Exam

Name_____

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

1) Amazon.com was the first company to use _____, which is technology that sorts through customer purchasing patterns to create personalized site content.
    A) records management
    B) customer filtering
    C) mass marketing
    D) collaborative filtering
    E) personalized marketing

1) _____

2) What are the two main goals of direct marketing?
    A) to save marketing dollars and facilitate a purchase
    B) to identify a potential customer and obtain an immediate response
    C) to obtain an immediate response and to facilitate a purchase
    D) to provide information and build a lasting customer relationship
    E) to obtain an immediate response and build a lasting customer relationship

2) _____

3) Modern direct marketers rely heavily on database technologies and the Internet, while early direct marketers primarily used direct mailers, telemarketing, and _____.
    A) inside salespeople
    B) catalogs
    C) door–to–door salespeople
    D) POP promotions
    E) e–mail

3) _____

4) Amazon.com, eBay, and Otlob employ _____ as the only method of doing business with customers.
    A) personal selling
    B) mass marketing
    C) direct marketing
    D) public relations
    E) sales promotion

4) _____

5) Direct marketing is continuing to become more _____ oriented.
    A) mail   B) web   C) radio   D) telephone   E) television

5) _____

6) All of the following are benefits of direct marketing for buyers EXCEPT _____.
    A) convenience
    B) access to product reviews
    C) access to numerous products
    D) privacy
    E) guaranteed low prices

6) _____

7) All of the following are benefits of direct marketing for sellers EXCEPT _____.   7) _____
  A) mass reach and frequency
  B) lower cost–per–contact
  C) price and program flexibility
  D) efficiency in order processing
  E) efficiency in reaching markets

8) One of the advantages of direct marketing for sellers is that direct marketing _____.   8) _____
  A) provides statistical information about industry buying habits
  B) eliminates the need for a company to employ a sales force
  C) provides comparative information about customers and competitors
  D) offers access to buyers outside local markets
  E) avoids expenses related to a storefront, such as rent, insurance, and utilities

9) Which of the following is essential for direct marketing to be effective?   9) _____
  A) an online presence
  B) inbound telephone marketing
  C) a good customer database
  D) a well–trained sales force
  E) digital direct marketing technologies

10) A customer database is an organized collection of geographic, demographic, psychographic, and   10) _____
  _____ data about individual customers or prospects.
  A) cultural
  B) ethical
  C) behavioral
  D) sociological
  E) medical

11) Information about a customer's age, income, and family make–up is in the _____ category of a   11) _____
  customer database.
  A) assessment
  B) demographic
  C) psychographic
  D) behavioral
  E) geographic

12) Psychographics data in a customer database used by direct marketers includes information   12) _____
  regarding a customer's _____ and _____.
  A) age; buying preferences
  B) opinions; age
  C) hobbies; income
  D) activities; opinions
  E) interests; income

13) All of the following are common uses for a direct marketing customer database EXCEPT _____.   13) _____
  A) profiling customers based on previous purchases
  B) identifying prospective customers
  C) generating sales leads
  D) gathering marketing intelligence about competitors
  E) building long–term customer relationships

14) How does database marketing benefit consumers?   14) _____
    A) Companies make name–brand products and images readily available to customers.
    B) Customers receive faster and more reliable service from companies.
    C) Customers receive better prices on products and services that they need.
    D) Customers receive instant credit from more companies.
    E) Companies match customer needs and interests with products and services.

15) All of the following are forms of direct marketing EXCEPT _____.   15) _____
    A) direct–mail marketing
    B) public relations
    C) telephone marketing
    D) kiosk marketing
    E) personal selling

16) Which kind of marketing involves sending an offer, announcement, reminder, or other item to a   16) _____
   person at a particular address?
    A) telephone marketing
    B) catalog marketing
    C) direct–mail marketing
    D) kiosk marketing
    E) digital direct marketing

17) Catalogs, brochures, CDs, and DVDs are all examples of which type of marketing?   17) _____
    A) direct–mail marketing
    B) online marketing
    C) direct–response marketing
    D) digital direct marketing
    E) kiosk marketing

18) Which of the following reasons is LEAST likely to explain why direct–mail marketing drives more   18) _____
   than a third of all U.S. direct marketing sales?
    A) high target market selectivity
    B) ability to be personalized
    C) flexibility
    D) less expensive than TV and magazine ads
    E) measurable results

