Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC)Re-accredited at the 'A' Grade Level by the **NAAC** and ISO 9001:2008 Certified
CRISL rated 'A' (TN) for MBA and MIB Programmes

II MIB [2016-2018]
SEMESTER III
ELECTIVE I : ONLINE MARKETING - 353V1
Multiple Choice Questions.

1. The main emphasis of the Amazon website belongs in which category?
   A. Relationship building
   B. Brand Building
   C. Social Network
   D. Transactional
   ANSWER: D

2. The _____ customer concern from the 4Cs is equivalent to the Price element of the marketing mix
   A. Cost
   B. Communication
   C. Character
   D. None of the above
   ANSWER: A

3. The main outcome that is required from a website offering laser eye treatment is
   A. to generate potential sales leads which are likely to be converted offline.
   B. To achieve an online sale.
   C. To increase engagement with the audience.
   D. To connect the audience with relevant content.
   ANSWER: A

4. RSS Feeds refer to
   A. A regularly updated source of content to engage an audience
   B. A website that facilitates peer-to-peer communication
   C. Delivery of audio (or video) content.
   D. Alerts on news, products or promotions received by their audiencethrough readers that regularly check for new content.
   ANSWER: D

5. Which of these is the typical sequence of activities in the buying process?
   A. Evaluation, awareness, supplier search, decision.
   B. Awareness, supplier search, evaluation, decision.
   C. Supplier search, awareness, evaluation, decision

D. Awareness, supplier search, decision, evaluation
ANSWER: B

6. Which of the following is a cultural constraint from the digital marketing macro-environment?
   A. Taxation at source of purchase.
   B. Likelihood of fraudulent transactions.
   C. Natural tendency for consumers to purchase online
   D. Opt-in to e-mail required to avoid SPAM.
   ANSWER: C

7. Which of the following is an ethical constraint from the digital marketing macro-environment
   A. Taxation at source of purchase.
   B. Opt-in to e-mail required to avoid SPAM
   C. Likelihood of fraudulent transactions
   D. Propensity for consumers to purchase online
   ANSWER: B

8. When looking at consumer income, marketers are most interested in _____
   A. discretionary income.
   B. deferred income.
   C. inflationary income.
   D. disposable income.
   ANSWER: D

9. Which of the following defines authentication?
   A. Are parties to the transaction who they claim to be?
   B. Ensures sender cannot deny sending the message.
   C. Is transaction data protected? Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated?
   D. How can threats to the continuity and performance of the system be eliminated?
   ANSWER: A

10. Which of the following defines privacy and confidentiality?
    A. How can threats to the continuity and performance of the system be eliminated?
    B. s transaction data protected? Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated?
    C. Are parties to the transaction who they claim to be?
    D. Checks that the message sent is complete, i.e. that it isn't corrupted.
    ANSWER: B

11. Which of the following defines integrity?
    A. How can threats to the continuity and performance of the system be eliminated?
    B. s transaction data protected? Are all non-essential traces of a transaction removed from the public network and all intermediary records eliminated?
    C. Checks that the message sent is complete, i.e. that it isn't corrupted.
    D. None of the above
    ANSWER: C

12. The aspect of security that fails when an e-mail is intercepted is:
   A. integrity.
   B. authentication.
   C. privacy.
   D. availability.
   ANSWER: C

13. The aspect of security that fails when a denial of service occurs is:
   A. Integrity.
   B. Privacy
   C. Availability
   D. Authentication
   ANSWER: C

14. Which of the following issues private and public keys?
   A. secure Sockets Layer (SSL)
   B. Certificate Authorities (CAs)
   C. Firewall.
   D. Secure Electronic Transaction (SET).
   ANSWER: B

15. E-government refers to.
   A. government electronic transactions with suppliers, e.g. online sourcing.
   B. electronic use of petitions by citizens.
   C. government internal electronic transactions, e.g. secure electronic messaging.
   D. All of the above.
   ANSWER: D

16. The differentiation of a firms products or services to promote environmental responsibility is referred to as_____
   A. social branding.
   B. eco-branding.
   C. me-too branding.
   D. brand personality.
   ANSWER: A

17. First clickable banner Advertisement is sold by
   A. Trade key India
   B. Devan Business links
   C. Sky Trade
   D. Global Network Navigator
   ANSWER: D

18. The most commonly used online service in most countries is
   A. e-mail.
   B. social networks.
   C. accessing publisher websites.
   D. IM

ANSWER: A

19. E CRM means
   A. Traditional CRM + Internet
   B. CRM+Internet
   C. Traditional + CRM
   D. Traditional + Internet
   ANSWER: A

20. The quadrant of the Boston Consulting Group (BCG) matrix that represents both a high market share and a high rate of market growth includes the_____
   A. cash cows.
   B. Dogs
   C. Stars.
   D. Question marks
   ANSWER: C

21. _____ are most commonly used to identify return visitors to a website
   A. Logged-in visitors
   B. Electronic timestamping
   C. Digital certificates
   D. Cookies
   ANSWER: D

