



## Lesson 1 Practice Quiz

Practice Quiz, 2 questions

2/2 points (100%)



### Congratulations! You passed!

Next Item



1 / 1  
point

1.

From Lesson 1, the impact of digital on marketing and advertising can be observed by looking at how \_\_\_\_ has declined over time.

- ☐ The quality of products
- ☐ The behavior of consumers
- ☐ The quantity of products
- ☒ Investment in traditional marketing channels like print media



**Correct**

The effect of digital media can be assessed by looking at the changes in the investments companies make in traditional marketing avenues. These changes suggest that the companies have found other channels besides the traditional routes to advertise (i.e., digital channels).



1 / 1  
point

2.

“Unicorn” is the term referred to technology start-ups that have valuation of \_\_\_\_ before they go public.

- ☐ 1 million US dollars
- ☐ 10 million US dollars
- ☒ 1 billion US dollars



**Correct**

The instructor explained that the term “unicorn” applies to companies whose value has reached 1 billion US dollars or higher, based on fundraising. The billion-dollar tech startup was once rare, but now they seem to be everywhere. For this reason, the Fourth Digital Epoch: “The Age Of Unicorns” is named after these high value pre-IPO companies.

- ☐ 1 trillion US dollars

