

Module 3 Quiz

Quiz, 10 questions

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1.

Which point in the consumer decision journey framework is associated with the recognition of a consumer's need?

- ☒ Trigger
 - ☐ Loyalty loop
 - ☐ Moment of purchase
 - ☐ Initial consideration set
-

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2.

Which of the following is NOT a feature of search engine optimization?

- ☐ Secret formula/algorithm of search engines
 - ☐ Organic form of search
 - ☐ Unpaid search
 - ☒ Paid search
-

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3.

The consumer's digital life is a complicated series of events.

- ☒ True
 - ☐ False
-

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4.

Clickstream analysis is a means to evaluate customers' digital behavior that is most valuable at which point along the decision-making process in the CDJ framework?

- ☐ Moment of purchase
 - ☐ Loyalty loop
 - ☒ Trigger
 - ☐ Post-purchase experience
-

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5.

Which of the following is the best way to describe activities during ZMOT?

- ☒ Messy
 - ☐ Linear
 - ☐ Well-defined
 - ☐ Organized
-

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6.

Which company devised the consumer decision journey (CDJ) framework?

- ☐ Bain & Co.
 - ☐ LEK
 - ☒ McKinsey & Co.
 - ☐ BCG
-

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7.

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- ☒ Four
- ☐ One
- ☐ Two
- ☐ Three
-

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8.

Which of the following metrics can be used exclusively to evaluate the video channel communication of a brand?

- ☐ Click-through rate
- ☒ Play-through rate
- ☐ Applause rate
- ☐ Cost per acquisition
-

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9.

Which of the following is/are included in the search digital channel for brands?

- ☐ Search engine management
- ☒ Both search engine optimization and search engine management
- ☐ Search engine optimization
- ☐ Neither search engine optimization nor search engine management
-

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10.

The rate at which a brand's followers take the brand's content and share it with their own social circles is termed which one of the following?



Amplification rate

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- ☐ Micro conversion rate
- ☐ Applause rate
- ☐ Audience growth

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