

Review Test Submission: Lecture 02 Quiz

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Course	MKT 6321.0W1 - Interactive and Digital Marketing - S24
Test	Lecture 02 Quiz
Started	1/23/24 9:11 AM
Submitted	1/23/24 9:15 AM
Due Date	1/29/24 11:59 PM
Status	Completed
Attempt Score	8 out of 9 points
Time Elapsed	3 minutes
Results Displayed	All Answers, Submitted Answers, Correct Answers, Feedback, Incorrectly Answered Questions

Question 1

1 out of 1 points



When writing for the web, which of the following is a best practice?

Selected Answer: ☒ d. A call to action placed above the fold

Answers:

- ☐ a. Using reverse type throughout
- ☐ b. All of the above
- ☐ c. A continuous block of text
- ☒ d. A call to action placed above the fold

Question 2

1 out of 1 points



The following is not a typical or best practice website convention:

Selected Answer: ☒ c. At least five second page load times

Answers:

- ☐ a. Breadcrumbs
- ☐ b. Links are easily recognized as clickable
- ☒ c. At least five second page load times
- ☐ d. Horizontal or vertical navigation

Question 3

1 out of 1 points



Can-Spam can best be described as _____.

Selected

Answer:

Answers:

☒ d.

a law that tries to reduce and prevent unsolicited emails

a. an opt in system

b. an ISP block

c. a filter

☒ d. a law that tries to reduce and prevent unsolicited emails

Question 4

1 out of 1 points



Despite prevailing common wisdom, long copy is a good practice for high involvement products.

Selected Answer: ☒ True

Answers:

☒ True

False

Question 5

1 out of 1 points



Responsive design can be described by all of the following except for:

Selected Answer: ☒ b. Uses Flash

Answers:

a. Allows a website to be rendered correctly in all devices

☒ b. Uses Flash

c. Uses CSS

d. Uses Html-5

Question 6

1 out of 1 points



E-mail is declining in B-C markets amongst teenagers.

Selected Answer: ☒ True

Answers:

☒ True

False

Question 7

0 out of 1 points



Which of the following best describes dynamic email content?

Selected Answer: ☒ d. the email use a person's first name in the greeting

Answers:

- ☒ a. the content is sent based on a user's profile preferences
- ☐ b. the content is generated daily
- ☐ c. all of the above
- ☐ d. the email use a person's first name in the greeting

Question 8

1 out of 1 points



Heat maps are only used to identify problem areas.

Selected Answer: ☒ False

Answers:

- ☐ True
- ☒ False

Question 9

1 out of 1 points



All of the following are almost mandatory components every email should have, an example of an optional component would be _____

Selected Answer: ☒ c. an image

Answers:

- ☐ a. the header
- ☐ b. the unsubscribe link
- ☒ c. an image
- ☐ d. the subject line

Tuesday, January 23, 2024 9:15:25 AM CST

← OK