19) The use of which of the new forms of direct–mail marketing is booming?   19) _____
    A) U.S. mail
    B) instant messages
    C) fax mail
    D) e–mail
    E) voice mail

20) Most companies that create print catalogs now also provide _____ catalogs to eliminate   20) _____
   production, printing, and mailing costs.
    A) personalized
    B) DVD
    C) web–based
    D) e–mail
    E) store

21) Which of the following is an advantage of printed catalogs over digital catalogs?   21) _____
   A) efficiencies in production, printing, and mailing costs
   B) a stronger emotional connection with customers
   C) less competition for customers' attention
   D) the ability to offer an almost unlimited amount of merchandise
   E) real–time merchandising

22) Marketers use _____ telephone marketing to receive orders from television ads and catalogs.   22) _____
   A) interactive
   B) inbound
   C) outbound
   D) direct–response
   E) business–to–business

23) Which of the following is an advantage of a well–designed and targeted telemarketing plan?   23) _____
   A) emotional connections with customers
   B) limitless merchandise available to customers
   C) real–time merchandising
   D) purchasing convenience for customers
   E) high recruitment and referral rate

24) A growing number of consumers, especially the _____ ones, are using their mobile phones for   24) _____
   text messaging.
   A) richer   B) older   C) poorer   D) younger   E) happier

25) Companies such as Aramex still offer a _____ service to companies, which implies there is a   25) _____
   continuous demand for such services.
   A) advertising
   B) punctual
   C) indirect–mail delivery
   D) direct–mail delivery
   E) all of the above

26) Which of the following is the most accurate name for a 30–minute television advertising program   26) _____
   marketing a single product?
   A) home shopping channel
   B) direct–response commercial
   C) infomercial
   D) direct–response TV advertisement
   E) integrated marketing

27) What are two major forms of direct–response television marketing?   27) _____
   A) home television response and direct–response TV advertising
   B) call–in response and website response
   C) home shopping channels and podcasts
   D) home shopping channels and infomercials
   E) home–selling and toll–free response

28) Direct–response advertisements always contain _____, making it easier for marketers to gauge   28) _____
the effectiveness of their sales pitches.
    A) a hit button to record the number of viewers
    B) an order number
    C) a 1–800 number or web address
    D) a mailing address for comments
    E) pop–ups

29) Why have direct–response television commercials seen an increase in popularity in recent years?   29) _____
    A) The ability to track phone calls and website hits makes it easy to measure the return on
       advertising investment.
    B) Traditional broadcast and cable advertising has become prohibitively expensive for many
       major corporations.
    C) Consumers are more likely to respond to this type of marketing than to other forms of direct
       marketing.
    D) The sophisticated image of home shopping channels has given direct–response commercials
       more credibility.
    E) It has become simpler to replicate the success of classic direct–response TV ads that
       introduced items such as the Veg–O–Matic.

30) A television program or entire channel dedicated to selling goods and services is known as a(n)   30) _____
_____.
    A) direct–response television advertisement
    B) kiosk
    C) home shopping channel
    D) infomercial
    E) digital catalog

31) Firms, such as Kodak and Fuji, are placing _____ in stores, airports, and other locations to   31) _____
provide people with information about products and services or to enable customers to place
orders.
    A) TV monitors
    B) kiosks
    C) vending machines
    D) cell phones
    E) wireless networks

32) Ring–tone giveaways, mobile games, and text–in contests are all examples of _____ marketing.   32) _____
    A) kiosk
    B) podcast
    C) online
    D) mobile phone
    E) vodcast

33) Marketers view mobile phones as the next big marketing medium for all of the following reasons EXCEPT _____.
    A) Cell phone users can respond instantly to time–sensitive offers.
    B) More consumers are using their cell phones for text messaging, surfing the web, and watching videos.
    C) Unlike telemarketing, mobile phone marketing is initially appealing to most cell phone users.
    D) Cell phones are very popular with the highly desirable 18–to–34–year–old demographic.
    E) Most consumers always have their cell phones with them.

