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SKU: 9781266856815-TEST-BANK

Correct answers located at the end of the chapter.

TRUE/FALSE - Write 'T' if the statement is true and 'F' if the statement is false.

1) Digital marketing has little in common with traditional marketing.
   - ◎ true
   - ◎ false

2) Providing value to consumers is a key aspect of digital marketing.
   - ◎ true
   - ◎ false

3) It is accurate to say that the web, World Wide Web, and Internet all refer to the same concept.
   - ◎ true
   - ◎ false

4) Email is an early type of digital marketing which was first used in the 1990s.
   - ◎ true
   - ◎ false

5) It is anticipated that Web 5.0 will provide a more sensory experience for users.
   - ◎ true
   - ◎ false

6) Digital marketers must follow rules established by the Federal Trade Commission Act in the U.S. and the General Data Protection Regulation in the European Union.
   - ◎ true
   - ◎ false

7) Firms conducting direct consumer or B2B sales online need a website presence, but a website presence is optional for other types of organizations.
   - ◎ true
   - ◎ false

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8) Sponsoring organizations incur direct costs when utilizing search engine marketing.
   - ◎ true
   - ◎ false

9) Artificial intelligence can be used to make personalized product recommendations to consumers based on their online activity.
   - ◎ true
   - ◎ false

10) As the Internet of Things (IoT) environment continues to expand, the role of digital marketers will decrease in importance.
   - ◎ true
   - ◎ false

11) Consumer value can be thought of as the relationship between what a consumer pays and what they receive.
   - ◎ true
   - ◎ false

12) Building your digital reputation can help boost customer retention.
   - ◎ true
   - ◎ false

13) Because of the global nature of the medium, segmentation is not an important strategy in digital marketing.
   - ◎ true
   - ◎ false

14) *Advancing*is one of the 7A's of digital marketing.
   - ◎ true
   - ◎ false

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15) Digital marketers must follow the law and follow customer preferences based on choices provided.
- ◎ true
- ◎ false

16) An appropriate conversion objective for social media marketing is increasing the number of brand followers.
- ◎ true
- ◎ false

17) Customer insights may be gained through data such as mobile app downloads and activity monitoring.
- ◎ true
- ◎ false

18) Dedicated customer service phone lines deliver the optimal customer service experience to consumers: use of digital technology should be very limited.
- ◎ true
- ◎ false

19) Return on investment (ROI) refers to the amount it costs an organization to acquire a new customer or achieve one sale.
- ◎ true
- ◎ false

20) Data analyzed in a useful or strategic manner are known as information.
- ◎ true
- ◎ false

21) The European Union has passed legislation that regulates some uses of artificial intelligence.
- ◎ true
- ◎ false

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22) As the web evolves, the oldest forms of digital marketing fall out of use.
- ◎ true
- ◎ false

23) North Americans lead the world in ownership of short-range devices, including smart home assistants and wearables.
- ◎ true
- ◎ false

24) To be truly influential, influencers must be real human beings.
- ◎ true
- ◎ false

MULTIPLE CHOICE - Choose the one alternative that best completes the statement or answers the question.

25) The concept integral to most definitions of marketing is
- A) service.
- B) allure.
- C) choice.
- D) value.

26) Leeza plans to buy either a hybrid or an all-electric vehicle this year. She begins the purchase process by researching various models and manufacturers online, comparing features, and reading expert reviews. The online availability of this information is a way that digital marketers
- A) drive down consumer costs.
- B) identify social needs.
- C) provide value to consumers.
- D) replace their traditional marketing efforts.

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27) When an online ad for a facial moisturizer mentions the featured product is named *Crème de la Mer*, it is referring to
A) a value offering.
B) a specific brand.
C) a brand strategy.
D) the company nickname.

28) The digital marketing process is dynamic, which means that it is
A) constantly changing.
B) unrelated to other marketing efforts.
C) designed to target everyone.
D) personalized for each consumer.

