Digital Marketing - Strategic Planning & Integration 2nd edition Hanlon Test Bank

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Test bank

Purpose: To test reading of the chapter. Can be used as icebreakers, as ways to leave a class early, for revision or as part of a multiple choice assessment.

Chapter 1: Digital marketing environment

1. Digital marketing is… (Multiple Choice)

a. Digital marketing is satisfying customers' needs and wants using digital means.

b. Digital marketing is sending items to consumers online.

c. Digital marketing is selling goods to consumers on the internet.

Ans: A

Explanation: Digital marketing is more than sending or selling goods via the internet; it is understanding their needs and delivering these using digital means. Zahay (2021, p. 125) noted that digital marketing 'can be defined as using any digital technology to facilitate the marketing process, with the end goal of customer interaction, engagement and measurement'.

2. Web 2.0 offered two-way communication and interactive marketing. (True or False)

a. True

b. False

Ans: A

Explanation: Web 1.0 was a simple one-way viewing content online, whereas Web 2.0 saw the introduction of social media as two way communication evolved online.

3. Digital immigrants are people who were born (Multiple Choice)

a. After 1980

b. In another non-digital country

c. Before 1980

Ans: C

Explanation: The phrase was created by Marc Prensky who realised students born in a digital age were different from those born earlier.

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4. The digital divide means that individuals or communities lack (Multiple Answers)

a. access to the internet.

b. access to computers or smartphones.

c. know-how in gaining information from the internet.

Ans: A, B and C

Explanation: All of these are correct and this phenomenon was named by the Organisation for Economic Co-operation and Development (OECD, 2001), an intergovernmental economic organisation with member countries worldwide.

5. Many disruptive digital products are often a variation of traditional products. (True or False)

a. True

b. False

Ans: A

Explanation: It is true that many disruptive digital products are often a variation of traditional products, the difference is that they offer more choices. For example, Airbnb offers accommodation, but via a digital app.

6. NFTs are (Fill in the Blank)

_____

Ans. Non-fungible tokens

Explanation: Fungible assets come from economics and are things that can be easily exchanged. For example, money, as you could swap ten £1 euro coins for a €10 note and still have the same value. So money is a fungible asset. NFTs are unique resources, such as a rare artwork. In an online context NFTs can be digitised with tokens to authenticate the originality.

7. The characteristics of big data are referred to as the 4Vs which stands for (Multiple Choice)

a. Volume, velocity, viability, volatility

b. Volume, velocity, vitality, vulcanicity

c. Volume, velocity, variety, veracity

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d. Volume, velocity, variety, visibility

Ans: C

Explanation: Volume refers to the size of the data, velocity is the speed at which the data is generated, variety is the different types of data and veracity is the quality of the data being analysed.

8. The benefits of blockchain include (Multiple Answers)

a. One single person does not control all the data

b. More efficient system

c. Records are transparent

d. Data sets are not portable

e. Greater data integrity as records cannot be changed later

Ans: a, b, c, e

Explanation: A, B, C and E are correct, D is not correct as data sets within a blockchain system are portable which is one of its benefits.

9. Nudge theory can be described as making individuals do something. (True or False)

a. True

b. False

Ans: B

Explanation: Nudge theory is gently encouraging or nudging individuals to do something, rather than forcing them to take an action.

10. Data protection around the world is coordinated so if there is a data leak in one country, legal action can be taken in another. (True or False).

a. True

b. False

Ans: B

Explanation: While there is data protection legislation in most countries, it is fragmented. Laws apply to specific geographical areas, rather than worldwide.

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Chapter 2: The digital consumer

1. The idea of six degrees of separation is based on the concept of living in a small world where everyone knows someone who knows that person. (True or False).

a. True

b. False

Ans: A

Explanation: This concept is based on an experiment in 1969 which demonstrated that typically all people are six social connections away from each other. LinkedIn uses the concept of degrees of separation so if you are connected to one classmate, but not another, there may be two or three connections in common.

2. The concept of watching a programme on your laptop or TV, whilst messaging friends on your mobile is known as (Fill in the Blank)

_____

Ans. Second screening, dual screening, media meshing, sofalising or connecting media

Explanation: Second screening, dual screening, media meshing, sofalising or connecting media is the practice of watching one screen and using another at the same time.

3. Showrooming means searching online and buying in store. (True or False)

a. True

b. False

Ans: B

Explanation: It is the opposite, showrooming means searching in store and buying online.

4. The sharing economy can be described as (Fill in the Blank)

_____

Ans: A temporary peer to peer exchange accessed via technology

Explanation: The sharing economy involved transactions between organisations and individuals to provide access to often underused goods, such as spare rooms, car journeys or temporary skills.

5. Types of touch points in customer experience can be (Multiple Answers)

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a. Brand-owned

b. Partner-owned

c. Customer-owned

d. Social / external touch points

Explanation: All of these are correct and this is based on research by Lemon and Verhoef (2016).

6. Net Promoter Score® gains opinion and asks customers (Multiple Choice)

a. 1 question

b. 2 questions

c. 5 questions

d. 10 questions

Ans: A

Explanation: Typically Net Promoter Score is based on a single-question survey asking customers how likely they are to recommend the product or service, on a scale of 1 to 10.

7. The online customer journey typically involves which of these stages (Multiple Choice)

a. Post purchase, purchase, pre purchase

b. Pre purchase, purchase, post purchase

c. Purchase, pre purchase, post purchase

Ans: B

Explanation: Before making the purchase customers typically evaluate options in the pre-purchase stage, they move into purchase and finally post-purchase. Although this is a linear and logical model, the customer may move through **the stages and after making a purchase, return to pre purchase and view other options for the future.**

8. Dark social is (Multiple Choice)

a. Weak practice in social media

b. When customers arrive at your site from an unknown source

c. Dangerous or negative messages on social media

Ans: B

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Explanation: Dark social is one of the greatest challenges in the online customer journey as the organisation does not know how the customer arrived at the site and cannot track the content which may or may not have influenced the purchase.

9. Digital personas are created based on demographics and which two other elements (Fill in Multiple Blanks)

_____

_____

Ans: Psychographics, Webographics

Explanation: Psychographics are personality and emotionally based behaviour linked to purchase choices, Webographics involves the internet usage, social media usage, websites visited.

10. The technology acceptance model was designed to (Multiple Choice)

a. Encourage users to accept technology

b. Explain computer usage behaviour

c. Gain acceptance of technology models

Ans: B

Explanation: The technology acceptance model considers positive attitudes towards perceived usefulness and perceived ease of use to explain computer usage behaviour.

Chapter 3: Email, Websites, SEO and Paid

1. Advantages of email include (Multiple Answers)

a. It's delivered direct to someone's desk or mobile

b. If you're using an email system you can see when the person opened the email, how many times and if they shared with other people

c. Email can be tested before sending

Ans: A, B, C

Explanation: All of these are correct. Email software management systems provide great insights into the recipient's behaviour. Emails can also be automated so that when one type

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