Test Bank for Digital Marketing Strategic Planning & Integration 1st Hanlon

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Multiple Choice Quizzes

Please use the below template when submitting multiple choice questions and answers, adding or removing chapters and questions as appropriate. It is helpful for students if you also include an explanation as part of the answer.

Example:

1. Question?

a. Choice 1

b. Choice 2

c. Choice 3

d. Choice 4

Ans: A

Chapter 1: Digital marketing landscape

1. An opinion former is _____.

a. an expert working in this subject area

b. an enthusiastic and knowledgeable hobbyist

Ans: A

2. Digital immigrants are people who were born _____.

a. after 1980

b. in another non-digital country

c. before 1980

Ans: C

3. Which best describes the internet of things?

a. an ecosystem where applications and services are driven by people

b. an ecosystem where applications and services are driven by machines

c. an ecosystem where applications and services are driven by data

Ans: C

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4. There is a dark side to the internet of things. SELECT ALL THAT APPLY.

a. information misuse

b. privacy issues

c. online payments

d. unfairness

e. dishonesty

f. free access to the internet

Ans: A, B, D, E

5. Big data is about _____.

a. volume, veracity, variety

b. volume, velocity, vitality

c. volume, velocity, viability

d. volume, velocity, variety

Ans: D

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