**Advertising Promotion**

**Course Number: 210011**

**Homework: 3**

Following are 33 multiple choice questions, each worth 3 points, covering Chapters 8, 9 and 10. Indicate the answer you think best answers the question asked.

**Chapter 8:**

1) Digital marketing combines each of the following *except*:

A) e-commerce.

B) mobile marketing.

C) internet marketing.

D) indirect response marketing.

2) What is meant by the concept of customer-centric design?

A) Customers shop by email.

B) Customers have easy access to store locations.

C) Customers can easily locate merchandise on a website.

D) Customers can delay payments using store credits.

overcome consumer concerns at the same time?

3) When a website makes it easy to locate merchandise, the site displays:

A) an email component.

B) a financial incentive.

C) a customer-centric design.

D) a mobile-optimized design.

4) In terms of the evolution of the internet, Web 1.0:

A) transformed traditional retailing by selling goods and services over the internet.

B) offered consumers a way to communicate with each other through email.

C) created online communities that connect buyers and sellers in new ways.

D) provided businesses with an opportunity to save money.

Answer: A

Difficulty: Moderate

Skill: Definition (Concept)

AACSB: Information technology

LO: 8.2 How has the transition to Web 4.0 affected the field of marketing communications?

5) In terms of the evolution of the internet, Web 2.0:

A) transformed traditional retailing by selling goods and services over the internet.

B) offered consumers a way to communicate with each other through email.

C) created online communities that connect buyers and sellers in new ways.

D) provided businesses with an opportunity to advertise effectively on the internet.

6) In terms of the evolution of the internet, Web 3.0:

A) created static content that included customer involvement.

B) generated instant communication that helped improve customer service.

C) created online communities that connected buyers and sellers.

D) featured brand engagement, social media, and customer-generated reviews.

7) In terms of the evolution of the internet, Web 4.0:

A) creates static content that includes customer involvement.

B) generates instant communication that helped improve customer service.

C) creates online communities that connect buyers and sellers.

D) features brand engagement, social media, and customer-generated reviews.

8) Which stage of web development pushed communication channels to real-time?

A) Web 1.0.

B) Web 2.0.

C) Web 3.0.

D) Web 4.0.

9) Which web phase was characterized by social media, customer engagement, cloud operations, and web participation?

A) Web 1.0.

B) Web 2.0.

C) Web 3.0.

D) Web 4.0.

10) Web 4.0 was the first to:

A) deliver static content to internet users.

B) add more socially-based sites such as Facebook.

C) include cloud operations and web participation.

D) incorporate real-time communications.

11) Which statement below about poor experiences and dissatisfaction with an e-commerce site is *false*?

A) Walmart saw a sharp decline in conversion rate when its website load time increased from 1 second to 4 seconds.

B) Amazon.com discovered that for every 100-millisecond decline in site load time, online revenue declined 1 percent.

C) Research by Torbit found that as load time increased, the bounce rate declined.

D) Of consumers who were dissatisfied with an e-commerce site's performance, 40 percent were unlikely to ever visit the site again.

overcome consumer concerns at the same time?

**Chapter 9:**

1) Primary Twitter users tend to have all of the following demographic characteristics *except*:

A) ages 18 to 29.

B) African American.

C) urban resident.

D) female.

2) Despite its changing demographics, Facebook remains an attractive social media network for advertisers because:

A) a large percentage of users share details of their lives on a daily basis.

B) the number of individuals 55 or older has increased 80 percent.

C) most users examine content on Facebook daily and make comments on photos or posts.

D) Facebook now has 1.2 billion users worldwide.

3) Primary Pinterest users tend to have all of the following demographic characteristics *except*:

A) under 50 years of age.

B) African American.

C) some college.

D) female.

4) Compared to Twitter, Facebook is more effective for advertising because Facebook generates:

A) more shares, more site traffic, and more new customers than Twitter.

B) more posts, likes, and shares than Twitter.

C) younger, more affluent users than Twitter.

D) greater brand awareness than Twitter.

4) Which social media network limits messages to 140 characters?

A) Facebook

B) Instagram

C) Pinterest

D) Twitter

5) All of the following statements about Facebook are true *except*:

A) number of teens on Facebook has declined over 25 percent in the last 3 years.

B) number of individuals 55 or older has increased 80 percent.

C) Facebook generates about $1 billion in advertising revenue.

D) Facebook has over 1.2 billion users worldwide.

6) Current trends in consumer video sharing include all of the following *except*:

A) uploading broadcast ads.

B) video reviews of products.

C) video blogging.

D) consumer re-creation of advertisements.

7) Current trends in consumer video sharing include all of the following *except*:

A) creating consumer-produced how-to videos.

B) uploading professional sporting events.

