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Name:_____ Class:_____ Date:_____

Chapter 01: The Digital Marketing Landscape and Foundations

True / False

1. Digital marketing is using any digital technology to facilitate the marketing process.
   a. True
   b. False

ANSWER: True

2. First-party data is collected by companies that do not have a direct relationship to a particular firm's customers.
   a. True
   b. False

ANSWER: False

3. The emphasis on engagement and measurement is what led to the widespread adoption of the term "digital marketing."
   a. True
   b. False

ANSWER: True

4. Digital disruption occurs when new digital technologies affect the value proposition of existing goods and services.
   a. True
   b. False

ANSWER: True

5. There is little room for growth in mobile or broadband in developing countries.
   a. True
   b. False

ANSWER: False

6. Conversion is when the customer continues to make purchases.
   a. True
   b. False

ANSWER: False

7. The "cloud" is a metaphor for the internet.
   a. True
   b. False

ANSWER: True

8. Most software is now sold as a service, not as a product.
   a. True
   b. False

ANSWER: True

9. Internet usage varies widely between men and women and by ethnicity.
   a. True
   b. False

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ANSWER: False

10. Over half of the world's population has access to the internet.
    a. True
    b. False

ANSWER: True

11. The most popular weekly online activity for internet users in the United States is streaming music.
    a. True
    b. False

ANSWER: False

12. Customer conversion refers primarily to sales.
    a. True
    b. False

ANSWER: True

13. In the critical strategy elements, the list tends to play a secondary role in action-oriented context.
    a. True
    b. False

ANSWER: True

14. On the internet, disruptive change is ongoing.
    a. True
    b. False

ANSWER: True

Multi-Mode

15. Why did "walled gardens" such as AOL and open portals such Yahoo!, once the giants of the web, fall from dominance?
    a. Google's development of better search algorithms
    b. Amazon's successful harnessing of artificial intelligence
    c. Poor investment decisions by Yahoo! and other portal companies
    d. Inability to capitalize on successful internet marketing

ANSWER: a

16. Which of the following is a network of physical objects accessed through the internet?
    a. Virtual reality
    b. The Internet of Everything
    c. The Internet of Things
    d. Augmented reality

ANSWER: c

17. The stage in which the basic direct response strategies customers have been attracted to the brand, made a purchase,

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but have not committed to the brand is:

a. customer acquisition.
b. customer conversion.
c. customer retention.
d. customer value growth.

ANSWER: a

18. The Internet of Everything builds upon the Internet of Things by adding people, process, data, and _____.

a. performance
b. personalization
c. products targeted solely at the consumer market
d. physical objects

ANSWER: d

19. In the 4th Wave of the Industrial Revolution the human focuses on smartification, purpose, and _____.

a. sustainability
b. digitalization
c. consumption
d. scalability

ANSWER: a

20. The phenomenon whereby old ways of thinking and behaving are upset by digital technologies is called digital _____.

a. disruption
b. desolation
c. decimation
d. denunciation

ANSWER: a

21. The rapid change in business activities and operations caused by digital disruption is referred to as digital _____.

a. transduction
b. transmigration
c. transformation
d. trepidation

ANSWER: c

22. Technology that allows the identification of tagged goods from a distance with no intervention by human operation is called:

a. Software as a Product (SaaP).
b. radiofrequency identification (RFID).
c. artificial intelligence.
d. mixed reality.

ANSWER: b

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23. What term is used to describe software that is stored in the cloud and accessed by subscribed companies for a fee?
    a. Applications Software Providers
    b. Proprietary Software
    c. Software as a Service
    d. Software as a Product

ANSWER: c

24. The value delivered by the firm to a specific, targeted customer segment is known as a(n):
    a. value proposition.
    b. artificial intelligence.
    c. marketing schema.
    d. customer acquisition.

ANSWER: a

25. The type of technology wave that features the ability to enhance, extend, and enrich the physical reality is known as:
    a. mixed reality.
    b. virtual reality.
    c. augmented reality.
    d. artificial reality.

ANSWER: c

26. The simulation of a three-dimensional environment, which the user can use special equipment to interact with, is known as:
    a. mixed reality.
    b. virtual reality.
    c. augmented reality.
    d. artificial reality.

ANSWER: b

27. Microsoft HoloLens is an example of which type of reality?
    a. Postmodern
    b. Artificial
    c. Mixed
    d. Transcendent

ANSWER: c

28. In the United States, nearly _____ percent of daily time is spent on the internet.
    a. 20
    b. 35
    c. 45
    d. 75

ANSWER: c

29. In the 2021 report, Boomers shopped what percentage in-store and what percentage online?

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a. 74 percent in-store and 73 percent online
b. 82 percent in-store and 85 percent online
c. 83 percent in-store and 83 percent online
d. 89 percent in-store and 90 percent online

ANSWER: d

30. On average, users spend about _____ percent of their media time on a mobile device.
a. 30
b. 45
c. 50
d. 79

ANSWER: a

31. Salesforce.com exemplifies a:
a. "cloud computing" product that shows the power of connectivity in a network.
b. proprietary product used by a single user.
c. technology that is used primarily to develop proprietary software.
d. nondisruptive innovator.

ANSWER: a

32. Why is it that some demographic data is insignificant in distinguishing internet users from the general population?
a. Almost everyone is already an internet user.
b. Most internet users use the mobile web.
c. Most internet users use the fixed web.
d. Most internet users use the dark web.

ANSWER: a

33. The most common way consumers enter the web is through:
a. search engines.
b. merchant emails.
c. social networking sites.
d. walled gardens.

ANSWER: a

34. Businesses have enthusiastically adopted the internet for marketing for:
a. new customers and customer appreciation.
b. customer retention and customer appreciation.
c. customer feedback and retention.
d. attracting new customers and customer retention.

ANSWER: d

Essay

35. Name and define the four core objectives that all of marketing boils down to.

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ANSWER: Answers will vary.

36. Explain the differences between VR, AR, and MR.
ANSWER: Answers will vary.

37. Explain the Internet of Things and its significance to online marketing.
ANSWER: Answers will vary.

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