33) _____

34) Which of the following enables consumers to download files from the Internet to a handheld device?
    A) infomercials
    B) telemarketing
    C) podcasting
    D) interactive TV
    E) direct–mail

34) _____

35) _____ allows consumers to gain additional information about a product through the use of a remote control.
    A) Infomercials
    B) Podcasting
    C) Interactive television
    D) Mobile phone marketing
    E) Vodcasting

35) _____

36) What is the fastest growing form of direct–marketing?
    A) mobile–phone marketing
    B) direct–response television
    C) online marketing
    D) podcasts
    E) interactive TV

36) _____

37) The Internet gave birth to _____ companies, which operate only on the Internet.
    A) big box
    B) brick–and–mortar
    C) web–and–mortar
    D) click–only
    E) click–and–mortar

37) _____

38) As the Internet grew, the success of the dot–coms caused existing _____ manufacturers to reexamine how they served their markets.
    A) click–and–mortar
    B) chain
    C) brick–and–mortar
    D) search engine
    E) click–only

38) _____

39) The *Financial Times* on the web, ESPN.com, and Encyclopaedia Britannica Online are known as
_____ because they provide financial, research, and other information.
   A) content sites
   B) e-tailers
   C) portals
   D) ISPs
   E) search engines

40) _____ is the term used to describe a company that does not use online marketing.
   A) Click-and-mortar
   B) E-business
   C) Offline business
   D) Corporate site
   E) Brick-and-mortar

41) The growth of the Internet caused many brick-and-mortar firms to _____ in response to
customer demands and a changing marketplace.
   A) become click-and-mortar firms
   B) send out more catalogs
   C) expand their outside sales forces
   D) become click-only firms
   E) develop more infomercials

42) Which of the following is NOT one of the four major online marketing domains?
   A) B2R (business-to-retailer)
   B) B2B (business-to-business)
   C) C2C (consumer-to-consumer)
   D) B2C (business-to-consumer)
   E) C2B (consumer-to-business)

43) The popular press has paid the most attention to _____ online marketing, which is the online
selling of goods and services to final consumers.
   A) B2B   B) C2B   C) C2C   D) global   E) B2C

44) B2B uses all of the following online resources to reach new business customers EXCEPT _____.
   A) social networks
   B) online product catalogs
   C) e-mail
   D) customized websites
   E) trading networks

45) The online exchange of goods and information between final consumers is called _____.
   A) B2C
   B) social networking
   C) C2B
   D) C2C
   E) B2B

46) Amazon.com Auctions, eBay, Souq.com and Elmazad.com are popular market spaces that facilitate the online exchange of goods and information and are examples of _____ online marketing.

46) _____

A) global commerce
B) B2C
C) C2B
D) C2C
E) B2B

47) What is the benefit to companies of using blogs as marketing tools?

47) _____

A) Blogs provide companies with additional revenue.
B) Blogs are an inexpensive yet personal way to reach a fragmented audience.
C) Long–term customer relationships can be developed through blogs.
D) Blog content is easy to filter, monitor, and control.
E) Demographic information about customers can be easily tracked.

48) Which of the following is a potential drawback to advertising on a blog?

48) _____

A) Blogs do not provide the kind of personalized medium that today's marketers want.
B) Blogs are losing popularity as consumers begin to favor newer Internet forums.
C) Advertising on a blog is typically expensive.
D) It is difficult to use blogs to reach highly targeted audiences.
E) The content of a blog is difficult to control.

49) _____ online marketing sites are online exchanges in which consumers search out sellers, learn about their offers, and initiate purchases.

49) _____

A) B2R
B) B2B
C) B2C
D) C2C
E) C2B

50) When consumers can drive transactions with businesses, what type of online marketing is being used?

50) _____

A) consumer–to–business
B) podcasting
C) blogs
D) business–to–consumer
E) social networking

51) For most companies, the first step in conducting online marketing is to _____.

51) _____

A) place promotions online
B) create a web community
C) send e–mails
D) develop search–related ads
E) create a website

52) What is the main purpose of a corporate website?

