

- 1) Harold Lasswell famously created the 5W model of communication through which phrase?

Ans) Communication is “about who says what in which channel to whom with what effect.”

- 2) Based on the two-step flow model of mass communication, opinion leaders are affected by messages and therefore can indirectly influence those around them.

Ans) True

- 3) Due to the growth in communication technologies and digital media platforms, marketing communication has transitioned from mass communication to mass personalization.

Ans) True

- 4) In what stage of the “AIDA” model is it the marketer’s job to target and engage the prospective customer with relevant information and position their product/service above their competitors?

Ans) Interest

- 5) In the United States, traditional media is controlled by a few commercial institutions called conglomerates. These conglomerates are supported solely by advertisers.

Ans) False

- 6) Based on the Module’s discussion of mediated content and a changing media landscape, which statement is correct?

Ans) In the digital era, technologies have allowed consumers the ability to access media and devices anywhere at any time. Meanwhile, in the era of mass media ,different types of mediated content were only delivered using designated channels.

- 7) The stages of a customer journey were developed by marketers through a mass communication mindset. In what way, do these strategies, such as the stages of the customer journey, move from one direction to another?

Ans) Linearly

- 8) Human communication is an essential activity and is specific to systems of speech. Therefore communication does not include mediums such as paintings or photographs.

Ans) False

- 9) Imagine you are a digital marketer. Smart and mobile devices have connected your consumers with 24/7 knowledge and access. What insights does this provide about your consumer's behavior and marketing expectations?

Ans) All of the above

- 10) Political candidates and social institutions can reach broad audiences with persuasive messages. Those in the audience who are affected by messages and therefore can indirectly influence those around them are known as opinion leaders.

Ans) True

- 11) Marketers developed strategies linearly to follow the stages of a customer journey. Which answer shows the linear customer journey as discussed in the module?

Ans) Awareness through interest, consideration, intent, evaluation, and purchase

- 12) You are selling your homemade cookies at a local farmers' market. What should you consider when developing a marketing strategy?

Ans) All of the above

- 13) The spike in Internet usage in the late 1990s was called the "Web 2.0 era"

Ans) False

- 14) Presenting information to multiple senses rather than just one makes that presentation
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Ans) Multimodal

15) Ratings, reach, and subscription numbers are examples of _____

Ans) standardized audience matrices

16) The demand side of digital media has gained influence vs. the supply side largely due to _____

Ans) the increase in advertising media inventories, customizability, options of scaling, and targeting with digital media ads.

17) Which of the following is least likely to be true?

Ans) The amount of attention paid to an advertisement will be similar to the amount of attention paid to content on a medium as a whole.

18) The rise of more interactive and individualized communications has led to an increase in _____

Ans) advertisements following the “many to many” communication model.

19) Of the following, an audience member is most likely to remember an ad if it is

Ans) multimodal with an interactive component

20) If a person is watching TV while listening to music and playing a game on their cell phone (and are switching attention between all 3), they are exhibiting their ability to engage in _____

Ans) alternating attention

21) Which of the following is likely to most severely damage brand perception?

Ans) A Facebook post from the company that uses offensive stereotypes of a social group

22) Viewing a brand in a similar way that one views a person is associated with a

Ans) human-centered approach

23) The difference between uses and gratifications theory and media system dependency theory is that the media system dependency theory goes beyond individual needs and behavior to under the complex interrelations within a society.

Ans) True

24) Below are three strategies that digital marketers today tend to employ for their digital marketing campaigns.

Ans) True

25) The reason digital marketers today rely on programmatic advertising is

Ans) advertising inventory is priced in real time based on conditions of the market.

26) CPMVs is more accurate but more expensive than CPMs.

Ans) False

27) Search-based targeting strategy is more accurate than supplier-initiated targeting strategy because

Ans) Search-based targeting strategy is demand driven, based on potential consumers' interest and demand.

28) A company that sells organic apple juice with natural nutrients is considering paid search advertising to promote their product. What keywords should they consider, that are most likely to be searchable by their potential customers.

Ans) "organic", "apple juice", "natural nutrients"

29) Why is behavior-based targeting strategy effective in social media marketing?

Ans) The behavior of each member of the social network is recorded and tracked. Digital marketers can use the data to analyze and predict consumer behavior with high degree of accuracy.

30) Which of the following description about social media is TRUE?

Ans) Social media connects people. Connected people bring reciprocity in online networks. The more people reciprocate and help each other in a community, the more collective strength the community has.

31) What are the benefits that come with a good attribution model? Check all that apply.

