* **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:  | Correctusing e-mail |
| Answers:  | Correctusing e-mail |
|  | using a social networking site |
|  | researching products and services |
|  | reading news |

 |  |  |  |

* **Question 2**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | "Shoppers" constitute approximately \_\_\_\_\_\_\_\_ percent of the online Internet audience. |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correct88 |
| Answers:  | 38 |
|  | 68 |
|  | Correct88 |
|  | 98 |

 |  |  |  |

* **Question 3**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | Which of the following is the top concern of Internet users about purchasing online? |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctinability to see and touch before buying |
| Answers:  | Correctinability to see and touch before buying |
|  | difficulty of returning products |
|  | shipping costs |
|  | inability to speak to sales assistant in person |

 |  |  |  |

* **Question 4**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | The broadest factor in consumer behavior is: |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctculture. |
| Answers:  | Correctculture. |
|  | gender. |
|  | education. |
|  | psychological background. |

 |  |  |  |

* **Question 5**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | Which of the following types of online market segmentation and targeting involves using age, ethnicity, religion, etc.?  |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctdemographic |
| Answers:  | psychographic |
|  | Correctdemographic |
|  | technical |
|  | contextual |

 |  |  |  |

* **Question 6**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | Which of the following is *not* one of the main elements of a comprehensive multi-channel marketing plan? |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctlocal marketing |
| Answers:  | Correctlocal marketing |
|  | offline marketing |
|  | social marketing |
|  | mobile marketing |

 |  |  |  |

* **Question 7**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | Which of the following statements about the Internet's impact on marketing is *not* true? |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | CorrectThe Internet has decreased the impact of brands. |
| Answers:  | The Internet has broadened the scope of marketing communications. |
|  | CorrectThe 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. |

 |  |  |  |

* **Question 8**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | The richness made possible by e-commerce technologies does which of the following? |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | CorrectIt 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. |
|  | CorrectIt allows video, audio, and text to be integrated into a single marketing message and consuming experience. |
|  | It enables worldwide customer service and marketing communications. |

 |  |  |  |

* **Question 9**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | All of the following are traditional online marketing tools *except*: |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctsocial marketing. |
| Answers:  | affiliate marketing. |
|  | permission marketing. |
|  | Correctsocial marketing. |
|  | sponsorship marketing. |

 |  |  |  |

* **Question 10**

1 out of 1 points

|  |  |
| --- | --- |
|  |  |
| Correct | Which of the following is *not* a feature that is driving social e-commerce growth? |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer:  | Correctpersonal intelligent agents |
| Answers:  | social sign-on |
|  | network notification |
|  | collaborative shopping |
|  | Correctpersonal intelligent agents |

 |  |  |  |