1.This development allows for wireless internet-access connections that reach out to around 300 feet.

1. WiMax
2. **WiFi**
3. MiFi
4. Ultrabroadband

2. The \_\_\_\_ allows for consumers to access a web of information and actively search for the marketer’s home page.

1. **World Wide Web (WWW)**
2. Internet portal
3. Virtual mall
4. Web analytic software

3. About 75 percent of Americans use the web. When on the web, Americans are most likely…

1. Paying bills
2. Making purchases
3. Accessing news and information
4. **Sending, receiving email**

4. This online game is the most prominent of the virtual worlds. It lets the player live a new life online where they can conduct real business, roam landscapes, and chat with other players.

1. Online Reality
2. **Second Life**
3. Virtual Life
4. Second World

5. Which of the following is true for developing a domain name..

1. The name should be descriptive but unique
2. The name should be intuitive but distinctive
3. Your domain name should promote your website
4. **All of the above**

6. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is communicating with target markets through mobile devices.

a. Target markets

b. market segmentation

c. viral marketing

**d. Mobile marketing**

7. Viral marketing is the process of \_\_\_\_\_\_\_\_\_\_ spreading brand messages through email.

**a. consumers**

b. competition

c. businesses

d. executives

8. What is Click Fraud?

a. advertisements placed on websites that contain editorial material

**b. the act of clicking on internet ads solely to generate revenue for the website carrying the ads**

c. sending commercial email only to web users who have agreed to receive it

d. software tool for finding websites by entering keywords

9. The three key issues to establishing and maintaining a website successfully are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, promoting the website, and providing adequate security and privacy.

a. brainstorming

**b. developing a domain name**

c. connecting to the internet

d. creating an sophisticated homepage

10. The \_\_\_\_\_\_\_\_\_\_\_ is a global medium that is commonly used to reach all kinds of people and is unlike any traditional media option.

a. news

b. newspaper

**c. Internet**

d. Google

11.Two important trends in technology are…

a. Microchips and cell phone apps

**b. Faster wireless systems and greater use of web-launched video**

c. Social media and CRM systems

d. Automated systems and artificial intelligence

12. Web advertising includes all of the following except…

1. Paid searches
2. Corporate home pages
3. Sponsorships
4. **Pamphlets**

13. What is the most easily integrated and coordinated form of promotion?

1. **Web promotion**
2. Print media
3. Classified ads
4. TV ads

14. Internet media consists of…

1. Email
2. Usenet
3. World Wide Web
4. **All of the above**

15. There are several modes of measuring Web audiences, which of the following is the least reliable?

1. Page views
2. **Hits**
3. click -throughs
4. Visits

16. \_\_\_\_ are starting points for Internet exploring and are interested in channeling surfers to particular sites, especially commercial ones.  
**A. Portals**B. Websites  
C. Links  
D. Windows

17. Which type of technology allows a user to have access to the internet in a moving car or train?  
A. WiFi  
B. WiMax  
**C. MiFi**D. Ultrabroadband

18. What are Americans doing most online?  
A. Paying bills  
**B. Sending and receiving emails**  
C. Making purchases  
D. Assessing news and information

19. What is the online virtual world where participants can roam landscapes and interact, simulating real-world activities?  
**A. Second Life**  
B. Real World  
C. Life2.0  
D. VirtualSpace

20. Cost per thousand, (CPM), is the dollar cost of reaching \_\_\_\_\_\_\_ members of an audience.  
A. 10  
B. 100  
**C. 1,000**  
D. 10,000