Chapter 9 Quiz

1. What’s MiFi?
2. Mighty WiFi
3. Wireless internet technology with multi-mile access and ability to access the Internet while the user is moving in a car or train
4. WiFi with your own personal password
5. The next generation of WiFi
6. Which of the following is a blogger?
7. An author of a blog
8. An author of a book
9. Someone who stars in a movie
10. None of the above
11. What does WWW stand for?
12. Who What Where
13. Wumbo Wumbo Wumbo
14. Witches Were Wrong
15. World Wide Web
16. Describe marketing spam:
17. Sprayable canola oil
18. Software tool for finding websites by entering keywords
19. Emails you signed yourself up for willingly and knowingly
20. Uninvited commercial messages sent to electronic mailing lists or online discussions
21. What does CPM stand for?
22. Carpe Diem
23. Cost per thousand
24. Can’t pass marketing
25. Corporate homepage
26. Which of these are not key issues to successfully establishing and maintaining a website?
27. Fast internet
28. Developing a domain name
29. Promoting the website
30. Providing adequate security and privacy
31. What is a domain name?
32. Unique URL that establishes a Web location
33. Xbox Live gamertag
34. Username in online business chatrooms
35. None of the above
36. What is mobile marketing?
37. Marketing on the go
38. Advertisements on the side of vans
39. Communicating with target markets through mobile devices
40. A &B
41. What would be an example of a corporate home page?
42. Walmart.com
43. Runescape.com
44. The Apple App Store
45. Harper.ba.ttu.edu
46. What does a Pop-Up Ad do?
47. Internet advertisement that opens a separate window while a Web page is loading
48. Bring you joy and happiness
49. Catches your attention to a business on the side of the road
50. None of the above
51. \_\_\_\_\_ is the measure of the number of hyperlinks that users click on, especially links from advertisements to the advertiser’s website.
    1. Click-through
    2. Hypo-number
    3. Click Rate
    4. Ad-clicks
52. What term represents the dollar cost of reaching 1,000 members of an audience?
    1. Member Cost
    2. Cost Per Thousand (CPM)
    3. Audience Acquisition Cost (AAC)
    4. Large Audience Fee
53. What is the practice of paying search engines and portals to place ads near relevant search results called?
    1. Search Pay
    2. Pay Search
    3. Paid Search
    4. Monetary Search
54. What does SEO stand for?
    1. Search Engine Optimization
    2. Search Entrepreneur Optimization
    3. Static Engineering Optimization
    4. See Every Opportunity
55. What are advertisements that are placed on websites that contain editorial material called?
    1. Ads
    2. Display Ads
    3. Banner Ads
    4. B&C
56. An internet advertisement that opens a separate window while a web page is loading is a \_\_\_\_\_.
    1. Pop-under Ad
    2. Pop-up Ad
    3. Sideways Ad
    4. Vertical Ad
57. If John agrees to receive commercial emails from his cable provider, the cable provider can then engage in \_\_\_\_\_ marketing with John.
    1. Permission
    2. Addition
    3. Subtraction
    4. Promotion
58. The process of consumers spreading brand messages through email is called \_\_\_\_\_ marketing.
    1. Social
    2. Political
    3. Viral
    4. Message
59. A website that focusses on a corporation and its products is a \_\_\_\_\_.
    1. Corporate Home Page
    2. Business Home Page
    3. Company Home Page
    4. Strategic Home Page
60. \_\_\_\_\_ is/are the number of pages and graphical images requested from a website.
    1. Hits
    2. Pokes
    3. Image Quantity
    4. Production Requests