

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.

Chapter 01: The Digital Marketing Landscape and Foundations

- a. True
- b. False

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

Chapter 01: The Digital Marketing Landscape and Foundations

ANSWER: c

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

Chapter 01: The Digital Marketing Landscape and Foundations

- c. artificial intelligence.
- d. mixed reality.

ANSWER:

b

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

Chapter 01: The Digital Marketing Landscape and Foundations

- c. 45
- d. 75

ANSWER: c

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

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Chapter 01: The Digital Marketing Landscape and Foundations

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.

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.