Quiz Chapter 9

Marketing Promotions

1. An Internet \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is a starting point for Web access and search.

1. Search engine
2. Website
3. Portal
4. Surfing

2. Which of the following is NOT a type of WiFi?

1. WiMax
2. Mii-Fii
3. Mi-Fi
4. Ultrabroadband

3. A banner ad on a leading portal like Yahoo! Can cost more than \_\_\_\_\_\_\_\_\_\_\_ per day—about the same as a 30-second television spot on a highly rated network show.

1. $1,000,000
2. $100
3. $150,000
4. $100,000

4. At a minimum, when a user connects with a website, the basic information that can be collected includes:

1. IP Address
2. Page requested
3. Time of the request
4. All of the above
5. None of the above

5. \_\_\_\_\_\_\_ is a commercial email that is sent with the recipient’s consent.

1. Opt-in email
2. Spam
3. Permission email
4. Business email

6. Where would you find display or banner ads?

1. TV commercial
2. Billboard
3. The side bar of a website
4. The newspaper

7. True/**False**: Pop-up ads and pop-under ads are the same thing.

8. Which of the following is an example of a top-level domain?

1. .com
2. www.
3. http://
4. google

9. Which of the following is NOT an advantage of online promotions?

1. Target Market Selectivity
2. Interactivity
3. Integration
4. Ad Clutter

10. Which of the following is NOT an internet promotion type?

1. Sponsorship
2. Pop up
3. Magazine Ad
4. Display or banner ad

11. **True**/False: Viral marketing is the process of consumers marketing to consumers over the Internet through word of mouth transmitted through emails and electronic mailing lists.

12. Which of the following Internet Promotions has the biggest share of spending on Internet adversting?

1. Pop-Up Ad
2. Sponsorship
3. Banner Ads
4. Paid Search

13. Which country has the most Internet users?

1. China
2. France
3. Japan
4. US

14. Which type of Internet promotion is the most prominent?

1. Email
2. Print
3. Paid search
4. Telemarketing

15. What is a major downside to display or banner ads?

1. Too much information
2. Clutter
3. Expensive
4. None of the above

16. \_\_\_\_\_\_\_\_ Look like a website window but carry the power of a full website.

1. Apps
2. HITs
3. Widgets
4. Pages

16. A variation of the standard website is the \_\_\_\_\_\_\_\_, a combination of one or more websites into a single site.

1. Pages
2. Mash-up
3. Blog
4. Portal

17. True/False: Social networking provides a new way of delivering promotional messages.

18. Which of the following is NOT included in internet media for marketing?

1. Email
2. Billboard
3. Usenet
4. World wide web

19. Is it important to know where and how consumers are spending their time online?

1. Yes
2. no

20. What does CPM stand for?

1. Cost per thousand
2. Counts per minute
3. Communications processor module
4. Capital program management

Answer Key

1. C
2. B
3. D
4. D
5. A
6. C
7. False
8. A
9. D
10. C
11. True
12. D
13. A
14. C
15. B
16. C
17. True
18. B
19. A
20. A