52) _____

A) to show a catalog and give shopping tips
B) to give out coupons and tell about sales events or contests
C) to point out and explain competitors' weaknesses
D) to sell the company's products directly
E) to build customer goodwill

53) _____ are designed to build customer goodwill and to supplement other sales channels, rather than to sell the company's products directly.
    A) Corporate websites
    B) Non–profit corporation websites
    C) Marketing websites
    D) Small business websites
    E) Rich media display ads

53) _____

54) _____ are designed to engage consumers in interactions that will move them closer to a direct purchase or other marketing outcome.
    A) Marketing websites
    B) Web communities
    C) Affiliate programs
    D) Brand websites
    E) Corporate websites

54) _____

55) To attract new visitors and to encourage revisits, online marketers should pay close attention to the seven Cs of effective website design. Which of the following is NOT one of the seven Cs?
    A) content: text, pictures, sounds, and video that the website contains
    B) commerce: the site's ability to enable commercial transactions
    C) connection: the degree that the site is linked to other sites
    D) context: the site's layout and design
    E) customer: the way the customer is given incentives to use the website

55) _____

56) Of the seven Cs of effective website design, _____ refers to the ways that the site enables user–to–user communication.
    A) context
    B) community
    C) content
    D) cause
    E) customization

56) _____

57) According to the seven Cs of effective website design, a website's capability to enable commercial transactions is its level of _____.
    A) connection
    B) commerce
    C) customization
    D) communication
    E) content

57) _____

58) _____ are online ads that appear between screen changes on a website, especially while a new screen is loading.
    A) Interstitials
    B) Banner ads
    C) Search–related ads
    D) Contextual ads
    E) Pop–unders

58) _____

59) Which of the following types of ads can users block through the use of applications developed by web browser providers?   59) _____
   A) pop–unders
   B) pop–ups
   C) rich–media ads
   D) contextual ads
   E) banners

60) Display ads that use eye–catching techniques such as float, fly, and snapback are called _____.   60) _____
   A) banners
   B) pop–ups
   C) pop–unders
   D) rich–media ads
   E) contextual ads

61) A large percentage of online advertising expenditures goes towards _____, which are text–based ads and links that appear alongside search engine results.   61) _____
   A) informative advertisements
   B) content sponsorships
   C) contextual advertisements
   D) corporate sponsorships
   E) reminder advertisements

62) When companies work with each other online and offline to promote each other, they are creating _____.   62) _____
   A) contextual advertisements
   B) search–related advertisements
   C) interstitial relationships
   D) content sponsorships
   E) alliance and affiliate programs

63) What does the term *viral marketing* mean?   63) _____
   A) It is another term for *online security.*
   B) It refers to word–of–mouth marketing that occurs online.
   C) It is another term for *online piracy.*
   D) It refers to negative publicity associated with company blogs.
   E) It refers to problems associated with computer viruses.

64) Which of the following is a primary disadvantage of viral marketing?   64) _____
   A) Viral messages are offensive to many potential customers.
   B) Marketers have little control over who receives the viral message.
   C) The costs of viral marketing are too high for most companies.
   D) The brand associated with the viral message is usually forgotten.
   E) Viral messages are blocked by most search engines.

65) All of the following are examples of online social networks EXCEPT _____.   65) _____
   A) blogs
   B) MySpace.com
   C) virtual worlds
   D) interstitials
   E) YouTube

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66) Online communities where people socialize or exchange information and opinions are called _____.   66) _____

   A) interactive websites
   B) affiliate programs
   C) corporate websites
   D) marketing websites
   E) online social networks

67) Which of the following is a challenge of marketing through online social networks?   67) _____

   A) Measuring the frequency and volume of network usage is difficult.
   B) Existing networks are resistant to direct advertising.
   C) Users often resent an intrusive marketing message.
   D) Virtual worlds will most likely replace social networks in the near future.
   E) Most existing networks are already controlled by major corporations.

68) What characteristic of niche sites makes the medium MOST appealing to marketers?   68) _____

   A) wide variety of demographics and purchasing patterns
   B) commercial transaction capabilities
   C) audiences of people with similar interests
   D) podcasting and vodcasting capabilities
   E) audience sizes larger than those of social networking sites

69) Unsolicited and unwanted commercial e-mail is known as _____.   69) _____

   A) spam
   B) pop-unders
   C) phishing
   D) display ads
   E) e-tailing

70) According to your textbook, what is the most likely future for online marketing?   70) _____

   A) The growth of online marketing will continue but at a much slower pace.
   B) Online marketing will remain an important approach in an integrated marketing mix.
   C) The use of online marketing will decline until its effectiveness can be better measured.
   D) Online social networking will become the primary type of online marketing.
   E) Online marketing will replace magazines, newspapers, and eventually stores as sources for information and products.