C) capturing real-time events.

D) creating branded videos.

8) Annie loves Kate Spade fashions and has created a video showing off some of the Kate Spade clothes she has purchased. Posting this video to YouTube is an example of which consumer video sharing trend?

A) Uploading of broadcast and internet ad

B) Video reviews of products

C) Consumer created how-to videos

D) Consumer re-creation of advertisements

9) Mandy has a reputation of being an excellent beautician. As a result, L'Oreal has offered to be an active sponsor of the videos she has created and posted to YouTube. This is an example of the consumer video sharing trend of:

A) consumer created branded videos.

B) video reviews of products.

C) consumer created how-to videos.

D) consumer re-creation of advertisements.

10) If Comcast wants to reach minorities, especially African-Americans and Hispanics, the best social media networking site is:

A) Facebook.

B) Instagram.

C) Pinterest.

D) Twitter.

11) An attractive feature of Instagram is that users tend to be:

A) highly educated with incomes above $100,000.

B) young and male.

C) young and primarily of a minority race.

D) young, wealthy, and female.

**Chapter 10:**

1) Buzz marketing is attractive to marketers because:

A) it reaches consumers where they live and where they like to go.

B) a recommendation by another person carries a higher level of credibility than does advertising.

C) it reaches consumers in places that are not expected.

D) it does not look like advertising.

2) Buzz, or word-of-mouth, marketing can be generated in each of the following ways, *except*:

A) consumers who truly like a brand and tell others.

B) consumers who like a brand and are sponsored by a company to tell others.

C) companies developing user-generated ads or blogs.

D) company or agency employees posing as customers of the company, telling others about the brand.

3) In a buzz marketing program, the ideal situation occurs when:

A) consumers who truly like a brand tell others.

B) consumers who like a brand and are sponsored by a company to tell others.

C) a company creates a blog about a brand and invites consumers to participate.

D) company or agency employees posing as customers of the company, telling others about the brand.

marketing enhance a marketing communications program?

4) Which of the following consumers creates the most ideal form of buzz marketing for Guess jeans?

A) Vanessa truly likes Guess jeans and tells others about how great they are.

B) Trinity likes Guess jeans, which allowed Guess' marketers to sponsor her to tell others about the brand.

C) Guess has created a blog about Guess jeans and invites consumers to participate and offer their opinions, good and bad.

D) Guess has one of its employees pose as a customer on her personal blog telling others about how great the jeans are.

5) In buzz marketing programs, brand ambassadors or customer evangelists are typically individuals that:

A) have never used the product, but want to try it.

B) already like a brand and are asked by the company to be a sponsor.

C) are heavy users of a product.

D) work for the brand's company.

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6) Companies normally select brand ambassadors for buzz marketing programs based on:

A) the age, income, and gender matching the brand's target market.

B) the level of acceptance of new products and new technologies.

C) devotion to the brand and the size of their social circles, families, reference groups, and work associates.

D) their knowledge and experience with the brand.

7) In terms of generating buzz, brand evangelists are asked to:

A) conceal their identification with the company.

B) reveal they are being sponsored by the company only when asked.

C) identify they are sponsored by the brand, but not reveal the incentives and rewards they receive.

D) be upfront and honest about their connections with the brand.

8) In a buzz marketing program, the most controversial strategy is to use:

A) consumers who truly like a brand and tell others.

B) consumers who like a brand and are sponsored by a company to tell others.

C) company employees to create a blog on the company's website about a brand and then invite consumers to participate.

D) company or agency employees posing as customers of the company telling others about the brand.

8) According to the Word of Mouth Marketing Association, when a company uses its employees or those of its agency as advocates or brand evangelists, then these individuals should:

A) be upfront and clearly identify themselves as being with the company.

B) only identify they are with the company if a consumer asks.

C) never reveal they are with the company or its agency.

D) identify they are being sponsored by the company, but not say they are an employee.

9) The Word of Mouth Marketing Association provides all of the following guidelines for companies that want to generate word-of-mouth communications through its employees, agency employees, or brand sponsors *except* be honest:

A) about the relationship the person has with the company, agency, and consumers.

B) about the type and level of compensation they are receiving.

C) in the opinion they present.

D) about identifying who they are.

10) When generating buzz about a product, research indicates that to obtain true word-of-mouth communications from actual customers they must be aware of the brand, which typically requires:

A) the use of alternative marketing programs.

B) advertising through traditional channels.

C) guerilla marketing efforts.

D) a high level of brand equity.

11) Preconditions of buzz marketing include each of the following *except* the:

A) product must be unique, new, or perform better than current brands.

B) brand must stand out over current brands on the market.

C) brand must be well known and accepted by the majority of consumers.

D) brand must have distinct advantages over current brands on the market.

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