

**DO NOT WRITE ON TEST**



**DIGITAL MARKETING  
CONCEPTS**

**~OPEN EVENT~**

**(594)**

**REGIONAL 2023**

**TOTAL POINTS**

**\_\_\_\_\_100 Points**

**Test Time: 60 minutes**

**Directions:** Identify the letter of the choice that *best* completes the statement or answers the question.

1. \_\_\_\_\_ is one of the most visible aspects of a business and is often called the personality of the company.
  - A. marketing
  - B. finance
  - C. product placement
  - D. company website
2. What is the main objective of marketing?
  - A. To create multiple products
  - B. To create various means of expression for a brand
  - C. To allow customers to find a business' product(s)
  - D. To ensure customers do not choose any other brand
3. Which of the following is TRUE about digital marketing?
  - A. Digital marketing takes too much time away from the business
  - B. Digital marketing should not be prioritized because it will not stick around
  - C. Digital marketing may not be right for all firms
  - D. Digital marketing is the most widely used form of marketing
4. Digital marketing is best described as which kind of marketing?
  - A. Traditional marketing
  - B. Word of mouth marketing
  - C. Search engine marketing
  - D. International marketing
5. How did digital marketing begin on the Internet?
  - A. Digital ads on Myspace
  - B. As posted newsgroup articles on various websites
  - C. As a form of image sharing
  - D. As a means of sharing content within a company between employees
6. Which of the following best describes how traditional marketing is different than digital marketing?
  - A. Digital marketing allows companies to create trust with consumers
  - B. Digital marketing creates a one-way form of communication
  - C. Digital marketing is not as successful as traditional marketing
  - D. Digital marketing does not allow for a brand's identity to be shown to customers

7. At which level of deployment should digital marketers develop a plan for their digital marketing?
  - A. Before any money is spent on marketing
  - B. After an account has been made for a company on various social media websites
  - C. Before any engagement with customers
  - D. After customers begin to complain your company does not have a digital image
8. Why is it crucial for companies to observe the digital marketing strategies of competing businesses?
  - A. To monitor, critique, and refine a company's digital marketing strategy
  - B. To ensure there is not too much engagement on competitors posts
  - C. To prevent competitors from copying your posts
  - D. To ensure all marketing employees have enough work to do
9. Why should digital marketing plans and goals be flexible?
  - A. Companies may not understand where they want their plan to take them
  - B. Companies may learn new information due to the fast pace of the internet
  - C. Companies might hire new employees with different opinions
  - D. Companies may change their mind about how much to spend on the plan
10. Which of the following would not be a good digital marketing goal?
  - A. An increase in customer satisfaction
  - B. An increase in TikTok views
  - C. Maintaining a positive online reputation
  - D. Generating product orders or purchases
11. Companies are not able to form well-rounded digital marketing goals without input from consumers.
  - A. True
  - B. False
12. Word of mouth marketing is not important to digital marketing in the United States.
  - A. True
  - B. False
13. Marketers should constantly reevaluate digital marketing plans and goals even if sales are increasing.
  - A. True
  - B. False

14. A digital marketing strategy should identify opportunities in interviews, observations, and product testing with customers.
- A. True
  - B. False
15. The best place to create digital marketing ads is?
- A. Facebook
  - B. Pinterest
  - C. No one platform is necessarily better than another
  - D. Instagram
16. Which of the following is not one of the four Ps of marketing?
- A. Place
  - B. Product
  - C. Procurement
  - D. Promotion
17. Which of the following are not main concerns in marketing?
- A. Ethics
  - B. Professionalism
  - C. Human capital
  - D. Market trends
18. Which component of marketing would the following scenario address? Julie, the marketing manager is preparing a digital ad for their new product. The ad is a video that contains several people from different backgrounds. However, all of these people are Caucasian. One of Julie's employees brings this to her attention, and changes are made to the ad.
- A. Ethics, diversity, and inclusion
  - B. Ethics and inclusion
  - C. Inclusion
  - D. Diversity and inclusion
19. The Sherman Antitrust Act is an example of the federal government intervening to change the landscape of marketing.
- A. True
  - B. False
20. Digital marketing is the only type of marketing used on social media platforms.
- A. True
  - B. False

