

Chapter 03 Testbank

Student: _____

1.

The internet:

- A. is accessible to anyone with a computer and a modem.
- B. was developed by the US Defense Department.
- C. is a worldwide means of exchanging information.
- D. is accurately described by all of the given statements.

2.

_____ is a worldwide means of exchanging information and communicating through a series of interconnected computers.

- A. The internet
- B. Interactive television
- C. Teleshopping
- D. Audiotext

3.

Which one of the following was NOT among the top brands accessed online?

- A. Facebook
- B. Microsoft
- C. Coca-Cola
- D. eBay

4.

By far the largest form of advertising on the internet is:

- A. click-through.
- B. URL.
- C. paid search.
- D. surf button.

5.

Which of the following is a form of consumer empowerment?

- A. resisting an advertisement
- B. adapting
- C. ignoring a product
- D. all of the answers given here

6.

In Denegri-Knott's typology strategy, which of these relates to the consumer actually generating content?

- A. Control
- B. Information
- C. Aggregation
- D. Participation

7.

Which is NOT a strength of mobile as an advertising medium?

- A. targeting capacity
- B. clutter
- C. hyper-local nature
- D. interactivity

8.

Consumers devote about a quarter of their media consumption time to?

- A. radio
- B. newspapers
- C. mobile
- D. magazines

9.

According to PayPal, what proportion of consumers research a product online and then buy it in-store?

- A. 10%
- B. 50%
- C. 75%
- D. 90%

10.

Which of the following is NOT included in the most popular apps in Australia?

- A. maps and navigation
- B. news and weather
- C. social networking
- D. employment

11.

SEO stands for:

- A. search engine optimisation.
- B. search engine opportunity.
- C. social engine optimisation.
- D. social engine opportunity.

12.

Brand website visitation has:

- A. increased since 2008.
- B. decreased since 2008.
- C. stayed the same.
- D. no statistics are available.

13.

What is a key advantage of advertising in games?

- A. People like to play games.
- B. People will form favourable opinions of the brands.
- C. A game is timeless—it will be played again and again.
- D. None of the answers given here is correct.

14.

_____ will determine the future of digital advertising.

- A. Television
- B. Teenagers
- C. Broadband width
- D. Analytics

15.

Which of the following is NOT a basic metric to measure digital campaigns?

- A. CTR
- B. COC
- C. CPA
- D. BOC

16.

When internet visitors using Yahoo's search engine type in 'travel books', one of the advertisements they may see is for Lonely Planet guides. Lonely Planet is using a(n) _____ to target internet users interested in its products.

- A. interconnect
- B. URL
- C. portal
- D. paid search

17.

When Dakota checked her email after returning from a week's trip, she found she had 53 mails. Only two were actually addressed to her and contained information she needed. The rest, which were unwanted and unrequested, are examples of:

- A. mistargeted email.
- B. electronic commercial messages.
- C. spam.
- D. interconnects.

18.

18- to 24-year-olds spend less time per month using the internet via their PCs than do people over 65.

True False

19.

While the shift is definitely towards digital media, traditional mass media campaigns still achieve outstanding results.

True False

20.

An analysis of 1000 entries in the IPA awards found that the internet was most effective in driving business results.

True False

21.

Most 18- to 34-year-olds (54%) would rather go without television for a year than give up their mobile phones.

True False

22.

By using SMS to distribute special offers, coupons, information or links, marketers can add value and build loyalty in their customer relationships.

True False

23.

Search engine marketing (SEM) seeks to increase a website or web page's visibility and ranking in search engine results pages through advertising and optimisation.

True False

24.

Globally, 620 billion mobile search queries were generated every day in 2012.

True False

25.

Websites were the first brand platforms on the World Wide Web.

True False

26.

Brand site visitation decreased from around 85% of internet users in 2008 to less than 75% in 2011.

True False

27.

eWOM (e-word of mouth) means that users generate the content.

True False

28.

Describe the difference between advertising in a game and in an 'advergame'.

Chapter 03 Testbank Key

1.

The internet:

- A. is accessible to anyone with a computer and a modem.
- B. was developed by the US Defense Department.
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Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.1 To define the post-PC era

2.

_____ is a worldwide means of exchanging information and communicating through a series of interconnected computers.

- A.** The internet
- B. Interactive television
- C. Teleshopping
- D. Audiotext

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.1 To define the post-PC era

3.

Which one of the following was NOT among the top brands accessed online?

- A. Facebook
- B. Microsoft
- C.** Coca-Cola
- D. eBay

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

4.

By far the largest form of advertising on the internet is:

- A. click-through.
- B. URL.
- C.** paid search.
- D. surf button.

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

5.

Which of the following is a form of consumer empowerment?

- A. resisting an advertisement
- B. adapting
- C. ignoring a product
- D.** all of the answers given here

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.2 To investigate theories of consumer change and empowerment

6.

In Denegri-Knott's typology strategy, which of these relates to the consumer actually generating content?