29) The broad term for the global network that permits users to communicate, share, and obtain information is
A) platform.
B) World Wide Web.
C) cyberspace.
D) Internet.

30) Which digital strategy predates the web and was the first used to reach consumers electronically?
A) email
B) search engine optimization
C) social media marketing
D) mobile apps

31) For digital marketers, Web 3.0 activity introduced new ways of engaging consumers. This included
A) launching user-generated content.
B) using smart-environment marketing.
C) engaging consumers via emails.
D) basing advertising on a consumer's online behavior.

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32) The current version of the web is also known as the_____. It involves technologies such as chatbots.
A) semantic web
B) user-generated web
C) symbiotic web
D) sensory and emotive web

33) Which two additional macro-environment factors were added to the original PEST analysis first described by Francis J. Aguilar?
A) public and stakeholder
B) economic and organizational
C) competitive and social
D) environmental and legal

34) The United States–Mexico–Canada Agreement modernized former NAFTA policies regarding intellectual property and digital trade among its three signatory nations. This is an example of which macro-environment force affecting digital marketing?
A) political
B) social
C) environmental
D) technical

35) Many consumers incorporate diversity and inclusion concerns in their purchase decisions. This reflects a(n)_____ force which organizations must consider when developing a digital marketing strategy.
A) political
B) social
C) economic
D) technical

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36) New legal considerations for digital marketers include a steep rise in regulations concerning cybersecurity and
A) digital waste.
B) gender-neutral language.
C) multiculturalism.
D) privacy.

37) After receiving few responses from traditional advertising, Joaquin expands his firm's recruitment efforts to include Instagram and LinkedIn. He is adjusting his digital strategy in which aspect of the micro-environment?
A) competitors
B) intermediaries
C) suppliers
D) organization

38) Reviewing the digital platform that rival firms are using is a marketing strategy most directly related to
A) improving customer service.
B) understanding the customer experience.
C) assessing the competitive landscape.
D) selecting appropriate intermediaries.

39) Understanding which component of the micro-environment is paramount to the success of digital marketing?
A) economic trends
B) customers
C) technology
D) the supply chain.

40) Which element plays the most essential role in enticing a consumer to open a marketing email?
A) the call-to-action
B) the message
C) the format
D) the subject line

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41) The home website of Doctors Without Borders educates viewers about its medical missions around the globe, as well as seeking monetary donations and volunteers. In this example, Doctors Without Borders is engaging in

A) paid advertising.
B) website marketing.
C) community marketing.
D) search engine optimization.

42) The website for streaming service Hulu features a bright green box on a dark background that reads "Build the Plan That's Right For You" in bold white type. Directly underneath is an interactive box inviting the reader to "Start Building." These two elements are an example of

A) customer service.
B) a subject line.
C) a call-to-action.
D) consumer personalization.

43) Theo is setting up a personal training business, and he is developing a website to promote his services. As he has an extremely limited marketing budget, he works to make sure his site will rank high in results when consumers search "at-home personal trainer." Right now, Theo's marketing efforts focus on

A) social media marketing.
B) search engine optimization.
C) mobile marketing.
D) search engine marketing.

44) Search engine optimization seeks to improve_____, while search engine marketing involves_____.

A) artificial results; natural results
B) customer conversion; customer service
C) natural results; paid advertising
D) accessibility; website design

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45) A consumer seeking custom invitations searches for the term “creative wedding invitations” on Google. In digital marketing, this term is an example of
A) metainformation.
B) consumer messaging.
C) a keyphrase.
D) search engine results.

46) Unpaid links to websites which appear on search engine results pages are part of the
A) organic results.
B) hidden results.
C) company-generated results.
D) SEM results.

47) To launch its new Baconator breakfast sandwich, Wendy’s posts an offer on Instagram for a free Baconator to anyone spending over $5 on Wendy’s via DoorDash. With this action, Wendy’s is engaging in
A) mobile marketing.
B) smart-environment marketing.
C) social media marketing.
D) community marketing.