22. A simple tool for assessing customer adoption of a technology is:
   A. the technology adoption Z curve
   B. the bell curve
   C. the diffusion of innovation curve
   D. The S Curve
   ANSWER: C

23. Globalisation is an example of which macro-environment factor?
   A. Economic
   B. Social
   C. Political
   D. legal
   ANSWER: A

24. With respect to consumer behaviour, ones friends, and relatives could be considered _____
   A. impersonal influence.
   B. reference group influence.
   C. perceptual influence.
   D. institutional influences.
   ANSWER: B

25. Targeting overseas markets through the online channel is an example of
   A. Market penetration

B. Market development
C. Product development
D. Diversification
ANSWER: B

26. Using a digital channel to offer new product variants or extended products is an example of:
   A. Product development
   B. Diversificatin
   C. Market development
   D. Market penetrationm
ANSWER: A

27. Third stage of internet Marketing progamme is analysing of
   A. Market opportunity
   B. Target Market selection
   C. Positioning
   D. Developing overall Market
ANSWER: A

28. The direct online revenue contribution will be of most relevance to:
   A. a beverages brand. an online grocery retailer.
   B. a social network.
   C. a portal.
   D. a car manufacturer.
ANSWER: A

29. Early adopters, of which opinion leaders are large comprised, tend to be
_____
   A. generalized; that is, they tend to lead the group on most issues.
   B. more likely to buy new products before their friends do and voice their opinions about them.
   C. from the upper class; people from other classes are more likely to be followers.
   D. quiet, withdrawn people who dont make fashion statements or take risks easily.
ANSWER: B

30. _____ is a technique for strategic analysis focusing on assessment of propensity for different e-commerce services.
   A. Stage model analysis
   B. Competitor analysis
   C. SWOT analysis
   D. Demand analysis
ANSWER: D

31. According to Maslows Hierarchy of Needs theory, the need for fulfilment, for realizing ones own potential, and for fully using ones talents and capabilities are examples of_____ needs
   A. self-actualization.
   B. Physiological.
   C. Social.
   D. Esteem.

ANSWER: A

32. A person who is in the position of attempting to satisfy their needs at the most basic level is operating at the level of Maslows needs hierarchy called the need for _____
   A. self-actualization.
   B. Esteem.
   C. Physiological.
   D. Belongingness.
   ANSWER: C

33. Which of the following is an assumption in Maslows hierarchy of needs?
   A. Needs are dependent on culture and also on social class.
   B. Lower-level needs must be at least partially satisfied before higher needs can affect behaviour.
   C. Needs are not prioritized or arranged in any particular order.
   D. Satisfied needs are motivators, and new needs emerge when current needs remain. Unmet.
   ANSWER: B

34. For an existing organisation, typical stages of e-commerce development are:
   A. transactions, image and product information, information collection, customer support.
   B. image and product information, customer support, transactions, information collection
   C. transactions, image and product information, information collection, customer support.
   D. None of the above
   ANSWER: D

35. KPI Unique visitor refers to
   A. The number of visitors registering for services such as an opt-in e-mail and newsletters.
   B. The proportion of viewers clicking on an ad or link to a destination page.
   C. The proportion of visitors who abandon an online process
   D. The number of separate, individual visitors who visit the website.
   ANSWER: D

36. KPI Subscription rate refers to
   A. The number of visitors registering for services such as an opt-in e-mail and newsletters.
   B. The proportion of viewers clicking on an ad or link to a destination page.
   C. The proportion of visitors who abandon an online process.
   D. The number of separate, individual visitors who visit the website.
   ANSWER: A

37. KPI Click throu rates refer to
   A. The number of visitors registering for services such as an opt-in e-mail and newsletters.
   B. The proportion of viewers clicking on an ad or link to a destination page.
   C. The proportion of visitors who abandon an online process.
   D. The number of separate, individual visitors who visit the website.
   ANSWER: B

38. Which of the following consumer buying behaviours requires the LEAST effort?
   A. High involvement buying situation.
   B. New buying situation.

C. Routine buying.
D. Impulsive buying.
ANSWER: C

39. With analyzing consumer lifecycles, marketers look at consumers in differing stages of their life. Many models upon which these are based were developed in the 1960s. Since then a lot has changed in consumer lifecycles. Which emerging trends should marketers take into consideration?
    A. Fewer people are getting married.
    B. People getting married at a later age.
    C. More couples co-inhabiting.
    D. All of the above.
ANSWER: D

40. KPI Attrition rate refers to
    A. The number of visitors registering for services such as an opt-in e-mail and newsletters.
    B. The proportion of viewers clicking on an ad or link to a destination page.
    C. The proportion of visitors who abandon an online process.
    D. The number of separate, individual visitors who visit the website.
ANSWER: C

41. A in SMART Objective setting stands for
    A. Attainable
    B. Achievable
    C. Arugable
    D. Answerable
ANSWER: B

