of whom were under 12.

- a. 7,000
- b. 70,000
- c. 700,000
- d. 7 million

3. General Mills' Lucky Charms site, with virtual adventures starring Lucky the Leprechaun, had _____ visitors in February.

- a. 27,000
- b. 57,000
- c. 157, 000
- d. 227,000

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