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1. Which of the following describes e-commerce?

1 / 1 point

- ☐ The buying and selling of goods or services at an outdoor market
- ☒ The buying and selling of goods or services using the internet
- ☐ The buying and selling of goods or services at a brick-and-mortar store
- ☐ The buying and selling of goods or services at a consignment store

☒ Correct

2. Health coaching, business consulting, or graphic design are examples of which type of e-commerce?

1 / 1 point

- ☒ Services
- ☐ Digital goods
- ☐ Software
- ☐ Physical goods

☒ Correct

3. Which of the following are reasons a brick-and-mortar store might expand to include online sales? Select all that apply.

1 / 1 point

- ☒ Some customers might try out a product in person, but end up buying online because they need more time to decide which product is right for them.

☒ Correct

- ☒ Customers may want the ability to find out if more options are available online, such as additional sizes or colors of a product.

☒ Correct

- ☒ Companies can sell a much wider variety of products—more than would fit on the shelves in a store.

☒ Correct

- ☐ The majority of customers shop in person first, even if they end up buying online.

4. An e-commerce business receives a large amount of website traffic. What does this traffic data indicate? 1 / 1 point
- ☐ The number of sign-ups to the business's newsletter
  - ☐ The number of return customers
  - ☐ The number of sales made on the website
  - ☒ The number of visits to the website
- ☒ Correct
5. An e-commerce store includes a call-to-action button on its checkout page. What is the purpose of this button? 1 / 1 point
- ☒ To instruct customers on the next action to take
  - ☐ To inform customers about promotions
  - ☐ To display the store's shipping information
  - ☐ To display customers' shopping cart items
- ☒ Correct
6. When a marketer conducts market research for a business, which three important areas should they consider? 1 / 1 point
- ☐ Market size, social media, and industry
  - ☐ Audience, sources, and industry
  - ☐ Competition, objective, and marketing
  - ☒ Market size, audience, and competition
- ☒ Correct
7. What is a target audience? 1 / 1 point
- ☐ The people who buy a competitor's products
  - ☒ The people who are most likely to buy a brand's products
  - ☐ The people who work with a brand
  - ☐ The people who are interested in partnering with a brand
- ☒ Correct

8. What expenses should you include when calculating a product's net profit?

1 / 1 point

- ☐ Cost of goods, personal expenses, and future expenses
- ☒ Cost of goods sold, packaging costs, and advertising costs
- ☐ Packaging costs, advertising costs, and personnel costs
- ☐ Advertising costs, the owner's salary, and personnel expenses

☒ Correct

9. A company designs and produces custom products by partnering with a manufacturer. What is the benefit of using this product sourcing model?

1 / 1 point

- ☐ It is the fastest way to introduce a product to the market.
- ☐ It allows the company to sell products and services offered by trustworthy brands.
- ☐ It is a cost-effective process and requires no upfront commitment.
- ☒ It gives the company more control over the design and quality of its products.

☒ Correct

10. Why is storytelling an important part of building a brand's identity?

1 / 1 point

- ☐ It offers customers easy-to-understand instructions for returns and exchanges.
- ☐ It tells customers that the brand is trustworthy and better than its competitors.
- ☐ It indicates that the brand prioritizes quality customer service.
- ☒ It helps customers understand the brand's values and whether they align with their own.

☒ Correct