71) In an attempt to take advantage of impulsive buyers, heat merchants use _____ to deceive customers.   71) _____

   A) telephone marketing
   B) mobile phone marketing
   C) direct-response television marketing
   D) direct-mail marketing
   E) kiosk marketing

72) Which of the following is a type of identity theft that uses deceptive e-mails and fraudulent websites to fool consumers into revealing their personal data?

72) _____

A) viral feeds
B) spyware
C) unauthorized groups
D) reverse information
E) phishing

73) Which of the following is NOT a deception or fraud concern for Internet users and marketers?

73) _____

A) spyware
B) eavesdropping
C) access by unauthorized groups
D) phishing
E) viral marketing

74) All of the following are the likely results of direct marketing abuses EXCEPT _____.

74) _____

A) requests for more restrictive legislation of direct marketing
B) decreased consumer response rates
C) decreased returns on advertising expenses
D) increasingly negative consumer attitudes
E) requests for more Internet oversight and legislation

75) Adams Cutlery has always relied upon advertising to market its products to final customers. However, the marketing team at Adams Cutlery now wants to begin a direct marketing campaign consisting of a company website, e-mails to current customers, and an online catalog. Which of the following would the marketing team expect to gain as a result of implementing this direct marketing plan?

75) _____

A) a wealth of information about competitors and their products
B) a higher cost-per-contact that could prove to be more cost effective than advertising in mass media
C) more control over customers' interactions with the company
D) the ability to learn more about their customers and tailor offerings to fit their needs
E) the ability to increase the range of products the company offers

76) Financial services provider USAA sends materials about teaching teenagers how to drive safely to customers who have children approaching driving eligibility age. USAA is using _____ information from a customer database to determine who should receive the materials.

76) _____

A) behavioral
B) demographic
C) key contact
D) psychographic
E) geographic

77) Said Saran is the marketing director of a charity that raises funds to help provide educational services to children and families in developing countries. He wants to reach a select market of individuals who have recently donated to international charities. Which of the following types of direct marketing will he most likely use?
   A) direct–response television marketing
   B) telephone marketing
   C) catalog marketing
   D) kiosk marketing
   E) direct–mail marketing

77) _____

78) Organic Designs is a small, successful chain of stores offering stylish clothes made of all–organic materials for infants, toddlers, and young children. Most of the Organic Designs stores are located in urban areas. Now Organic Designs is considering using direct marketing to reach potential customers who live outside of the company's existing markets, with the goal of creating emotional connections and long–term relationships with a new group of customers. Which of the following methods of direct marketing would most likely be effective in accomplishing this goal?
   A) direct–response television marketing
   B) interactive TV marketing
   C) kiosk marketing
   D) catalog marketing
   E) mobile phone marketing

78) _____

79) Mahmoud Roussan sells his company's unique gift items on television programs and entire channels dedicated to selling goods and services. Mahmoud is using _____.
   A) Internet–based infomercials
   B) vodcasting
   C) direct–response television advertising
   D) B2B online marketing
   E) prime–time selling

79) _____

80) A producer of beverages and snack foods wants to market its products to the 18–to–34–year–old demographic by providing incentives to respond instantly to time–sensitive offers. Which of the following forms of direct marketing would this producer most likely choose?
   A) direct–response TV
   B) mobile phone
   C) podcasting
   D) interactive TV
   E) direct mail

80) _____

81) Company X began as a brick–and–mortar company. Which of the following statements MUST be true?
   A) Company X is probably not making a profit.
   B) By adding online marketing options, Company X would become a click–only company.
   C) By adding online marketing options, Company X would become a click–and–mortar company.
   D) Company X should not be concerned about consumer–to–consumer online marketing.
   E) Company X is also considered a click–only dot–com.

81) _____

82) Office Depot is a click–and–mortar company. Which of the following is LEAST likely to be an advantage that Office Depot has over click–only competitors?