42. Customisation of experience is the element of the online value proposition which refers to:
    A. favourable online promotions and offers.
    B. personalisation of content and services.
    C. participation and interaction.
    D. in-depth relevant content.
ANSWER: B

43. Myers et al. (2004) say: customers may always be right, but allowing them to follow their own preferences often increases a company's costs while leaving untapped opportunities to boost revenues. Instead customers [segments with different characteristics and value] must be guided to the right mix of _____ for each product or service.
    A. Intermediaries
    B. Portals
    C. Search engines
    D. Channels
ANSWER: D

44. People in 7Ps refers to
    A. Opportunities for modifying the core or extended product
    B. How are customer interactions managed
    C. How does customer service affect the experience

D. How are customer interactions managed
ANSWER: C

45. Process in 7Ps in online marketing refers to
    A. How are customer interactions managed
    B. The mix of traditional and online communications
    C. How is the brand presented.
    D. How does customer service affect the experience
ANSWER: A

46. Physical evidence in 7Ps refers to
    A. How does customer service affect the experience
    B. Where are the products delivered to or distributed
    C. How is the brand presented.
    D. Where are the products delivered to or distributed
ANSWER: C

47. The _____ customer concern from the 4Cs is equivalent to the Place element of the marketing mix
    A. Cost
    B. Communication
    C. Convenience
    D. None of the above
ANSWER: C

48. SWOT is an acronym for_____
    A. strategy, working, opinion, tactical.
    B. strengths, weaknesses, opportunities, threats.
    C. strategy, work, openness, toughness.
    D. strategy, weakness, opinions, tactics.
ANSWER: B

49. Choosing and identifying priority _____ leads to preliminary understanding of the firms target segments
    A. Consumer
    B. Customer
    C. Distributor
    D. Dealer
ANSWER: B

50. Which is the largest online auction site
    A. Amazon
    B. Flipkart
    C. Myntra
    D. E Bay
ANSWER: D

51. Seller-controlled sites refer to

A. The main site of the supplier company is e-commerce-enabled, for example Dell.com

B. Independent evaluator intermediaries that enable price and product comparison and will result in the purchase being fulfilled on the target site. A price or product comparison site such as reevoo.com

C. Controlled by third parties on behalf of the buyer. A procurement site run on behalf of Dell.

D. involve either procurement posting on buyer-company sites or on those of intermediaries that have been set up in such a way that it is the buyer who initiates the market making. A procurement site run by Dell.

ANSWER: A

52. The strategy sets price under assumption that the firm wants to maximize its profits

A. Long term

B. Medium Term

C. Short term

D. Target Pricing

ANSWER: A

53. Seller oriented sites refer to

A. Independent evaluator intermediaries that enable price and product comparison and will result in the purchase being fulfilled on the target site. A price or product comparison site such as reevoo.com

B. Controlled by third parties on behalf of the buyer. A procurement site run on behalf of Dell.

C. Controlled by third parties preferentially representing the seller rather than providing a full range of options, e.g. an affiliate of Dell, for example

D. The main site of the supplier company is e-commerce-enabled , for example Dell.com

ANSWER: C

54. Neutral sites refer to

A. Independent evaluator intermediaries that enable price and product comparison and will result in the purchase being fulfilled on the target site. A price or product comparison site such as reevoo.com

B. Controlled by third parties preferentially representing the seller rather than providing a full range of options, e.g. an affiliate of Dell, for example

C. Controlled by third parties on behalf of the buyer. A procurement site run on behalf of Dell.

D. involve either procurement posting on buyer-company sites or on those of intermediaries that have been set up in such a way that it is the buyer who initiates the market making. A procurement site run by Dell.

ANSWER: A

55. Buyer controlled sites are

A. ndependent evaluator intermediaries that enable price and product comparison and will result in the purchase being fulfilled on the target site. A price or product comparison site such as reevoo.com

B. nvolve either procurement posting on buyer-company sites or on those of intermediaries that have been set up in such a way that it is the buyer who initiates the market making. A procurement site run by Dell.

C. Controlled by third parties preferentially representing the seller rather than providing a full range of options, e.g. an affiliate of Dell, for example

D. the main site of the supplier company is e-commerce-enabled, for example Dell.com
ANSWER: B

56. Evans and Wurster (1999) have argued that there are three aspects of navigation that are key to achieving competitive advantage online. _____ is the depth or detail of information which is both collected about the customer and provided to the customer.
   A. Richness
   B. Affilation
   C. Reach
   D. Reaction
  ANSWER: A

57. Evans and Wurster (1999) have argued that there are three aspects of navigation that are key to achieving competitive advantage online. _____ refers to whose interest the selling organisation represents- consumers or suppliers.
   A. Richness
   B. Affilation
   C. Reach
   D. None of the above
  ANSWER: B

58. _____ refers to the creation of country or region-specific content (often involving translation)
   A. Countermediation
   B. Intermediation
   C. Star alliance
   D. Localisation
  ANSWER: D

