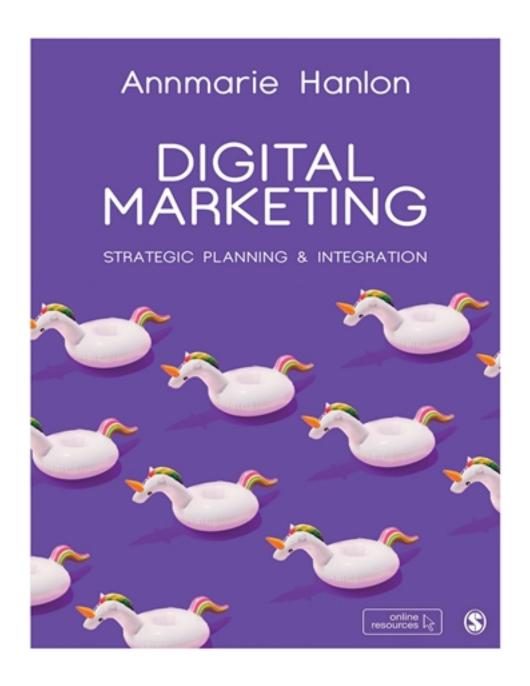
Test Bank for Digital Marketing Strategic Planning & Integration 1st Edition by Hanlon

CLICK HERE TO ACCESS COMPLETE Test Bank



Test Bank

Hanlon, *Digital Marketing: Strategic Planning & Integration* SAGE Publishing, 2019

Multiple Choice Quizzes

Example:

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.

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

Hanlon, *Digital Marketing: Strategic Planning & Integration* SAGE Publishing, 2019

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