21. Traditional marketing is more environmentally friendly than digital marketing.
- A. True
  - B. False
22. If a business is advertising on social media a new 23% discount for the new year site-wide sale how much would a sweater that originally cost \$58.63 with \$5.99 shipping? Assume no change in shipping. Round to the nearest 100<sup>th</sup>.
- A. \$51.14
  - B. \$49.76
  - C. \$50.32
  - D. \$53.45
23. Which of the following would NOT be a place digital marketing would appear?
- A. Google
  - B. Facebook
  - C. Inside local businesses
  - D. Snapchat
24. Digital marketing should be used with which of the following entities?
- A. Government
  - B. Firms
  - C. Non-profit organizations
  - D. All of the other answers are correct
25. The cost of electricity rising during a snowstorm is an example of which marketing principal?
- A. Supply and demand
  - B. Consumerism
  - C. Public awareness
  - D. None of the others answers are correct
26. When firms make intentional efforts to lessen their impact on the environment with marketing, it is called \_\_\_\_\_.
- A. Ethical marketing
  - B. Conscious marketing
  - C. Environmental marketing
  - D. Green marketing
27. What is the name of an economy where resources are owned by individuals rather than the government?
- A. Private economy
  - B. Mixed economy
  - C. Command economy
  - D. Free market

28. What is the name of an economy where resources are owned and controlled by a government entity?
- A. Private economy
  - B. Mixed economy
  - C. Command economy
  - D. Free market
29. \_\_\_\_\_ is the worth an individual places on a product or service.
- A. Demand
  - B. Cost
  - C. Value
  - D. Scarcity
30. The Federal Exchange Commission broken ExxonMobil into two sperate companies because of their influence on the market. What term would describe the power ExxonMobil had at the time?
- A. Monopoly
  - B. Oligopoly
  - C. Market dominance
  - D. None of the other answers are correct
31. What term describes a good or service that is only provided by a very few firms?
- A. Monopoly
  - B. Oligopoly
  - C. Market dominance
  - D. None of the other answers are correct
32. Which of the following is NOT a component of the social media marketing planning cycle?
- A. Listen
  - B. Adjust
  - C. Monitor
  - D. Implement
33. Which of the following would be an example of an activity in the listening stage of the social media marketing planning cycle?
- A. Writing comments on a post about your product
  - B. Writing a plan for your brand
  - C. Working with your marketing team to write your first goal
  - D. Reading comments on a social media platform about your brand

34. \_\_\_\_\_ is a clearly defined segment of the market to which a business wants to appeal.
- A. Market segment
  - B. Target audience
  - C. Target market
  - D. Market target
35. \_\_\_\_\_ is a risk that presents the chance of loss but no opportunity for gain.
- A. Pure risk
  - B. Risk
  - C. Reckless risk
  - D. All of the other answers are correct
36. The \_\_\_\_\_ identifies the stages a product goes through from the time it enters the market until it is no longer sold.
- A. Product lifetime
  - B. Marketing timeline
  - C. Product life cycle
  - D. Marketing life cycle
37. Which of the following is a risk of operating/owning a sole proprietorship?
- A. All risk is given to two individuals
  - B. Marketing is challenging because of the various people working on projects
  - C. There are large teams that struggle to come to a consensus
  - D. All risk is given to one individual
38. \_\_\_\_\_ refers to the amount of human effort required to deliver a service.
- A. Labor requirements
  - B. Human intensiveness
  - C. Human capital requirements
  - D. Labor intensiveness
39. \_\_\_\_\_ refers to the number of times a member of the target audience is exposed to the advertising message.
- A. Rate of messaging
  - B. Target exposure
  - C. Frequency
  - D. None of the other answers are correct

40. \_\_\_\_\_ is a description of the type and amount of assets, liabilities, and capital in a business on a specific date.
- A. Balance sheet
  - B. Bookkeeper's report
  - C. Income statement
  - D. None of the other answers are correct
41. \_\_\_\_\_ is the marketing term that refers to individuals who purchase products and services to satisfy needs.
- A. Clients
  - B. Consumers
  - C. Patrons
  - D. Competitors
42. \_\_\_\_\_ is when the price of a product is increased, less quantity will be demanded.
- A. Law of supply
  - B. Law of demand
  - C. Law of inventory
  - D. Low of market stability
43. Consumers can only fit into one target audience.
- A. True
  - B. False
44. Marketing and ethics correlate with each other.
- A. True
  - B. False
45. Discounts are taken before tax and shipping charges are applied.
- A. True
  - B. False
46. The social media marketing planning cycle is important when creating new digital marketing plans and goals.
- A. True
  - B. False
47. Monopolies can charge whatever they please for a product.
- A. True
  - B. False



48. Individuals who purchase products or services are known as contributors.
- A. True
  - B. False
49. Evaluation and descriptions of marketing activities go at the beginning of a marketing plan.
- A. True
  - B. False
50. Digital marketing is superior to traditional marketing, and traditional marketing should not be utilized by firms.
- A. True
  - B. False