48) A key goal of community marketing is
A) generating organic results.
B) connecting with consumers.
C) lowering advertising costs.
D) expanding the smart environment.

49) Marketing developed directly for smartphones, tablets, and smart watches is called
A) organic marketing.
B) mobile marketing.
C) paid advertising.
D) website marketing.

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50) When Austin searches for “best Thai food near me” on his phone, the first result he sees is an ad from a local restaurant featuring Thai food. This ad is an example of
A) social media marketing.
B) smart-environment marketing.
C) natural results.
D) mobile marketing.

51) Which aspect of digital marketing creates direct value for consumers?
A) providing product information
B) supporting local economies
C) increasing brand promotion
D) demonstrating corporate social responsibility

52) Reaching a broader range of consumers is a way that digital marketing provides value for
A) society.
B) consumers.
C) competitors.
D) the organization.

53) Dollar Shave Club entered the men’s grooming market with untraditional and humorous YouTube ads designed to look like viral videos. These spots associated the product with stylish young professionals seeking a great shave at a low price. In this situation, Dollar Shave Club used digital marketing to
A) change its reputation.
B) create a brand image.
C) replace sales promotions.
D) manage customer experiences.

54) Millions of people follow beauty blogger Huda Kattan’s Instagram posts about cosmetics and beauty products. Consumers often look to_____ like Huda for product recommendations.
A) salespeople
B) marketers
C) executives
D) influencers

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55) An organization's digital target market refers specifically to
A) its past customers.
B) anyone who purchases similar products.
C) identifiable groups toward which it aims its marketing.
D) potential influencers.

56) Olivia works on the digital marketing team for a company specializing in natural personal care products. She develops two different Instagram accounts, one highlighting the firm's beauty products, such as shampoo, and the other highlighting health products, such as toothpaste. Olivia is engaged in
A) segmentation.
B) retailing.
C) positioning.
D) branding.

57) In digital marketing, STP refers to segmentation, targeting, and
A) planning.
B) packaging.
C) positioning.
D) price.

58) The goal of digital customer relationship management is building a(n)_____ relationship with customers.
A) in-person
B) short-term
C) temporary
D) long-term

59) What is the digital marketing mix element which refers to providing meaningful experiences for consumers?
A) allure
B) advance
C) add
D) associate

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60) During colder months, Southwest Airlines entices customers by offering $59 fares to warm-weather destinations. These flash sales demonstrate which aspect of the digital marketing mix?
   A) adjust
   B) advance
   C) abide
   D) allure

61) When nearby road construction reduced their business, Zeppe's Italian Cafe initiated online advertising offering free delivery for all carryout orders over $25. At the same time, it ended an online campaign suggesting the restaurant as a special occasion destination. This firm's response to environmental changes highlights which digital marketing mix element?
   A) advance
   B) adapt
   C) add
   D) associate

62) The Coca-Cola Collector's Club boasts hundreds of chapters worldwide. Collectors buy, trade, and share Coca-Cola memorabilia at conventions, antique shows, and other gatherings, and are invited to share information with others on the official Coca-Cola Company website. The warm feelings that Coca-Cola collectors have about the product is an example of
   A) conversion.
   B) brand association.
   C) adjustment.
   D) brand analysis.

63) Which of the 7 A's of the digital marketing mix includes gaining customer insights through monitoring and measuring online behaviors?
   A) analyze
   B) allure
   C) associate
   D) adapt

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64) Digital marketing objectives should always be aligned with
A) the competition's strategy.
B) a firm's overall business objectives.
C) cost-reduction strategies.
D) goals of the organization's top leader.