- A. Control
- B. Information
- C. Aggregation
- D.** Participation

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.2 To investigate theories of consumer change and empowerment

7.

Which is NOT a strength of mobile as an advertising medium?

- A. targeting capacity
- B.** clutter
- C. hyper-local nature
- D. interactivity

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

8.

Consumers devote about a quarter of their media consumption time to?

- A. radio
- B. newspapers
- C. mobile**
- D. magazines

Bloom's: Knowledge

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Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

9.

According to PayPal, what proportion of consumers research a product online and then buy it in-store?

- A. 10%
- B. 50%
- C. 75%**
- D. 90%

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

10.

Which of the following is NOT included in the most popular apps in Australia?

- A. maps and navigation
- B. news and weather
- C. social networking
- D. employment**

Bloom's: Knowledge

Difficulty: Easy

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SEO stands for:

- A. search engine optimisation.**
- B. search engine opportunity.
- C. social engine optimisation.
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Bloom's: Knowledge

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Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

12.

Brand website visitation has:

- A. increased since 2008.
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- C. stayed the same.
- D. no statistics are available.

Bloom's: Knowledge

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13.

What is a key advantage of advertising in games?

- A. People like to play games.
- B. People will form favourable opinions of the brands.
- C.** A game is timeless—it will be played again and again.
- D. None of the answers given here is correct.

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

14.

_____ will determine the future of digital advertising.

- A. Television
- B. Teenagers
- C. Broadband width
- D.** Analytics

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.4 To introduce basic analytics as a measurement tool in the digital media

15.

Which of the following is NOT a basic metric to measure digital campaigns?

- A. CTR
- B. COC
- C. CPA
- D.** BOC

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.4 To introduce basic analytics as a measurement tool in the digital media

16.

When internet visitors using Yahoo's search engine type in 'travel books', one of the advertisements they may see is for Lonely Planet guides. Lonely Planet is using a(n) _____ to target internet users interested in its products.

- A. interconnect
- B. URL
- C. portal
- D. paid search**

Bloom's: Application

Difficulty: Medium

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

17.

When Dakota checked her email after returning from a week's trip, she found she had 53 mails. Only two were actually addressed to her and contained information she needed. The rest, which were unwanted and unrequested, are examples of:

- A. mistargeted email.
- B. electronic commercial messages.
- C. spam.**
- D. interconnects.

Bloom's: Application

Difficulty: Medium

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

18.

18- to 24-year-olds spend less time per month using the internet via their PCs than do people over 65.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.1 To define the post-PC era

19.

While the shift is definitely towards digital media, traditional mass media campaigns still achieve outstanding results.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.1 To define the post-PC era

20.

An analysis of 1000 entries in the IPA awards found that the internet was most effective in driving business results.

FALSE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.1 To define the post-PC era

21.

Most 18- to 34-year-olds (54%) would rather go without television for a year than give up their mobile phones.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.2 To investigate theories of consumer change and empowerment

22.

By using SMS to distribute special offers, coupons, information or links, marketers can add value and build loyalty in their customer relationships.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

23.

Search engine marketing (SEM) seeks to increase a website or web page's visibility and ranking in search engine results pages through advertising and optimisation.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

24.

Globally, 620 billion mobile search queries were generated every day in 2012.

FALSE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

25.

Websites were the first brand platforms on the World Wide Web.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

26.

Brand site visitation decreased from around 85% of internet users in 2008 to less than 75% in 2011.

TRUE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

27.

eWOM (e-word of mouth) means that users generate the content.

FALSE

Bloom's: Knowledge

Difficulty: Easy

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

28.

Describe the difference between advertising in a game and in an 'advergame'.

Ashley Ringrose, creative founder of digital agency Soap, comments, 'One of the beauties of a game is that it's timeless. Where a viral video might get viewed once or twice and then becomes old, games are just as [much] fun now as when they were released. They also have longer engagement times. It's not uncommon for a game session to be more than 10 minutes. A viral video will peak at two minutes if you are lucky.' First, games have a micro-targeting ability; they are capable of reaching a specific demographic and psychographic profile via a particular game. They also have longevity. While the average radio commercial lasts 30 seconds, the typical shelf life of a game is 30 hours. Games are also available through many different platforms, with almost all Australians having a games device and half accessing them on their mobiles. And perhaps most of all, it is the immersive quality of the game that involves its users and often transports them to another place and time. An alternative to placing brands and advertising in existing games is to create an advertisement that is a game. Advergames are a form of branded entertainment that feature advertising messages, logos and trade characters in a game format. Advergames offer a number of benefits. First, there is some evidence that they can enhance brand awareness—for example, brand awareness of Toyota shifted from the sixth most recalled brand to the second after its Adrenaline game went online in 2000. There is also the suggestion that positive attitudes towards the game may lead to favourable attitudes towards the brand and sponsor. A final benefit is the capture of useful data through registration.

Bloom's: Comprehension

Difficulty: Medium

Learning Objective: 3.3 To explore the characteristics of the different digital platforms as advertising media

Chapter 03 Testbank Summary

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