

1

1 / 1 point

How does AI contribute to customer segmentation?



☒ By effectively separating consumers into specific groups based on behavior



By reducing advertising costs



By creating generic marketing messages



By eliminating the need for market research

2

1 / 1 point

What is one of the key benefits of using AI in content creation?



Limiting creativity in advertising



Increasing manual labor in marketing



☒ Automating text and visual content generation



Reducing the need for digital tools

3

1 / 1 point

How do AI-powered chatbots enhance customer service?

- ☐ By increasing wait times for customer inquiries
- ☐ By replacing human customer service representatives entirely
- ☒ By providing 24/7 support and personalized recommendations
- ☐ By limiting customer interaction to phone calls

4

1 / 1 point

What technology do AI chatbots use to understand customer sentiment?

- ☒ Natural language processing
- ☐ Data mining
- ☐ Statistical learning
- ☐ Predictive analytics

5

1 / 1 point

How does AI enhance personalized marketing according to the module?

- ☐ By increasing the cost of marketing campaigns
- ☐ By reducing the number of marketing channels
- ☐ By sending identical messages to all consumers
- ☒ By creating tailored messaging using algorithms

6

1 / 1 point

How can AI help in the field of email marketing?

- ☒ By crafting personalized subject lines to increase open rates
- ☐ By eliminating email communication
- ☐ By sending emails without personalization
- ☐ By reducing open rates

7

1 / 1 point

What ethical consideration is emphasized regarding AI in marketing?

- ☐ The reduction of marketing budgets
- ☒ The need for human oversight and data privacy
- ☐ The use of AI without regulation
- ☐ The elimination of human involvement

8

1 / 1 point

What role does AI play in influencer marketing, as mentioned in the module?

- ☐ Reducing the reach of influencer campaigns
- ☐ Eliminating the need for influencer collaborations
- ☒ Helping identify relevant influencers for brand campaigns
- ☐ Replacing influencers with AI-generated characters

9

1 / 1 point

Why is human oversight critical in AI applications, according to the module?

- ☐ To reduce the cost of AI implementation
- ☐ To increase AI autonomy
- ☐ To limit AI's learning capabilities
- ☒ To ensure AI aligns with cultural norms and ethical standards

10

1 / 1 point

How can marketers maintain ethical standards while using AI, according to the module?

- ☒ By staying adaptable and ensuring transparency in data use
- ☐ By reducing the use of AI tools
- ☐ By ignoring data privacy concerns
- ☐ By automating all marketing decisions