65) What is the most essential consideration in determining the organization's digital marketing objectives?
A) reducing marketing costs
B) replacing traditional marketing efforts
C) creating value
D) changing brand reputation

66) When creating marketing objectives, digital marketers build in_____ to know whether specific objectives have been realized.
A) metrics
B) redundancies
C) line-item budgets
D) alternatives

67) When fast-casual restaurant chain Ne Ne Chicken entices a consumer to download its mobile app in exchange for a free meal, this is an example of which marketing objective?
A) customer insights
B) retention
C) conversion
D) customer service

68) Ryleigh is investigating how long users browse her custom jewelry website, and which pages they visit most often. Based on this information, she plans to tweak her site to provide more information on the most popular products she offers. Ryleigh's current objective is
A) enhancing retention.
B) gaining customer insights.
C) improving customer service.
D) building her brand image.

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69) Digital marketers must use_____ to gain customer insights and make meaningful changes to digital marketing strategy.
A) periodic observation
B) in-person focus groups
C) employee interviews
D) customer data and analytics

70) A digital strategy offering points and rewards with repeated purchases focuses on which marketing objective?
A) exceptional service
B) loyalty
C) conversion
D) information

71) The West Elm website offers an interactive room planning feature that helps consumers design a space using West Elm products such as art, pillows, mirrors, furniture, and lighting. Consumers can also access detailed product information including dimensions, color choices, and availability. Because West Elm provides this service, we know that a key marketing objective for West Elm is
A) increasing retention.
B) enhancing loyalty.
C) improving customer service.
D) providing information.

72) By highlighting endorsements, compliance, and testimonials on their company website, digital marketers are working toward which objective?
A) building brand reputation and trust
B) enabling interactive sales
C) gaining customer insights
D) enhancing retention

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73) In digital marketing analytics,_____ refers to the screening and checking of digital activity and outcomes.
A) manipulating
B) measuring
C) maximizing
D) monitoring

74) When you determine the net sales revenue that a new search ad generates as compared to its cost, this provides which key performance indicator?
A) cost per lead
B) return on investment
C) cost per acquisition
D) click-through rate

75) Which key performance indicator specifies the amount it costs an organization to identify a new potential contact?
A) cost per lead
B) return on investment
C) cost per acquisition
D) click-through rate

76) A crucial reason that marketers monitor and analyze the organization's digital marketing efforts is to
A) create a competitive advantage.
B) phase out other marketing efforts.
C) drive down marketing costs.
D) determine if they reached the right audience.

77) A baseball equipment manufacturer designs an online campaign featuring five different versions of its ad, and gathers details for each ad about resulting impressions and click-throughs. These unprocessed facts are examples of
A) tactics.
B) data.
C) algorithms.
D) information.

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78) Marketers refer to data analyzed in a way that it is helpful, such as for strategic marketing decision making, as
A) information.
B) facts.
C) big data.
D) raw numbers.

79) When marketers use algorithms, data, and artificial intelligence to hypothesize about potential marketing outcomes, they are utilizing
A) augmented reality.
B) predictive analytics.
C) digital positioning.
D) content analysis.

80) One key challenge of providing value is
A) the limited value associated with digital marketing.
B) brand awareness that is tied to a company's logo.
C) consumers' general inability to distinguish between different value propositions.
D) working within a fixed budget.

81) Which one of the following is the best example of a brand?
A) a photograph of a beautiful sunset
B) the water in a public water fountain
C) a painting you created in your art class
D) Kellogg's Rice Krispies cereal

82) A key challenge of digital marketing is
A) a complete lack of government legislation.
B) the inability to market a product or service globally.
C) customers' willingness to write negative reviews that can hurt a company's sales and reputation.
D) the ongoing "war" between Amazon and Alibaba.

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83) The current version of the web is
A) Web 2.0.
B) Web 3.0.
C) Web 4.0.
D) Web 5.0.