59. An example of the online promotion element of the mix is _____ which involves improving visibility and monitoring sentiment within social networks and blogs.
   A. E PR
   B. Email marketing
   C. Ecommerce
   D. Etail
  ANSWER: A

60. _____ is a key e-CRM technique to follow-up a customer when they abandon a shopping cart to encourage them to buy
   A. Reactivation
   B. Personalisation
   C. referral
   D. Retention
  ANSWER: A

61. is a key e-CRM technique to tailor messages according to stated preferences or observed buyer behaviour.
   A. Reactivation

B. Referal
C. Personalisation
D. Rentention
   ANSWER: C

62. First stage in relationship building is
   A. Relationship or dialogue starts.
   B. Information about the customer is stored in a database.
   C. Company monitors customer response and adjusts future offers accordingly.
   D. Tailored communications and or products are offered to the customer consistent with information stored about the customer.
   ANSWER: A

63. Last stage in relationship building is
   A. Start of dialogue
   B. Tailored communications and or products are offered to the customer consistent with information stored about the customer.
   C. Company monitors customer response and adjusts future offers accordingly.
   D. further dialogue occurs between the company and customer
   ANSWER: C

64. This sets out what an organization wants to become _____
   A. marketing objectives.
   B. mission statement.
   C. vision statement.
   D. marketing strategy.
   ANSWER: B

65. Consumers are generally willing to purchase additional quantities of good at lower price is called
   A. Target Promotions
   B. Future price Promotions
   C. volume discount promotions
   D. Two part pricing
   ANSWER: C

66. In e-CRM, customer retention refers to
   A. monitoring of customer response to inform future messages.
   B. tailoring of messages in line with customer preferences and behaviours.
   C. a communications strategy with existing customers to deliver messages through e-mail, SMS and traditional media.
   D. all of the above
   ANSWER: D

67. In e-CRM, customer acquisition means
   A. delivery of communications offering the next best product (cross-sell and up-sell).
   B. attracting customers in the target profile to your website and encouraging them to opt-in.
   C. encouraging customers to purchase further products through personalised web and e-mail

communications.
   D. None of the above
  ANSWER: B

68. What is the typical relationship between satisfaction and loyalty?
   A. Satisfaction determines loyalty.
   B. Loyalty determines satisfaction
   C. There is no relationship between satisfaction and loyalty.
   D. Loyalty is equivalent to satisfaction.
  ANSWER: A

69. Mass customisation is the use of technology to:
   A. deliver offers and products tailored for prospects.
   B. deliver offers and products tailored for individuals.
   C. deliver offers and products tailored for individuals or segments.
   D. deliver offers and products tailored for segments.
  ANSWER: C

70. The concept of opt-in typically involves:
   A. the customer agreeing to receive marketing communications.
   B. customer opting in to receive product info as a part of the discount offer.
   C. the customer proactively selecting opt-in.
   D. All of the above
  ANSWER: D

71. Products appears in a special featured section and will most likely to rotated for display on the site is called
   A. Home page featured
   B. Featured Plus
   C. Highlight
   D. Gallery
  ANSWER: A

72. _____ data is information about how the customer has responded to campaigns.
   A. Campaign history
   B. Profile data
   C. Transactional data
   D. Behavioural data
  ANSWER: D

73. Consumers often develop a relationship with _____ called as opportunistic
   A. Service
   B. Brand
   C. Product
   D. Marketer
  ANSWER: B

74. Reintermediation describes

A. The removal of intermediaries from the channel structure

B. The introduction of new manufacturers within the channel structure

C. When new intermediaries such as price comparison websites are created within a market place

D. B and C

ANSWER: C

75. Disintermediation describes

A. The removal of intermediaries from the channel structure

B. The introduction of new manufacturers within the channel structure

C. The introduction of new intermediaries within the channel structure

D. Band C

ANSWER: A

76. A historical or forward looking measure of the profit contributed by a group of customers is termed

A. LTV

B. NPS

C. MGC

D. RFM

ANSWER: A

77. _____ is a grouping of customers showing their potential to contribute future profit. MVC (most valuable customers is another customer type in this categorization).

A. LTV

B. NPS

C. MGC

D. RFM

ANSWER: C

78. A method of reviewing the behaviour of customers in terms of their patterns of purchase or interactions on a website

A. LTV

B. MGC

C. RFM

D. NPS

ANSWER: C

79. Diversification is best described as which of the following?

A. Existing products in new markets.

B. Existing products in existing markets.

C. New products for new markets.

D. New products for existing markets.

ANSWER: D

80. A method of evaluating the brand preference for a company based on the likelihood of its customers to recommend a brand.

A. NPS

B. LTV

C. RFM

D. MGC

ANSWER: A

81. ._____is the largest global online auction website.

