FROM: **Kidong Kim ‘hyo05065@berkeley.edu’**

TO: “Prof. Villegas” [ProfessorVillegas@gmail.com](mailto:ProfessorVillegas@gmail.com)

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RE: CIS 234e – Text A, Electronic Commerce – TRUE/FALSE Questions

Chapter 4 ~ MARKETING on the Web

Description: festline

**INSTRUCTIONS: See Key Terms and Review Questions at the end of the Chapters**

**ENTER your Answers below. Email to Prof. Villegas by due date.**

**TRUE/FALSE (Mark T for True and F for False)**

**\_\_\_\_\_\_ 1. key element in any email marketing strategy is to obtain customers’ approvals before sending them any email that includes a marketing or promotional message.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 2. Branded products are difficult to advertise and promote.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 3. The benefits of acquiring new visitors are the same for all Web businesses irrespective of different revenue models used.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 4. Companies that have a well-established brand name or reputation in a particular line of business usually want the URLs for their Web sites to reflect that name or reputation.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 5. Touchpoint is a term for words used to prompt a visitor to stay and investigate the products or services offered on a site.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 6. The reason that one-to-one marketing and usage-based segmentation are so valuable is that they help to strengthen companies’ relationships with their customers.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 7. The fees charged for domain name hosting are much higher than those for hosting an active Web site.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 8. Web site designers can specify additional key words in the pages that are hidden from the view of Web site visitors but are visible to spiders.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 9. Media selection can be critical for an online-only firm because it does not have a physical presence.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 10. The promotion element of the marketing mix includes any means of spreading the word about the product.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 11. A banner ad is a small rectangular object on a Web page that displays a stationary or moving graphic that includes a link to the advertiser's Web site.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 12. Viral marketing strategies have always been developed with the assumption that the company would communicate with potential customers directly.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 13. Rational branding relies on a broad emotional appeal.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 14. The cost of acquiring a new customer is less than the cost of retaining an existing one.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 15. The price element of the marketing mix is a company's cost of producing a product.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 16. In the context of the four Ps of marketing, the issue of place is the need to have products or services available in many different locations.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 17. One goal of marketing is to create strong relationships between a company and its customers.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 18. Spam wastes time and storage space on servers and individuals’ computers, and it consumes bandwidth on the Internet.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 19. The weighting of the factors that search engines use to decide which URLs appear first on searches for a particular search term is called data indexing.**

**a. True**

**b. False**

**\_\_\_\_\_\_ 20. Obtaining identifiable names to use on the Web can be an important part of establishing a Web presence.**

**a. True**

**b. False**

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