84) Which type of artificial intelligence uses machine learning to create new types of content, including images, text, or music, based on patterns and structures learned from existing data?
A) first-generation AI
B) generative artificial intelligence
C) analytical AI
D) multiverse AI

85) Which one of the following is an example of genAI marketing?
A) paid advertisements on social media such as Facebook
B) Microsoft Copilot offer advertising within Bing
C) search engine optimization in Google
D) Apple Music automatically adding the latest U2 album to users' accounts whether they have requested the album or not

86) Which one of the following is NOT one of Sachdev's 7 A's of digital marketing?
A) act
B) abide
C) associate
D) adapt

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87) A new dentist in town creates a website to support her practice, introduce her staff, and list the services provided. On her "About Us" page, she provides a lengthy description of her education (including the degrees she has earned and the universities she has attended) as well as links to articles she has written for professional journals and links to her social media accounts. By posting this information, the dentist is attempting to
A) gain customer insights.
B) provide exceptional customer service.
C) enhance customer loyalty.
D) establish her expertise.

88) The optimization of content to enhance the possibility of being visible in generative engines is
A) search engine optimization (SEO).
B) generative engine optimization (GEO).
C) red box marketing.
D) green box marketing.

89) Which of the following is a subset of artificial intelligence that allows computers to learn?
A) virtual reality
B) machine learning
C) large language models
D) automated query language

90) Suppose that a fashionista with a popular vlog comments "I'm a Louis Vuitton person. I never carry a handbag unless it's a Louis Vuitton." The fashionista is demonstrating
A) the added value of Louis Vuitton handbags.
B) the allure of handbags made by Louis Vuitton.
C) a brand affiliation with Louis Vuitton.
D) a willingness to adjust her purchase decisions based on the actions of other influencers.

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ESSAY. Write your answer in the space provided or on a separate sheet of paper.

91) Briefly compare digital marketing to traditional marketing.

92) Discuss factors that are part of the digital marketing micro-environment, and the role they play in developing a digital marketing strategy.

93) Select an organization you are familiar with and briefly describe at least three macro-environmental factors that influence its marketing strategies.

94) Compare and contrast search engine optimization (SEO) with search engine marketing (SEM).

95) Define the core digital marketing concepts of segmentation, targeting, and positioning. Provide an example for each concept using an everyday product such as toothpaste or bodywash.

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96) Develop an example that demonstrates how digital marketing provides value to consumers.

97) Explain the relationship of digital marketing to an organization's IMC strategy.

98) Briefly describe the seven elements of the digital marketing mix. Why is this framework used in addition to the traditional *Four P's*?

99) Think about websites or mobile applications you have recently engaged with while searching for information about a specific organization, product, or service. Describe a call-to-action that you observed, and your response to it. Did your response result in a conversion?

100) Define the two key activities used in digital marketing analytics. Why it is important to incorporate analytics into a digital marketing strategy?

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Answer Key

Test name: Chapter 01

1) FALSE
2) TRUE
3) FALSE
4) FALSE
5) TRUE
6) TRUE
7) FALSE
8) TRUE
9) TRUE
10) FALSE
11) TRUE
12) TRUE
13) FALSE
14) TRUE
15) TRUE
16) TRUE
17) TRUE
18) FALSE
19) FALSE
20) TRUE
21) TRUE
22) FALSE
23) TRUE
24) FALSE
25) D
26) C
27) B
28) A
29) D
30) A
31) D
32) C
33) D
34) A
35) B
36) D
37) B

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38) C
39) B
40) D
41) B
42) C
43) B
44) C
45) C
46) A
47) C
48) B
49) B
50) D
51) A
52) D
53) B
54) D
55) C
56) A
57) C
58) D
59) C
60) D
61) B
62) B
63) A
64) B
65) C
66) A
67) C
68) B
69) D
70) B
71) D
72) A
73) D
74) B
75) A
76) D
77) B

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78) A
79) B
80) D
81) D
82) C
83) C
84) B
85) B
86) A
87) D
88) B
89) B
90) C
91) Essay
92) Essay
93) Essay
94) Essay
95) Essay
96) Essay
97) Essay
98) Essay
99) Essay
100) Essay

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