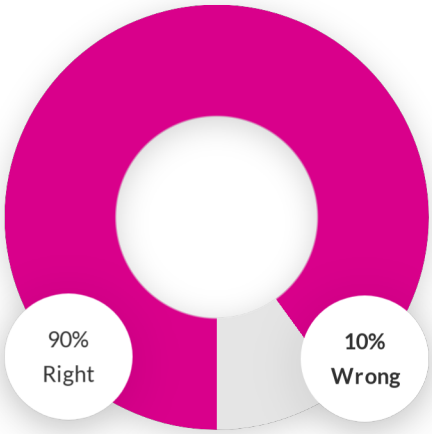
Basics of Digital Marketing

Introduction to History of Digital Marketing

Quiz Result

Quiz Completion Time : 00:05:15



Wrong/Skipped

Right Answer

Your Score : 90%

Passing Score : 50%

Your Strong Areas:

Lesson - Introduction to Digital Marketing

Lesson - History of Digital Marketing

Lesson - Difference between Traditional Marketing and Digital Marketing

Lesson - Transformation in Marketing (Impact of Digitization on Marketing and Resulting Opportunities)

1. Digital marketing includes all marketing efforts that use an electronic device or the internet.

Your Answer : True

Description : Digital marketing encompasses all marketing efforts that utilize electronic devices or the

internet to promote products or services.

Question Reference From : History of Digital Marketing

2. A person watches the FIFA world cup on Television and finds the advertisement during the break. This is related to;

Your Answer : Traditional Marketing

Description : The person is watching the FIFA World Cup on television and encounters advertisements during the breaks, which is a typical example of traditional marketing. The advertisements are being delivered through a traditional medium, namely television, to reach a wide audience during a popular event.

Question Reference From : Difference between Traditional Marketing and Digital Marketing

3. Nowadays, customers are looking for hard-copy catalogs or company profiles to identify a brand's worthiness.

Your Answer : False

Description : While there may still be some customers who prefer hard-copy catalogs or company profiles, it is important to note that the trend has shifted towards digital platforms in recent years. Nowadays, customers are more inclined to seek information and assess a brand's worthiness through online channels.

Question Reference From : Transformation in Marketing (Impact of Digitization on Marketing and Resulting Opportunities)

4. Which of the following is the correct reflection of Digital Marketing?

Your Answer : All the Above

Description : Digital marketing encompasses various strategies and tactics, including social media marketing, email marketing, and web marketing.

Question Reference From : Difference between Traditional Marketing and Digital Marketing

5. Business uses different channels, to engage with present and potential customers. Such as:

Your Answer : All of the Above

Description : Businesses use various channels, including search engines, social media, and email, to engage with present and potential customers.

Question Reference From : History of Digital Marketing

6. Which of the following systems tracks the behavior of a consumer and allows the marketer to make necessary predictions?

Your Answer : CRM (Customer Relationship Management)

Description : CRM (Customer relationship management) systems are designed to track and manage

customer interactions and behavior. They collect and analyze data on customer interactions, purchases, preferences, and other relevant information.

Question Reference From : History of Digital Marketing

7. In 2011, Google+ was launched to promote _____.

Your Answer : Social Networking Site ✗

Correct Answer : Digital Marketing ✓

Description : In 2011, Google+ was launched to promote a social networking site. Google+ was Google's social media platform designed to compete with other social networking sites like Facebook and Twitter.

Question Reference From : History of Digital Marketing

8. Digital marketing refers to the _____ of products or services through _____ technologies.

Your Answer : Marketing, Digital ✓

Description : Digital marketing refers to the practice of promoting and advertising products or services using digital technologies and platforms. It utilizes various digital channels, such as websites, search engines, social media, email, mobile apps, and other online platforms, to reach and engage with potential customers.

Question Reference From : History of Digital Marketing

9. The advancement of technology and the internet has not changed the media format and consumption patterns.

Your Answer : False ✓

Description : The advancement of technology and the internet has indeed significantly changed the media format and consumption patterns. The rise of the internet and digital technologies has revolutionized how media is created, distributed, and consumed.

Question Reference From : Transformation in Marketing (Impact of Digitization on Marketing and Resulting Opportunities)

10. 'Bi-directional Communication' takes place under which marketing style?

Your Answer : Digital Marketing ✓

Description : Bi-directional communication refers to two-way interaction between a brand or marketer and the audience. It allows for a conversation, feedback, and exchange of information between the two parties. Digital marketing provides the platform and tools necessary for bi-directional communication to occur effectively.

Question Reference From : Difference between Traditional Marketing and Digital Marketing