    A) Office Depot is a known name with greater financial resources.
    B) By offering online marketing, Office Depot offers customers more options.
    C) Customers can find a local store and check its available stock online.
    D) Office Depot focuses on large accounts through its online presence and small businesses through its retail stores.
    E) Office Depot has a large, established customer base.

82) _____

83) Green Gardens is a click–and–mortar seller of gardening and landscaping goods and equipment, and the marketing department wants to promote their website. When customers are unable to find a product they need on the shelves of their local Green Gardens store, the marketing department wants them to search for the product on the company's website. Which of the following marketing devices is the best match for this goal?

    A) catalog marketing
    B) telemarketing
    C) kiosks
    D) e–mail
    E) mobile phones

83) _____

84) ABC Company sells directly to final consumers and avoids intermediaries, while catering to a broad group of demographic segments. This marketer falls under which online marketing domain?

    A) B2C   B) B2B   C) C2C   D) C2B   E) A and C

84) _____

85) Shadia, a stay–at–home mother, regularly posts new entries on a widely read blog. In these entries, she often reviews consumer products that she uses during the course of her day. Shadia participates in _____.

    A) C2B online marketing
    B) C2C online marketing
    C) online social networks
    D) content sponsorship
    E) viral marketing

85) _____

86) By using Priceline.com, potential buyers can bid for airline tickets, hotel rooms, rental cars, cruises, and vacation packages. It is then up to sellers to decide whether or not to accept an offered bid. This is an example of _____ marketing.

    A) B2C online
    B) C2B online
    C) B2B online
    D) C2C online
    E) multi–channel

86) _____

87) Converse has a website that welcomes consumers to "the Converse Century," invites readers to post their Converse stories, and offers a wide variety of shoes for direct purchase. The site even allows customers to individually design their own shoes. This website is most accurately categorized as _____ site.

    A) a corporate
    B) a C2C
    C) a marketing
    D) a C2B
    E) a B2B

87) _____

88) Oscar Aviation has a corporate (or brand) website. Prospective customers are most likely able to do all of the following on the site EXCEPT _____.
   A) learn about Oscar's philosophy
   B) purchase products
   C) ask online questions
   D) register to receive more information from the company
   E) enjoy entertainment features on the site

88) _____

89) In attempting to design an effective website, XYZ Company tried to address all of the seven Cs. The site, however, has a weak layout and design. Which C does this represent?
   A) customization
   B) context
   C) content
   D) connection
   E) community

89) _____

90) You are looking up airline schedules on the Internet. A bar at the top of the screen reads, "Stay at Holiday Inn and get a 25 percent discount!" This is a(n) _____.
   A) pop–up
   B) banner
   C) content sponsorship
   D) pop–under
   E) interstitial

90) _____

91) You have accessed fare information on Northwest Airlines' website. You want to compare it with United Airlines' fares. In between screen changes, an ad appears from Alamo Car Rental. This is a(n) _____.
   A) pop–up
   B) interstitial
   C) pop–under
   D) banner
   E) content sponsorship

91) _____

92) Uptown Cleaning Crew is a company that provides house cleaning services in major urban and suburban areas. Their marketers developed a short, humorous video promoting the company's services, and they hope that customers who see the video will be so entertained that they will pass it on to their friends and colleagues. The marketers are using _____.
   A) viral marketing
   B) a marketing website
   C) rich media ads
   D) C2B marketing
   E) a content sponsorship

92) _____

93) Runners can compare performances, set up profiles, and meet new friends on Nike's Nike Plus website. Nike Plus is an example of a _____.
   A) web community
   B) C2C marketing site
   C) contextual advertisement
   D) viral marketing site
   E) alliance and affiliate program

93) _____

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94) After selecting a sweater on the Land's End website, Youseff filled out the required customer and
credit card information. A box with a checkmark inside was next to the following statement :"Yes, I
would like to receive promotional information via e-mail from Land's End." The statement
suggests that Land's End is using which of the following marketing tools?
  A) spam
  B) permission-based e-mail marketing
  C) niche marketing
  D) phishing
  E) catalog marketing

94) _____

95) George Putnam received an e-mail promoting a new financial services institution that offers
surprisingly low mortgage rates. The e-mail simply asked customers to provide their address, date
of birth, social security number, and current mortgage information in order to receive a free loan
quote. Suspicious of the offer, George researched the company and discovered that the e-mail was
a fraud. This is an example of _____.
  A) viral marketing
  B) online eavesdropping
  C) phishing
  D) malware
  E) heat marketing

95) _____

Refer to the scenario below to answer the following questions.