A. e-bay.

B. alibaba. Com.

C. Wal-mart.

D. reliance fresh.

ANSWER: A

82. GMV stands for

A. Global merchandise value

B. Gross merchandise value

C. Gross mercantile value

D. Global mercantile value

ANSWER: B

83. Which of these etailers is NOT a vertical player

A. Amazon

B. Urbanladder

C. caratlane

D. Jabong

ANSWER: A

84. E in Race frame work refers to engage which is to

A. Engage audience with brand on its website or other online presence to encourage them to act or interact with a company or other customers

B. Build awareness of a brand its products and services on other sites and in offline media and build traffic by driving visits to web presences

C. Build customer relationships through time to achieve retention goals

D. Achieve conversion to marketing goals such as new fans, leads or sales on web presence and offline

ANSWER: C

85. Of the $ 4.5 Billion Indian etail market horizontal players occupy ____ percentage

A. 50

B. 25

C. 75

D. 100

ANSWER: C

86. Marketplace models contribute to _____ percentage of the Indian etail market against the inventory models

A. 80

B. 10

C. 20

D. 95

ANSWER: A

87. Which of the following is NOT a driver for the growth of etail market in India
    A. Growing mobile internet penetration
    B. growing smart phone penetration
    C. Regulatory support
    D. Product variety needs of small town customers
   ANSWER: C

88. Increased urbanisation leading to more money and less leisure time is referred as _____ trend
    A. cash rich time poor
    B. Cashpoor and time poor
    C. Cash rich and time rich
    D. Cash rich time less
   ANSWER: A

89. The limitations of e-marketing is_____
    A. the inability to touch and feel.
    B. instant cash payment.
    C. touch and feel.
    D. immediate delivery.
   ANSWER: A

90. Leading players in Indian etail market have been bogged by issues related to
    A. FEMA regulations
    B. Tax regulations
    C. Both
    D. None
   ANSWER: C

91. Smartphone users in India are expected to qudaruple to _____ by 2020
    A. 450 million
    B. 450 billion
    C. 4.5 million
    D. 4500 million
   ANSWER: A

92. 2014 average disconting offered by Indian etail players as a percentage of GMV is between
    A. 15-25
    B. 25-35
    C. 35-45
    D. 45-55
   ANSWER: B

93. which of these players have a significant high percentage sales in Tier 2 and 3 cities
    A. Snapdeal
    B. Amazon

C. Jabong
D. urbanladder
ANSWER: C

94. _____constitutes for largest share of GMV in the Indian etail market
    A. Fashion
    B. Electronics
    C. Books
    D. Homedecor
ANSWER: B

95. Weread, letsbuy, myntra were purchased by
    A. Flipkart
    B. Snapdeal
    C. Amazon
    D. Jabong
ANSWER: A

96. 30-35% of shipment cost for etailers fall in the
    A. Last mile delivery stage
    B. packaging stage
    C. Line haul
    D. Both a n b
ANSWER: A

97. Disadvantag ein COD delivery modes include
    A. High direct costs
    B. High indirect costs
    C. Block of working capital
    D. all of the above
ANSWER: D

98. Expected long term trend in Indian etail includes
    A. More vertical players
    B. More mobile purchasing
    C. Lesser discounts and COD
    D. All of the above
ANSWER: D

99. This company has tied up with the dabbawallas for last mile delivery
    A. Snapdeal
    B. Flipkart
    C. Jabong
    D. Amazon
ANSWER: B

100. A key objective of marketing is to:_____
    A. Find a break though opportunities.

B. Satisfy the needs of some group of customers that the firm serves.

C. Develop a competitive advantage.

D. Offer new or improved products.

ANSWER: B

101. _____ is about bringing your product/service to the attention of your target market, and reminding them or persuading customers to purchase that product/service.

A. Production.

B. Budget.

C. Image.

D. Promotion.

ANSWER: D

102. C in Race frame work refers to convert which is to

A. Engage audience with brand on its website or other online presence to encourage them to act or interact with a company or other customers

B. Build awareness of a brand, its products and services on other sites and in offline media and build traffic by driving visits to web presences

C. Build customer relationships through time to achieve retention goals

D. Achieve conversion to marketing goals such as new fans leads or sales on web presence and offline

ANSWER: D

103. The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features.

A. product.

B. marketing.

C. production.

D. selling.

ANSWER: A

104. A in Race framework refers to act which is to

A. Engage audience with brand on its website or other online presence to encourage them to act or interact with a company or other cusotmers

B. Build awareness of a brand, its products and services on other sites and in offline media and build traffic by driving vists to web presence

C. Build customer relationships through time to achieve retention goals

D. Achieve conversion to marketing goals such as new fans, leads or sales on web presences and offline

ANSWER: A

105. The way in which copy of the website conveys trust and confidence is a service quality that leads to _____ value

A. Reliability

B. Assurance

C. Responsiveness

D. Tangibles

ANSWER: B

106. The physical appearance of the website and communication brings in _____ value
    A. Tangibles
    B. Reliability
    C. Empathy
    D. Assurance
    ANSWER: A

