



## Module 1 Quiz

Quiz, 10 questions

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1.

Data availability, access, and analytics have changed the shopping experience.

- ☐ False
- ☒ True
- 

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2.

The Zero Moment of Truth (ZMOT) is the step in marketing theory when consumers DO NOT collect information about a new product via which of the following channels?

- ☐ Friends and family
- ☐ TV
- ☒ Personal experience from owning the product
- ☐ Online
- 

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3.

Scott Brinker's visualization ("Brinker's snapshot") has shown that the number of web analytics companies has consistently risen between 2011 and 2016. This consistent rise demonstrates which of the following?

- ☐ Pitfalls of web analytics
- ☐ Different types of web analytics
- ☐ Advantages of web analytics
- ☒ Maturity of web analytics
- 

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4.

In what year was the banner ad first placed on the web as a form of advertisement?

- ☐ 1990
- ☐ 1992
- ☐ 2000
- ☒ 1994
- 

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5.  
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In which digital epoch did tech startups with valuations of 1 billion US dollars become common?

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- ☐ The Bubble and the Burst (2000–2002)
- ☐ When Anything Was Possible (1994–1999)
- ☐ The Seeds of Prosperity (2003–2010)
- ☒ The Age of Unicorns (2011–today)

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6.  
According to Brinker’s snapshot, from 2011 to 2016 companies providing marketing analytics rose from 100 to \_\_\_\_.

- ☐ 350
- ☐ 550
- ☐ 750
- ☒ 3500

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7.  
In 2005, which company proposed the three-step model of marketing?

- ☒ Proctor & Gamble
- ☐ Johnson & Johnson
- ☐ Google
- ☐ Microsoft

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8.  
Google added to the traditional three-step model of marketing by introducing which of the following?

- ☒ Zero Moment of Truth
- ☐ First Moment of Truth
- ☐ Second Moment of Truth
- ☐ Third Moment of Truth

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9.  
Computing power has increased over time, while devices have gotten bigger.

- ☐ True
- ☒ False



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10.  
According to the lesson, how many digital epochs were there from 1994 to 2014?

- ☐ 8
- ☒ 4
- ☐ 2
- ☐ 6

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