* **Question 1**

1 out of 1 points

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| Correct | Which of the following is *not* one of the current trends in Internet advertising? |  |  |  |
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| --- | --- |
| Selected Answer: | Correct Spending on search engine advertising is overtaken by video ads. |
| Answers: | Correct Spending on search engine advertising is overtaken by video ads. |
|  | Online ad spending grows as a share of the total advertising budget. |
|  | Mobile and local advertising expands. |
|  | Display ad marketing continues strong growth. |

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* **Question 2**

1 out of 1 points

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| Correct | Which of the following is *not* one of the advantages of online advertising? |  |  |  |
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| Selected Answer: | Correct Online costs versus benefits are well established and understood. |
| Answers: | The Internet is where the audience is moving. |
|  | Online ads provide for greater interactivity with the customer. |
|  | Correct Online costs versus benefits are well established and understood. |
|  | Online advertising can target ads to narrow market segments. |

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* **Question 3**

0 out of 1 points

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| Incorrect | Which of the following forms of online advertising is growing the fastest? |  |  |  |
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| Selected Answer: | Incorrect rich media |
| Answers: | paid search |
|  | sponsorships |
|  | Correct video |
|  | rich media |

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* **Question 4**

0 out of 1 points

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| Incorrect | Which of the following is *not* true about search engine advertising? |  |  |  |
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| Selected Answer: | Incorrect Spending on search engine advertising constitutes around 46 percent of all online advertising spending. |
| Answers: | Spending on search engine advertising constitutes around 46 percent of all online advertising spending. |
|  | The top three search engine providers supply over 95 percent of all online searches. |
|  | The click-through rate for search engine marketing has been fairly steady over the years. |
|  | Correct Search engine advertising is the fastest growing type of online advertising. |

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* **Question 5**

0 out of 1 points

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| Incorrect | A typical response rate for an e-mail campaign would be \_\_\_\_\_\_\_\_ percent. |  |  |  |
|

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| --- | --- |
| Selected Answer: | Incorrect 2 |
| Answers: | 2 |
|  | Correct 5 |
|  | 25 |
|  | 50 |

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* **Question 6**

0 out of 1 points

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| Incorrect | Direct e-mail marketing refers to marketing e-mails sent to: |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer: | Incorrect any recipient from a verifiable company e-mail address. |
| Answers: | Correct recipients who have expressed an interest in receiving messages from that advertiser. |
|  | any recipient from a verifiable company e-mail address. |
|  | recipients who have signed on to a company's e-mail list. |
|  | recipients with known names and addresses. |

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* **Question 7**

0 out of 1 points

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| Incorrect | Impressions are a measure of the: |  |  |  |
|

|  |  |
| --- | --- |
| Selected Answer: | Incorrect number of times an ad is clicked. |
| Answers: | number of times an ad is clicked. |
|  | Correct number of times an ad is served. |
|  | number of http requests. |
|  | number of pages viewed. |

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* **Question 8**

0 out of 1 points

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| Incorrect | In \_\_\_\_\_\_\_\_ advertising, companies pay for ads to be placed dynamically on any participating Web site that the search engine determines is appropriate. |  |  |  |
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| --- | --- |
| Selected Answer: | Incorrect social |
| Answers: | paid inclusion |
|  | Correct network keyword |
|  | keyword |
|  | social |

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* **Question 9**

1 out of 1 points

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| Correct | Which of the following forms of online advertising typically has the highest click-through rate? |  |  |  |
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| --- | --- |
| Selected Answer: | Correct search engine keyword purchase |
| Answers: | e-mail marketing in-house list |
|  | interstitials |
|  | Correct search engine keyword purchase |
|  | sponsorships |

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* **Question 10**

1 out of 1 points

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| Correct | Which of the following is *not* a major Web design feature that impacts online purchasing? |  |  |  |
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|  |  |
| --- | --- |
| Selected Answer: | Correct redundant navigation |
| Answers: | Correct redundant navigation |
|  | fast download times |
|  | easy product list navigation |
|  | responsiveness |

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