107. The degree to which online customers are treated in a personal way provides _____ value
    A. Responsiveness
    B. Assurance
    C. Tangibles
    D. Empathy
    ANSWER: D

108. Marketing communication in the rural area has to be in _____
    A. local language.
    B. press media.
    C. national language.
    D. out door media.
    ANSWER: A

109. R in Race framework refers to reach which is to
    A. Engage audience with brand on its website or other online presence to encourage them to act or interact with a company or other cusotmers
    B. Build awareness of a brand, its products and services on other sites and in offline media and build traffic by driving visits to web presences
    C. Build customer relationship through time toe achieve retention goals
    D. Achieve conversion to marketing goals such as new fans, leads or sales on web presences and offline
    ANSWER: B

110. Search engine notification. Prepare press releases. are activities that fall under which phase of website development
    A. Pre-development tasks
    B. Content planning
    C. Pre-launch promotion or communications
    D. Ongoing promotion
    ANSWER: C

111. A retailer creates_____utility by keeping the store open when the consumers prefer to shop.
    A. ownership.
    B. time.
    C. place.
    D. transport
    ANSWER: B

112. A retailer by being available at a convenient location, he creates_____utility
   A. ownership.
   B. time.
   C. place.
   D. transport.
   ANSWER: C

113. Viral marketing describes which of the following digital marketing technique
   A. Online word of mouth message are forwarded to help achieve awareness and in some case, drive response
   B. Using banners and rich media to achieve brand awareness and encourage click through to a target site
   C. Renting lists or placing ads in third party e-newsletters or the use of an in house list for customer activation and retention
   D. All the above
   ANSWER: A

114. Availability and speed of the website is a service quality that provides _____ value
   A. Reliability
   B. Assurance
   C. Responsiveness
   D. Tangibles
   ANSWER: A

115. Average time to answer customer's queries
   A. Reliability
   B. Responsiveness
   C. Tangibles
   D. Assurance
   ANSWER: B

116. A good website should always begin with the user. Understand who the _____ is, how they use the channel to shop, and understand how the marketplace works in that category. This includes understanding who your competitors are and how they operate online. You need continuous research, feedback and usability testing to continue to monitor and evolve the customer experience online. _____s want convenience and ease of ordering. They want a website that is quick to download, well-structured and easy to navigate.
   A. Intermediary
   B. Customer
   C. Supplier
   D. Business owner
   ANSWER: B

117. Online marketing can be defined as_____
   A. the application of information technology for internal and external business processes.
   B. the utilization of database marketing techniques that generate dynamic relationships.
   C. business in an online world .

D. the use of internet and related digital information and communications technologies.
ANSWER: A

118. Effective online marketers requires the following combination_____
   A. IT and Marketing competences to achieve customer satisfaction.
   B. product innovations and creative web site design.
   C. digital technologies with strategic market planning.
   D. new forms of direct marketing with new supplier relationships.
ANSWER: A

119. Which of the following represent the online brand equity dimesions
   A. Emotional connection
   B. Trust
   C. Fulfillment
   D. All of the above
ANSWER: D

120. Its the major reponsibility of the _____to ensure quality of the website
   A. Site sponsor
   B. Project manager
   C. Web master
   D. Content developer
ANSWER: C

121. _____ is a trial version of the website, typically with restricted access or not publicised.
   A. Domain registration
   B. Hosting
   C. Soft launch
   D. Web desinging
ANSWER: C

122. The Internet has resulted in a fundamental shift in_____
   A. greater consumer power and knowledge.
   B. greater competition.
   C. price competitiveness.
   D. strategic alliances and partnerships.
ANSWER: A

123. _____ is intended to create stable releases more frequently than traditional development methodologies, i.e. new functionality will be introduced through several releases each month rather than a more significant release every few weeks, months or even years.
   A. Soft launch
   B. Domain registration
   C. Hosting
   D. Agile development
ANSWER: D

124. For multi-channel marketers, the online environment should reinforce_____ .

A. the offline brand.
B. consistent brand values across all channels.
C. a customer's self image.
D. supplier and distributor relationships
  ANSWER: B

125. Site performance is:
    A. ensuring site access speed is good.
    B. ensuring e-mail response is acceptable.
    C. registering and renewing web address names
    D. None of the above
  ANSWER: A

126. Domain registration is:
    A. ensuring page download speed is acceptable.
    B. registering and renewing web address names.
    C. adding the website content to server on the internet
    D. A and B
  ANSWER: B

127. Which of the follow is a description of customer orientation of a website?
    A. The menu options chosen to group and categorise information.
    B. Determination of interface design through identifying the stages a user needs/follows when interacting with a system.
    C. Minimising the number of clicks needed to access relevant content.
    D. Providing specific content and services appropriate to different audience members.
  ANSWER: D

128. A graphical or text depiction of the relationship between different groups of content on a website is a:
    A. Cascading Style Sheet(CSS)
    B. Page template
    C. Site map
    D. None of the above
  ANSWER: C

