TT TEXTBOOK TESTBANKS

Test Bank for Digital Marketing 3rd Hanlon

TEST BANK SAMPLE PREVIEW

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Digital Marketing (3rd)

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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**