* **Question 1**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following activities is the one engaged in by the highest percentage of online users? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  using e-mail | | Answers: | Correct  using e-mail | |  | using a social networking site | |  | researching products and services | |  | reading news | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 2**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | "Shoppers" constitute approximately \_\_\_\_\_\_\_\_ percent of the online Internet audience. |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  88 | | Answers: | 38 | |  | 68 | |  | Correct  88 | |  | 98 | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 3**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following is the top concern of Internet users about purchasing online? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  inability to see and touch before buying | | Answers: | Correct  inability to see and touch before buying | |  | difficulty of returning products | |  | shipping costs | |  | inability to speak to sales assistant in person | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 4**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | The broadest factor in consumer behavior is: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  culture. | | Answers: | Correct  culture. | |  | gender. | |  | education. | |  | psychological background. | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 5**

1 out of 1 points

|  |  |  |  |  |
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|  |  | | | |
| Correct | Which of the following types of online market segmentation and targeting involves using age, ethnicity, religion, etc.? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  demographic | | Answers: | psychographic | |  | Correct  demographic | |  | technical | |  | contextual | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 6**

1 out of 1 points

|  |  |  |  |  |
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|  |  | | | |
| Correct | Which of the following is *not* one of the main elements of a comprehensive multi-channel marketing plan? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  local marketing | | Answers: | Correct  local marketing | |  | offline marketing | |  | social marketing | |  | mobile marketing | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 7**

1 out of 1 points

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| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | Which of the following statements about the Internet's impact on marketing is *not* true? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  The Internet has decreased the impact of brands. | | Answers: | The Internet has broadened the scope of marketing communications. | |  | Correct  The Internet has decreased the impact of brands. | |  | The Internet has increased the richness of marketing communications. | |  | The Internet has expanded the information intensity of the marketplace. | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 8**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | The richness made possible by e-commerce technologies does which of the following? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  It allows video, audio, and text to be integrated into a single marketing message and consuming experience. | | Answers: | It reduces the cost of delivering marketing messages and receiving feedback from users. | |  | It allows consumers to become co-producers of the goods and services being sold. | |  | Correct  It allows video, audio, and text to be integrated into a single marketing message and consuming experience. | |  | It enables worldwide customer service and marketing communications. | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 9**

1 out of 1 points

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  | | | |
| Correct | All of the following are traditional online marketing tools *except*: |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  social marketing. | | Answers: | affiliate marketing. | |  | permission marketing. | |  | Correct  social marketing. | |  | sponsorship marketing. | |  |  |  |

* **https://lms.seu.edu.sa/images/ci/icons/generic_updown.gifQuestion 10**

1 out of 1 points

|  |  |  |  |  |
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|  |  | | | |
| Correct | Which of the following is *not* a feature that is driving social e-commerce growth? |  |  |  |
| |  |  | | --- | --- | | Selected Answer: | Correct  personal intelligent agents | | Answers: | social sign-on | |  | network notification | |  | collaborative shopping | |  | Correct  personal intelligent agents | |  |  |  |