129. Which is a digital communication technique which involves improving visibility and monitoring sentiment within social networks and blogs
    A. SEO
    B. PPC
    C. EPR
    D. E mail markeitng
  ANSWER: C

130. Display ads, google adwords/PPC,Affiliate marketing belong to what category of online media
    A. Paid
    B. Owned
    C. Earned

D. None of the above

ANSWER: A

131. The benefit of digital marketing that involves interactivity with web users, for example through surveys and polls is known as the

A. Sizzle benefit

B. Serve Benefit

C. Speak Benefit

D. All the above

ANSWER: C

132. To determine demand for digital services in a market, companies should survey

A. Those who have access to the internet

B. Those who use the internet to inform their buying decision but may buy offline

C. Those who purchase online

D. All the above

ANSWER: D

133. Podcasts refer to

A. A regularly updated source of content to engage an audience

B. A website that facilitates peer- to peer communication

C. Delivery of audio (or video) content

D. Alerts on news, products or promotions received by their audience through readers that regularly check for new content

ANSWER: C

134. An organization with a _____orientation assumes that customers will resist purchasing products not deemed essential. The job of marketers is to overcome this resistance through personal selling and advertising

A. Production

B. Marketing

C. Relationship

D. Sales

ANSWER: D

135. Which of the following factors contributed to the transition from the production period to the sales period?

A. Increased consumer demand

B. More sophisticated production techniques

C. Increase in urbanization

D. The Great depression

ANSWER: A

136. Which of the following statements is correct?

A. Marketing is the term used to refer only to the sales function within a firm

B. Marketing managers usually don't get involved in production or distribution decisions

C. Marketing is an activity that considers only the needs of the organization, not the needs of the society as a whole

D. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large

ANSWER: D

137. Which of the following is the correct sequence in the consumer buying decision process?

A. Problem recognition, evaluation of alternatives, information search, purchase decision post purchase evaluation.

B. Problem recognition, information search, evaluation of alternatives, purchase decision, post purchase evaluation.

C. Problem recognition, information search, purchase decision, evaluation of alternatives, post purchase evaluation.

D. Information search, problem recognition, evaluation of alternatives, purchase decision, post purchase evaluation.

ANSWER: D

138. When considering why a customer might shop online, cost is not limited to the buying price. Which of the following is not an additional 'cost' that might influence a buyer to use the Internet as part of their buying process?

A. Time through not having to physically visit an outlet.

B. Time through using online search engines to locate a product.

C. Chance to buy better quality products

D. Total transaction cost.

ANSWER: A

139. Which is not one of the elements of a company's external micro- environment that need to be assessed during situation analysis for e- marketing?

A. Competitor analysis

B. Intermediary analysis

C. Supplier analysis

D. Demand analysis

ANSWER: B

140. The direct online contribution effectiveness refers to

A. The reach of audience volume of a site

B. The proportion of sales influenced by the website

C. The proportion of business turnover achieved by e- commerce transactions

D. Both the first and third answers above

ANSWER: C

141. The e marketing plan has _____

A. The same objectives as the e -business plan

B. Objectives which support the objectives of other organizational plans

C. The same objectives as the corporate plan

D. The same objectives as the marketing plan

ANSWER: B

142. E-Marketing is best seen as _____

A. A subset of e- business
B. The same as e- commerce
C. Equivalent to e- Business
D. Broader than e- Business
ANSWER: C

143. A gate way website with services such as search, directories and content which serves a wide range of audience is a
A. vertical portal
B. Horizontal portal
C. Geographical
D. Multimedia portal
ANSWER: B

144. . According to Kotler (2003) which of the following is not an example of when database marketing is unlikely to be worthwhile?
A. Where the cost of gathering information is too high.
B. Where customers show little loyalty to a brand.
C. All three are examples.
D. Where the unit sale is very small.
ANSWER: A

145. Using the internet for marketing research to find out customers needs and wants in an example of _____
A. Fulfilling customer requirements
B. Satisfying customer requirements
C. Anticipating customer requirements
D. Identifying customer requirements
ANSWER: D

146. What does the following definition refer to? Achieving marketing objectives through the use of any electronic communications technology
A. E-commerce
B. E-Business
C. E-Marketing
D. Internet Marketing
ANSWER: C

147. 70 - 80% of early online business transactions were conducted in the_____ .
A. C2C sector.
B. B2B sector.
C. B2C sector
D. B2PA sector.
ANSWER: A

148. Marketing utility consists of _____
A. Price
B. Place, price

C. Product, place, price and profit

D. Price, Place , promotion and product

ANSWER: D

149. The internet has_____

A. Empowered business only

B. Empowered consumers and business alike

C. Empowered consumers only

D. Empowered intermediaries only

ANSWER: B

150. eBay is an example of which type of business model according to Timmers?

