← Module 4 Quiz
Quiz, 10 questions

1
point

1.
Companies that are very concerned about data quality should focus on the data they collect through which of the following marketing activities?

○ Earned – Tweets from consumers, Facebook posts by fans

○ Owned – "Page depth" data from their company website

○ None of the other options are correct.

○ Paid – "View through rate" data from a video campaign operated by a partner

1
point

2.
Approximately how many users disappeared in the Instagram purge that the article "Millions of Fake Instagram Users Disappear in Purge" talks about?

○ 9 million

○ 24.9 million

○ 18.9 million

○ 12.9 million

1
point

3.
Which of the following pools of data is most likely to be the least expensive?

○ Intent

○ Interest

○ Remarketing

○ Demographic

1
point

4.
Which of the following is the most likely explanation for the recent decline in companies' spending on qualitative research?

○ All of the other options are correct.

○ It has become too difficult to perform qualitative research.

○ The growth of online data

○ They lack enough resources to do qualitative research.

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1 point

5.

Which of the following is a technique used to collect online data?

○ APIs

○ Web scraping

○ All of the other options are correct.

○ Bulk downloads

1 point

6.

Which of the following bias represents collecting data in a way that some members of the intended population are less likely to be included than others?

○ Sampling bias

○ All of the other options are correct.

○ Questionnaire bias

○ Interpretation bias

1 point

7.

Regarding the consumer decision journey, which of the following establishes a direct connection between the trigger and moment of purchase?

○ Post-purchase experience

○ ZMOT

○ Active evaluation

○ Loyalty loop

1 point

8.

Earned data typically has better quality than paid data.

○ True

○ False

1 point

9.

Which of the following represents the time between the consumer's trigger to buy a product and the time they actually buy the product?

○ Second Moment Of Truth

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Stimulus

○ Zero Moment Of Truth

○ First Moment Of Truth

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1 point

10.

Which of the following is most likely to be the major focus for a small organization?

○ Analyzing the outcomes with consumers

○ Analyzing the behavior of consumers

○ Acquiring consumers

○ None of the above

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