Ans) i) It allows digital marketers to accurately calculate the value and ROI of various marketing activities.

ii) It helps digital marketers to strategically plan future marketing campaigns.

iii) It allows digital marketers to allocate their budget and resources intelligently.

32) Ad exchanges market is an open market where web publishers and digital content providers list their inventories of advertising spaces for advertisers to purchase.

Ans) True

33) Mobile marketing is a multi-channel digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Ans) True

34) American psychologist J.J. Gibson developed his theory of affordance during his research on the interconnections between objects in the environment, human perception, and their actions.

Ans) True

35) Location tracking is just one of many unique features of smart and mobile devices as a powerful platform for marketing communication. smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Ans) True

36) Types of mobile app marketing strategies can complement other promotional activities such as special offers, coupons, help to connect a brand to its loyal customers, and _____.

Ans) drive e-commerce

37) All of the following are true regarding mobile search marketing EXCEPT _____

Ans) mobile searches are driven by speed and convenience (Incorrect)
it can lead to additional research or contacting a vendor (Incorrect)

38) Augmented reality (AR) offers a different sensory experience to the users from virtual reality (VR). Instead of bringing human users to the virtual environment, AR takes our views of the real world and overlay digital information and/or data on top of it.

Ans) True

39) Dual reality is computer-generated simulation of three-dimensional images or environments that can be interacted within a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

Ans) False

40) _____ is when a display ad is delivered when a prospective customer appears in and around a specific location. In programmatic advertising, advertisers do include location information into their bidding algorithm to target consumers from a particular region.

Ans) Location-based ad delivery

41) Location-based marketing relies on GPS data, location tracking function embedded in smart mobile devices, web browser cookies, as well as location beacon and geofencing technologies to locate target customers.

Ans) True

42) Chatbots are advantageous to businesses, because chatbots reduce costs and can replicate all of the customer service skills employed by their human counterparts.

Ans) False

43) Mobile marketing is _____

Ans) a multichannel digital marketing strategy

44) “Affordably” is a property or feature of an object that presents a clue or cue on what can be done with this object.

Ans) False

45) Mobile app marketing strategies can complement other promotional activities, such as special offers and coupons, drive e-commerce, or simply help connect a brand with its loyal customers.

Ans) True

46) _____ is computer-generated simulation of three-dimensional images or environments that can be interacted within a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen inside or gloves fitted with sensors.

Ans) Virtual Reality

47) Due to the growth in communication technologies and digital media platforms, marketing communication has transitioned. Which answer accurately names the transition?

Ans) Mass communication to mass personalization

48) When did the Web 2.0 period start?

Ans) mid 2020

49) Standardized audience matrices include _____

Ans) ratings, reach, and subscription numbers

50) It is usually safe to assume that the same level of attention will be paid to an advertisement compared to the level paid to the media in which it is embedded.

Ans) false

51) Recently, in digital media, the balance of influence has shifted from the demand side to the supply side

Ans) true

52) Which of the following is least likely to be true?

Ans) The amount of attention paid to an advertisement will be similar to the amount of attention paid to content on a medium as a whole.

53) A human-centered approach tries to tie brand perception to human emotions.

Ans) true

54) One of the most significant risks in digital marketing involving social media is _____

Ans) the potential damage to brand image resulting from a poorly received posting or ad

55) Which of the following is most likely to make an ad experience more memorable to somebody?

Ans) The content is both relatable and interactive (i.e. touch-screen ad)

56) Media and communication researchers apply _____ theory to understand why individual audience members actively seek out specific media to fulfill various social and psychological needs?

Ans) uses and gratifications theory

57) Leveraging a web user's browsing history on product and product reviews on Amazon is an example of behavior targeting strategy.

Ans) true

58) Programmatic advertising is a complex trading process between buyers and sellers of digital advertising that requires many interconnected advertising technology platforms.

Ans) true

59) Which of the following statement is NOT true about CPMs, CPMVs, and viewability?

Ans) An online ad is considered viewable when 50% of the ads show on screen for five seconds or longer for display ads.

60) Brand loyalty and product endorsement can get easily eroded on social media.

Ans) True

61) A good marketers should not only analyze as many touchpoints as possible but also fully understand the context and environment in which the touchpoints are deployed.

Ans) True

62) Real-Time Bidding (RTB) is an automated real-time auction that takes place

Ans) true

63) Traditionally, marketers categorize consumers into different segments based on their demographic and psychographic profiles and then reach them with advertisements and other relevant marketing information.

Ans) true