A. Third party marketplace.

B. Virtual Community.

C. e-Auctions.

D. e-Mall.

ANSWER: D

151. A gateway website with services such as search, directories and content which serves a wide range of audience is a:

A. multimedia portal

B. horizontal portal.

C. vertical portal.

D. geographical portal.

ANSWER: B

152. Search engines play a key role in which online selling phase?

A. Post sale phase.

B. Sale phase.

C. Evaluation phase.

D. Pre-Sale Phase.

ANSWER: C

153. Publishers and affiliates compare their capability to create value from content using

A. Affiliate model (typically CPA)

B. Earnings Per Click model

C. Exposure model (typically CPM)

D. Pay Per Click model

ANSWER: B

154. Online information brokers reflect a process of_____

A. Intermediation.

B. reintermediation.

C. Disintermediation.

D. info mediation.

ANSWER: A

155. _____ offers the chance to use business-to-business exchanges to source products at lower

costs
   A. Affilimediation
   B. Reintermediation
   C. Countermediation
   D. Distintermediation
   ANSWER: B

156. Online fulfillment tracking systems provide customers with_____ .
   A. cost savings.
   B. real time transparency.
   C. efficient packing and dispatch of goods
   D. inventory information
   ANSWER: B

157. . Disintermediation in the online world refers to_____
   A. the reformation of logistics management.
   B. the emergence of new intermediaries.
   C. the elimination of existing intermediaries.
   D. cost minimization in the supply chain.
   ANSWER: C

158. A fundamental part of the distribution function is to get the product_____
   A. to the right place at the right time.
   B. launched into new markets.
   C. to intermediaries.
   D. to market to avoid channel conflict.
   ANSWER: A

159. Co-marketing is_____
   A. the partnership between channel members and how they support one another.
   B. is the strategy designed to avoid channel conflict.
   C. another form of affiliate marketing.
   D. the role played by payments service providers.
   ANSWER: A

160. A free tool available to determine search demand for products and services in a market is
   A. Google Insights for Search.
   B. Google Keyword Tool.
   C. Google Trends
   D. All of the above
   ANSWER: D

161. A channel migration strategy is when an organisation decides to_____
   A. concentrate on selling via one channel.
   B. adopt a multi-channel approach to provide more flexibility for the modern time starved consumer.
   C. differentiate its service via different channels.
   D. persuade customers to move from one channel to another.

ANSWER: D

162. _____ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business
   A. E-commerce.
   B. E-marketing.
   C. E-procurement.
   D. E-business.
   ANSWER: A

163. CRM stands for_____
   A. Customer Relationship Management.
   B. Customer Revenue Management.
   C. Cost Revenue Management
   D. Cost Revenue model
   ANSWER: A

164. When preparing a website, designers should ensure that the site enables user- to-user communication. This design feature is known as_____
   A. Commerce.
   B. Context.
   C. Community.
   D. Connection.
   ANSWER: D

165. When preparing a website, designers should ensure that the site makes effective use of the text, pictures and video. This design feature is known as _____
   A. Communication.
   B. Connection.
   C. Content.
   D. Context.
   ANSWER: D

166. Which of the following is a cultural constraint from the digital marketing macro-environment?
   A. Taxation at source of purchase.
   B. Opt-in to e-mail required to avoid SPAM.
   C. inclination of consumers to purchase online
   D. Likelihood of fraudulent transactions.
   ANSWER: C

167. _____ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the Internet - to conduct a company's business.
   A. E-commerce.
   B. E-marketing.
   C. E-procurement.
   D. E business.
   ANSWER: D

168. The E-commerce domain that involves business activity initiated by the consumer and targeted to businesses is known as_____
   A. Consumer to Consumer (C2C).
   B. Business to Business (B2B).
   C. Consumer to Business (C2B).
   D. Business to Consumer (B2C).
   ANSWER: C

169. A(n) _____ is an online advertisement that pops up between changes on a website.
   A. plunge.
   B. boarder.
   C. interstitial.
   D. border.
   ANSWER: A

170. Websites upon which members can congregate online and exchange views on issues of common interest are known as _____.
   A. web casts.
   B. web communities.
   C. virtual communities.
   D. e-marketing.
   ANSWER: B

171. Which of the following is not one of the benefits of e-commerce to buyers over store shopping?
   A. E-commerce provides greater customer service.
   B. E-commerce provides greater convenience.
   C. E-commerce provides greater access and selection.
   D. E-commerce provides greater privacy.
   ANSWER: C

172. Which of the following strategies is not better suited to the Old Economy than to the New one?
   A. Brick-and-mortar retailing.
   B. Mass marketing.
   C. Customisation.
   D. Media advertising.
   ANSWER: C

173. One source of e-commerce income is _____ income, which comes about when online companies invite business partners to share costs in setting up a website and offering them free advertising on the site.
   A. referral
   B. alliance
   C. advertising
   D. sponsorship
   ANSWER: D

174. One source of e-commerce revenue is _____ income, which comes about when online companies charge for special market information or intelligence.
    A. market research and information fees
    B. membership and subscription
    C. referral
    D. alliance
 ANSWER: B

                                              Staff Name
                                              Vijay.P.