|  |
| --- |
| **True / False** |

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| 1. ARPANET was designed as a user-friendly network that would connect businesses around the globe.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 2. After two tumultuous decades, disruptive internet-based change is starting to slow down.

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|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 3. The Internet of Everything is built upon three pillars: people, process, and data.

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| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 4. Digital disruption occurs when new digital technologies affect the value proposition of existing goods and services.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation |
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| 5. There is little room for growth in mobile or broadband in developing countries.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | True / False |
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| 6. Successful global brands rely solely on the Internet for their achievements.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-6 – Summary |
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| 7. The “cloud” is a metaphor for the internet.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
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| 8. Most software is now sold as a service, not as a product.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
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| 9. Internet usage varies widely between men and women and by ethnicity.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | True / False |
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| 10. Over half of the world’s population has access to the mobile web.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | True / False |
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| 11. Time spent on personal computers is decreasing.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

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| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | True / False |
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| 12. Customer conversion refers primarily to sales.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | True |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | True / False |
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| 13. Firms such as Lycos and AOL were part of the second wave of internet change.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 14. Virtual reality is the technology that takes a person’s view of the real world and adds digital information or data on top of it.

|  |  |  |
| --- | --- | --- |
|   | a.  | True |
|   | b.  | False |

|  |  |
| --- | --- |
| *ANSWER:* | False |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | True / False |
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| **Multiple Choice** |

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| 15. Why did “walled gardens” such as AOL and open portals such a Yahoo!, once the giants of the web, fall from dominance?

|  |  |  |
| --- | --- | --- |
|   | a.  | Google’s development of better search algorithms. |
|   | b.  | Amazon’s successful harnessing of artificial intelligence. |
|   | c.  | Poor investment decisions by the directorial boards of Yahoo! and other portal companies. |
|   | d.  | An inability to capitalize on the fundamental principles of successful internet marketing. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Multiple Choice |
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| 16. \_\_\_\_\_\_\_\_ is the network of physical objects accessed through the Internet.

|  |  |  |
| --- | --- | --- |
|   | a.  | Virtual reality |
|   | b.  | The Internet of Everything |
|   | c.  | The Internet of Things |
|   | d.  | Augmented reality |

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| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Multiple Choice |
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| 17. Which is NOT among the four core strategies of Internet marketing?

|  |  |  |
| --- | --- | --- |
|   | a.  | Customer acquisition |
|   | b.  | Customer conversion |
|   | c.  | Customer mobile access |
|   | d.  | Customer value growth |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
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| 18. The Internet of Everything builds upon the Internet of Things by adding people, process, data and \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | performance |
|   | b.  | personalization |
|   | c.  | a product targeted solely at the consumer market. |
|   | d.  | things |

|  |  |
| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Multiple Choice |
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| 19. Why is data about the United States a poor indicator of the status of the mobile web?

|  |  |  |
| --- | --- | --- |
|   | a.  | Mobile use has spread more slowly in the U.S. than in Europe and in developing countries. |
|   | b.  | Mobile use has spread more rapidly in the U.S. than in Europe and in developing countries. |
|   | c.  | Developing countries don’t have widespread mobile access yet. |
|   | d.  | The encoding algorithms of U.S. mobile platforms are incompatible with those of the rest. |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
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| 20. The phenomenon whereby old ways thinking and behaving are upset by digital technologies is called digital \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | disruption |
|   | b.  | desolation |
|   | c.  | decimation |
|   | d.  | denunciation |

|  |  |
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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation |
| *QUESTION TYPE:* | Multiple Choice |
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| 21. The rapid change in business activities and operations caused by digital disruption is referred to as digital \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | transduction |
|   | b.  | transmigration |
|   | c.  | transformation |
|   | d.  | trepidation |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation |
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| 22. The use of a network of remote servers hosted on the internet, not a local server or computer hard drive, to store and process data is referred to as \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | Software as a Product |
|   | b.  | cloud computing |
|   | c.  | artificial intelligence |
|   | d.  | mixed reality |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
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| 23. What term is used to describe software that is stored in the cloud and accessed by subscribed companies for a fee?

|  |  |  |
| --- | --- | --- |
|   | a.  | Applications Software Providers. |
|   | b.  | Proprietary Software. |
|   | c.  | Software as a Service. |
|   | d.  | Software as a Product. |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
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| 24. The value delivered by the firm to a specific, targeted customer segment is known as a(n) \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | value proposition |
|   | b.  | artificial intelligence |
|   | c.  | marketing schema |
|   | d.  | customer acquisition |

|  |  |
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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation |
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| 25. Pokémon Go is a mobile game in which players have to physically travel around the world to catch magical creatures with their phones. What is this game an example of?

