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Chapter 9 questions

1. Web advertising includes

1. Paid searches
2. Display or banner ads
3. Video Games
4. **All of the above**

2. What are issues key to successfully establishing and maintaining a website

1. Getting surfers to come back by creating a “sticky” site
2. Purchasing keywords and developing a domain name
3. Not considering security
4. **Both A and B**

3. Web analytic software can track audience traffic within the site.

1. **Tru**e
2. False

4. Click-fraud is the practice of clicking on Internet advertising solely to generate illegitimate revenue for the website carrying the ad.

1. **True**
2. False

5. Click-fraud is frowned upon, but legal.

1. True
2. **False**

6. Which of the following is NOT a generally considered a mode for measuring Web audiences?

A. Visits

B. Hits

**C. Guests**

D. Page Views

7. Which of the following countries features the most internet users?

A. Japan

B. United States

C. India

**D. China**

8. Web advertising includes all of these except:

A. Video Games

B. Sponsorships

C. Virtual Malls

**D. Live Reads**

9. \_\_\_\_\_\_\_\_\_\_ is the practice of clicking on Internet ads solely to generate illegitimate revenue for the website displaying the ad.

**A. Click-Fraud**

B. Phishing

C. Click-Bait

D. Tracking

10. Internet Advertising is so widely used because:

A. It’s often cheaper than other forms of advertising

B. It can reach a global audience

C. Allows businesses to learn more about their customers buying habits

**D. All of the Above**

11. The \_\_\_\_\_\_\_\_ is a global connection of computer networks linking both public and private computer systems

A. World Wide Web

B. WiFi

**C. Internet**

D. Domain

12. While surfing the web, what do most Americans spend their time doing?

**A. Sending, Receiving Emails**

B. Accessing News and Information

C. Making Purchases

D. Paying Bills

13. Which of the following is NOT an advantage of online promotion?

A. The Internet allowing marketers to track how users interact with their brands to learn what current and potential customers are interested in.

B. Social media and other online mediums allowing consumers to interact with the brand and the firm.

C. The Internet allowing marketers to use traditional forms of marketing through integration.

**D. The Internet has more reach than any other medium, including television and radio.**

14. When marketers pay to maintain a section of a website, it is known as a \_\_\_\_\_\_\_\_\_\_\_.

A. Banner Ads

**B. Sponsorship**

C. Pop-up Ad

D. Widget

15. When measuring the effectiveness of online promotion, this measurement shows how many different people visited a site for a specified period of time.

A. Hits

B. Page Views

C. Visits

D. Unique Visits

16. Which of the following is NOT a common way to promote a website?

1. Register the site with search engines
2. Send press releases to internet news sites
3. **Pay fees to get followers and media attention**
4. Feature the website address in traditional media

17. How much money does it cost to develop a top commercial website?

1. It is free
2. 500,000
3. 800,000
4. **1 million**

18. Is the act of clicking on internet ads solely to generate revenue for the website carrying the ads

1. Phishing
2. Virus
3. **Click fraud**
4. Spam

19. Which country has the most internet users?

1. Mexico
2. **China**
3. Russia
4. United States

20. Which of the following is the most common things Americans do online?

1. Sending, receiving email
2. Accessing news and info
3. Making purchases
4. **All of the above**

Correct answers are bolded