

*Test Bank for Digital Marketing 3rd
Edition by Hanlon*

ISBN: 9781529680430

Digital Marketing (3rd)

ISBN 9781529680430 | Chapter 1

Total Questions: 10

Multiple Choice (10)

Q1. [Multiple Choice]

The origins of digital marketing can be found in

- a) E-marketing
- b) Direct marketing ✓ correct**
- c) Internet marketing
- d) Technical marketing

Q2. [Multiple Choice]

Supervised machine learning is

- a) The discovery of hidden patterns in data, where the data are provided and the machine identified previously unidentified trends
- b) Where an 'artificial intelligence (AI) agent interacts with its surrounding environment by trial-and-error method and learns an optimal behavioural strategy
- c) The ability to follow rules or pre-agreed themes (predictive analytics); it helps organisations to identify trends and make data-driven decisions ✓ correct**
- d) The ability for machines to learn from humans

Q3. [Multiple Choice]

Generational cohorts

- a) Different generations of people ✓ correct**
- b) Millennials
- c) Gen Z
- d) Baby boomers

Q4. [Multiple Choice]

The 7Vs of big data include

- a) Volume, velocity, variety, veracity, variability, viability, value
- b) Volume, velocity, variety, veracity, variability, visualisation, value ✓ correct**
- c) Volume, velocity, variety, versions, verbosity, visualisation, value
- d) Volume, velocity, variety, veracity, variability, viability, value

Q5. [Multiple Choice]

Under the GDPR legislation across Europe and the California Consumer Privacy Act, individuals have rights to 'have personal data erased' this is commonly known as

- a) The right to be deleted
- b) The right to be removed
- c) The right to be forgotten ✓ correct**
- d) The right to be erased

Q6. [Multiple Choice]

Non-fungible tokens

- a) Are multiple creations of a digital product
- b) Are one-off creations ✓ correct**
- c) Are available offline
- d) Can be shared

Q7. [Multiple Choice]

Cryptocurrency works on the basis of

- a) Bank financing
- b) Peer-to-peer financing ✓ correct**
- c) Third-party financing
- d) Computer financing

Q8. [Multiple Choice]

The benefits of Blockchain technology are

- a) One person does not control all the data and records are transparent ✓ correct**
- b) One person controls all the data and records are transparent
- c) One person does not control all the data and records are private
- d) One person controls all the data and records are private

Q9. [Multiple Choice]

The Internet of Things means that devices with

- a) Smart components and connectivity can be linked
- b) New components and connectivity can be linked
- c) Smart components can access each other ✓ correct**
- d) New components and can access each other

Q10. [Multiple Choice]

Nudge theory means people can be

- a) Forced to make decisions
- b) Pushed to make decisions
- c) Supported to make decisions
- d) Encouraged to make decisions ✓ correct**