Digital Marketing 3rd edition Hanlon Test Bank

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Digital Marketing (3rd)

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Total Questions: 10

Multiple Choice (10)

Q1. *[Multiple Choice]*

The origins of digital marketing can be found in

a) E-marketing

b) Direct marketing ✓ correct

c) Internet marketing

d) Technical marketing

Q2. *[Multiple Choice]*

Supervised machine learning is

a) The discovery of hidden patterns in data, where the data are provided and the machine identified previously unidentified trends

b) Where an 'artificial intelligence (AI) agent interacts with its surrounding environment by trial-and-error method and learns an optimal behavioural strategy

c) The ability to follow rules or pre-agreed themes (predictive analytics); it helps organisations to identify trends and make data-driven decisions ✓ correct

d) The ability for machines to learn from humans

Q3. *[Multiple Choice]*

Generational cohorts

a) Different generations of people ✓ correct

b) Millennials

c) Gen Z

d) Baby boomers

Q4. *[Multiple Choice]*

The 7Vs of big data include

a) Volume, velocity, variety, veracity, variability, viability, value

b) Volume, velocity, variety, veracity, variability, visualisation, value ✓ correct

c) Volume, velocity, variety, versions, verbosity, visualisation, value

d) Volume, velocity, variety, veracity, variability, viability, value

Q5. *[Multiple Choice]*

Under the GDPR legislation across Europe and the California Consumer Privacy Act, individuals have rights to 'have personal data erased' this is commonly known as

a) The right to be deleted

b) The right to be removed

c) The right to be forgotten ✓ correct

d) The right to be erased

Q6. *[Multiple Choice]*

Non-fungible tokens

a) Are multiple creations of a digital product

b) Are one-off creations ✓ correct

c) Are available offline

d) Can be shared

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Q7. *[Multiple Choice]*

Cryptocurrency works on the basis of

a) Bank financing
b) Peer-to-peer financing ✓ correct
c) Third-party financing
d) Computer financing

Q8. *[Multiple Choice]*

The benefits of Blockchain technology are

a) One person does not control all the data and records are transparent ✓ correct
b) One person controls all the data and records are transparent
c) One person does not control all the data and records are private
d) One person controls all the data and records are private

Q9. *[Multiple Choice]*

The Internet of Things means that devices with

a) Smart components and connectivity can be linked
b) New components and connectivity can be linked
c) Smart components can access each other ✓ correct
d) New components and can access each other

Q10. *[Multiple Choice]*

Nudge theory means people can be

a) Forced to make decisions
b) Pushed to make decisions
c) Supported to make decisions
d) Encouraged to make decisions ✓ correct

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