1. What are the uninvited commercial messages sent to electronic mailing lists or online discussion groups?
2. Spam
3. Junk
4. Trash
5. Ads
6. What is a personal journal that is published on a website, frequently updated, and intended for public access?
7. Forum
8. Chat room
9. Website
10. Blog
11. What is the practice of paying search engines and portals to place ads near relevant search results?
12. Free Search
13. Subscription
14. Paid Search
15. Advertisement
16. A website that focuses on a corporation and its products is called a \_\_\_\_\_\_\_\_\_\_\_\_\_.
17. Propaganda
18. Corporate Home Page
19. Spam
20. Greed Central
21. What is the act of clicking on Interned ads solely to generate revenue for the website carrying the ads?
22. Click Fraud
23. Cyber Tomfoolery
24. Chaotic Clicking
25. Click Dumping
26. What country has the most Internet users?
27. Japan
28. China
29. United States
30. France
31. An Internet is a starting point for Web access and search.

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1. search engine
2. website
3. portal
4. surf
5. Ultra-broadband allows people to do what?
6. move extremely large files quickly over short distances
7. move extremely short files quickly over long distances
8. move extremely large files quickly over long distances
9. move extremely short files quickly over short distances
10. Why is paid search so valued by firms?
11. it helps them improve their effectiveness
12. it helps them improve their efficiency
13. all of the above
14. none of the above
15. When most people think of Internet advertising, they think of?
16. paid search
17. sponsorships
18. pop-up ad
19. display or banner ads
20. What country has the most internet users?
21. China
22. The USA
23. Canada
24. Germany
25. What are messages sent to website visitors who have given permission to receive commercial email about particular topics or products?
26. Direct Messages
27. Direct Mail
28. Opt-In Email
29. Spam
30. What is a website that serves as a starting point for Web access and search?
31. Portal
32. Google
33. Search Engine
34. Web Browser
35. What is a wireless Internet technology allowing users to move extremely large files quickly over short distances?
36. Wi-Fi
37. Cable
38. Broadband
39. Ultrabroadband
40. A measure of the number of hyperlinks that users click on, especially links from advertisements to the advertiser’s website is:
41. Click Through
42. Follow Through
43. Click percentage
44. Cost per Click (CPC)
45. Internet ad that is displayed “under” the active window, so it appears only after that window is closed.
46. Pop-Under Ad
47. Permission Marketing
48. Virtual Marketing
49. Corporate Home Page
50. Sending commercial email only to Web users who have agreed to receive it.
51. Permission Marketing
52. Pop-Under Ad
53. Virtual Marketing
54. Corporate Home Page
55. Process of consumers spreading brand messages through email.
56. Virtual Marketing
57. Permission Marketing
58. Pop-Under Ad
59. Corporate Home Page
60. Gateway to a group of Internet storefronts where the user gains access to a retailer by clicking on a storefront.
61. Virtual Mail
62. Permission Marketing
63. Pop-Under Ad
64. Corporate Home Page
65. Website that focuses on a corporation and its products.
66. Corporate Home Page
67. Permission Marketing
68. Pop-Under Ad
69. Virtual Marketing

1. A

2. D

3. C

4. B

5. A

6. B

7. C

8. A

9. C

10. D

11. A

12. C

13. A

14.D

15. A

16. A

17. A

18. A

19. A

20. A