1. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

a. Digital marketing.
b. Interactive marketing.
c. Direct marketing.
d. Electronic marketing.

Answer: b

2. Which of the following is not a type of digital marketing activity?

a. e-marketing.
b. Social marketing.
c. Print advert.
d. Internet marketing.

Answer: c

3. ________ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

a. Internet marketing
b. Search marketing
c. e-marketing
d. Mobile marketing

Answer: a
4. This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:

a. mobile marketing
b. social media advertising
c. internet advertising
d. e-marketing

Answer: b

5. The rise of ___________ has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. social channels and online communities).

a. website
b. social media
c. web 1.0
d. web platform.

Answer: b

6. A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:

a. Search marketing.
b. E-mail marketing.
c. Internet advertising.
d. Social web marketing.

Answer: c
7. An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called:

a. Search Engine Optimisation (SEO).
b. Contextual Advertising.
c. Digital Asset Optimisation (DAO).
d. Pay Per Click (PPC).

Answer: d

8. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

a. Search marketing.
b. Internet advertising.
c. Permission-based email marketing.
d. Social web marketing.

Answer: c

9. ____________ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

a. Pay Per Click (PPC)
b. Digital Asset Optimisation (DAO)
c. Social Media Marketing (SMM)
d. Search Engine Optimisation (SEO)

Answer: c
10. ____________ is the set of practices that enables organisations to communicate and engage interactively with their audiences through any mobile device or network.

a. Mobile marketing
b. Social web marketing.
c. Internet marketing
d. Social media marketing

Answer: a

11. The process of outsourcing a task or group of tasks to a generally large group of people is known as:

a. social media marketing
b. internet advertising
c. crowd sourcing
d. e-marketing

Answer: c

12. Current changes in behaviours clearly show that ______ is taking over more and more of consumer online searches.

a. social media
b. mobile
c. internet
d. blog

Answer: b
13. This is a form of targeted advertising, on websites, with advertisements selected and served by automated systems based on the content displayed to the user.

a. Contextual advertising.
b. Interactive marketing.
c. Internet advertising.
d. Direct marketing.

Answer: a

14. Which of the following is not an issue that marketers need to consider when using digital resources for marketing activities?

a. Jurisdiction.
b. Disclosure.
c. Ownership.
d. Permissions.

Answer: b

15. Which of the following is not one of major considerations when using internet advertising to increase brand awareness and encourage click-through to a target site?

a. Cost.
b. Intrusive.
c. Interactivity.
d. Timeliness.

Answer: c
16. Which of the following refers to unsolicited electronic messages?

b. Consent marketing.
c. Spam.
d. Opt-out email.

Answer: c

17. A database of information that is maintained by human editors and lists websites by category and subcategory with categorisation is known as:

a. A search directory.
b. Automated voice response (AVR).
c. Apps.
d. SEO.

Answer: a

18. ___________ occurs when a website's structure and content is improved to maximise its listing in organic search engine results pages using relevant keywords or search phrases.

a. Paid inclusion
b. Site optimisation
c. Contextual search
d. Pay per click

Answer: b
19. Fees paid by advertisers to online companies that refer qualified potential customers or provide consumer information where the consumer opts in to being contacted by a marketer. This is referred to as:

a. lead generation  
b. search.  
c. rich media.  
d. social media marketing.

Answer: a

20. This operates algorithmically or using a mixture of algorithmic and human input to collect, index, store and retrieve information on the web (e.g. web pages, images, information and other types of files). It makes the information available to users in a manageable and meaningful way in response to a search query. This is referred to as:

a. Banner ads.  
b. Pop-up ads.  
c. A search engine.  
d. Apps.

Answer: c

21. All of the following are reasons more people don't shop online except ________.

a. lack of trust in online merchants.  
b. lack of convenience.  
c. inability to touch and feel the product.  
d. fear of misuse of personal information.

Answer: b
22. Paid search marketing (e.g. Google AdWords) is usually purchased on which basis?

a. Pay Per Click (PPC).
b. Cost per Thousand (CPM).
c. Cost Per Acquisition (CPA).
d. None of the above.

Answer: a

23. What form of marketing is particularly suited to generating awareness about a brand or promotion?

a. Viral Marketing
b. Affiliate marketing
c. Email marketing
d. None of the above

Answer: a

24. The performance-based affiliate marketing model of paying for leads or sales is usually charged in which way?

a. Cost per acquisition
b. Earnings per click
c. Pay per click
d. None of the above

Answer: a
25. The online communications technique of search engine optimisation (SEO) is aimed at achieving/gaining:

a. good ranking in sponsored listings of the search engines.
b. good ranking in the organic or natural listings of search engines.
c. representation on third party websites.
d. All of the above.

Answer: b

26. What concept in paid search advertising Google AdWords refers to one of the main elements of Quality Score which impacts the position the ad is displayed?

a. Click-through rate.
b. Maximum Cost Per Click (CPC).
c. Quality Score.
d. None of the above.

Answer: a

27. What concept in paid search advertising Google AdWords refers to the amount bid by the advertiser?

a. Maximum cost per click (CPC).
b. Click-through rate.
c. Quality Score.
d. None of the above.

Answer: a
28. _____ is an element of online PR that involves regularly updated posts about company activities in a format similar to online services such as Blogger and Wordpress.

a. Link building  
b. Reputation management  
c. Blogging  
d. None of the above.

Answer: c

29. Which of the following is not a standard in online advertising?

a. Dynamic banners  
b. Referrals links  
c. Signal  
d. Banner

Answer: c

30. Which of the following are online advertising methods through which advertisers attempt to drive traffic to Internet sites

a. Banner  
b. SEO  
c. CPC  
d. CPM

Answer: b
31. Paid advertising based on a per-click model is called
a. Search Engine Optimisation
b. ICT indicators
c. Source advertising
d. Sponsored search-engine advertising

Answer: d

32. Internet advertising has some weaknesses because
a. It cannot reach a global audience
b. It does not deliver good targeted reach
c. It is not easy to track
d. It is not emotive

Answer: d

33. Which of the following is not a weakness of using online in the media plan?

a. It is not emotive
b. It can reach a global and local audience
c. It is subject to high levels of clutter
d. All of the above

Answer: b
34. What is unique about social media marketing?

a. Can combine game and other elements
b. Interactive communication
c. Generates contacts quickly
d. All of the above

Answer: d

35. Online gaming sites are a fast and efficient ways for companies to promote their products

a. True
b. False

Answer: a