|  |  |  |
| --- | --- | --- |
|   | a.  | Mixed reality |
|   | b.  | Virtual reality |
|   | c.  | Augmented reality |
|   | d.  | Artificial reality |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 26. \_\_\_\_\_\_\_\_ is the simulation of a three-dimensional environment, which the user can use special equipment to interact with.

|  |  |  |
| --- | --- | --- |
|   | a.  | Mixed reality |
|   | b.  | Virtual reality |
|   | c.  | Augmented reality |
|   | d.  | Artificial reality |

|  |  |
| --- | --- |
| *ANSWER:* | b |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
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| 27. The combination of virtual and augmented reality, said to be more flexible than either, is called \_\_\_\_\_\_\_\_.

|  |  |  |
| --- | --- | --- |
|   | a.  | postmodern reality |
|   | b.  | artificial reality |
|   | c.  | mixed reality |
|   | d.  | transcendent reality |

|  |  |
| --- | --- |
| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Multiple Choice |
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| 28. Nearly \_\_\_\_\_ percent of North American adults are internet users.

|  |  |  |
| --- | --- | --- |
|   | a.  | 60 |
|   | b.  | 70 |
|   | c.  | 80 |
|   | d.  | 90 |

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| *ANSWER:* | d |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
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| 29. In the 2014 census, Millennials comprised between \_\_\_\_\_\_\_\_\_\_ of the U.S. population.

|  |  |  |
| --- | --- | --- |
|   | a.  | one fourth and one third |
|   | b.  | one third and one half |
|   | c.  | one fifth and one fourth |
|   | d.  | one sixth and one fifth |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
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| 30. On average, users spend about \_\_\_\_\_\_\_\_ as much time on mobile devices as on desktop computers.

|  |  |  |
| --- | --- | --- |
|   | a.  | one fourth |
|   | b.  | half |
|   | c.  | twice |
|   | d.  | four times |

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| *ANSWER:* | c |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
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| 31. Sales force.com exemplifies:

|  |  |  |
| --- | --- | --- |
|   | a.  | a “cloud computing” product that shows the power of connectivity in a network. |
|   | b.  | a proprietary product used by a single user. |
|   | c.  | technology that is used primarily to develop proprietary software. |
|   | d.  | a nondisruptive innovator. |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
| *QUESTION TYPE:* | Multiple Choice |
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| 32. Why is it that some demographic data is no longer meaningful in distinguishing internet users from the general population?

|  |  |  |
| --- | --- | --- |
|   | a.  | Because almost everyone is already an internet user. |
|   | b.  | Because most internet users use the mobile web. |
|   | c.  | Because most internet users use the fixed web. |
|   | d.  | None of these are correct. |

|  |  |
| --- | --- |
| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
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| 33. The most common way consumers enter the web is through:

|  |  |  |
| --- | --- | --- |
|   | a.  | search engines. |
|   | b.  | merchant emails. |
|   | c.  | social networking sites. |
|   | d.  | “walled gardens.” |

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| *ANSWER:* | a |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Multiple Choice |
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| 34. Businesses have enthusiastically adopted the internet for marketing for the following:

|  |  |  |
| --- | --- | --- |
|   | a.  | attracting new customers. |
|   | b.  | customer retention. |
|   | c.  | customer conversion. |
|   | d.  | All of these are correct. |

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| --- | --- |
| *ANSWER:* | d |
| *POINTS:* | 1 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Multiple Choice |
| *HAS VARIABLES:* | False |
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| **Essay** |

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| 35. Name and define the four core objectives that all of marketing boils down to.

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| *ANSWER:* | Answers will vary. |
| *POINTS:* | 10 |
| *REFERENCES:* | 1-4 – A Profile of Digital Users |
| *QUESTION TYPE:* | Essay |
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| 36. Explain the difference between Software as a Product (SaaP) and Software as a Service (SaaS) and provide examples of each.

|  |  |
| --- | --- |
| *ANSWER:* | Answers will vary. |
| *POINTS:* | 10 |
| *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face |
| *QUESTION TYPE:* | Essay |
| *HAS VARIABLES:* | False |
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| 37. Explain the Internet of Things and its significance to online marketing.

|  |  |
| --- | --- |
| *ANSWER:* | Answers will vary. |
| *POINTS:* | 10 |
| *REFERENCES:* | 1-1 – How the Internet Has Evolved |
| *QUESTION TYPE:* | Essay |
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