The Treble Clef offers a complete line of sheet music, musical instruments, and novelty gifts of a musical nature. In recent
years, owner Ahmed al-Alousy has even served as the local representative of several musical instrument manufacturers,
providing a contact person for three local school districts. "If we don't have it, chances are excellent that we can get it for you,"
Ahmed tells all Treble Clef visitors and customers.

Most walk-ins are particularly interested in a specific piece of sheet music from a particular era or just browsing among
the hundreds of musical knick-knacks in the store. Ahmed spends most of his time making presentations to beginning music
students at the local schools and making bi-weekly visits to the schools in order to deliver instruments, to make minor repairs
when possible, or to pick up instruments to ship to the manufacturer for more complicated repairs.

After dragging his feet for quite some time, Ahmed was convinced that a Treble Clef website could benefit a variety of
customers. He began with a simple site explaining store hours and depicting types of gifts and services available. The site
received so much response that Ahmed added a question-and-answer option. Questions poured in, ranging from "Where
can I get musical scores for Bollywood films?" to "Do you carry clarinet reeds?" to "My saxophone needs two new pads. When
will you be at my school to repair it?" The website is now able to accept credit card orders, and gifts can even be wrapped and
shipped for no extra charge.

"I don't know how we did it without our website," Ahmed admitted. "It allows us to be so responsive. And our novelties
sales have doubled!"

96) What type of online marketing is Ahmed using to promote the Treble Clef?
  A) B2B
  B) contextual advertising
  C) viral marketing
  D) B2C
  E) social networking

96) _____

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97) Which of the following BEST describes the Treble Clef? 97) _____
    A) a brick–and–mortar company that is now a click–only retailer
    B) a brick–and–mortar company that established a web community for musicians
    C) a click–and–mortar company that used to be a brick–and–mortar retailer
    D) a dot–com that has added a storefront to service local customers
    E) a brick–and–mortar retailer that is struggling to compete with click–only firms

98) Many Treble Clef customers are seeking specific sheet music that Ahmed does not always have 98) _____
in–stock. He would like to provide a link on the store's website to a sheet music supplier with
which he does business. He should focus on the _____ website design element.
    A) content
    B) connection
    C) community
    D) customization
    E) context

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

99) Direct marketing rarely occurs on a one–to–one, interactive basis. 99) _____

100) Mega Music sells products to customers only through its website. Mega Music employs the direct 100) _____
model as its marketing approach.

101) For customers, the benefits of direct marketing are that it is an easy, private, and convenient way to 101) _____
shop.

102) Today's marketers use database marketing to promote their offerings through personalized 102) _____
communications to small target groups or even individual customers.

103) The marketing manager of Charlie's Car Parts uses a customer database to e–mail promotional 103) _____
information to customers. The demographic information in the database provides the manager
with the data he needs regarding his customers' buying preferences.

104) Database marketing requires little initial investment beyond training personnel to code and mine 104) _____
data.

105) Though direct–mail permits high target–market selectivity and can be personalized, it does not 105) _____
allow easy measurement of results.

106) With inbound telephone marketing, the company provides a toll–free phone number to receive 106) _____
orders from television ads, print ads, direct mail, and catalogs.

107) Automated self–service kiosks are emerging in the Arab world, providing companies with a 107) _____
powerful marketing tool.

108) Because of its association with somewhat questionable pitches and get–rich–quick schemes, 108) _____
direct–response television is becoming less popular than traditional broadcast and cable
advertising.

109) You receive a text message from Upscale Furnishings about an upcoming sale on custom furniture. Upscale Furnishings is developing a direct customer relationship with you through kiosk marketing.   109) _____

110) Because several satellite broadcast systems are now offering ITV capabilities, interactive TV is likely to become a more widely used direct marketing medium.   110) _____

111) Today, many click–and–mortar companies are experiencing more online success than their click–only competitors.   111) _____

112) B2C websites deal with exchanges between businesses and companies.   112) _____

113) Unlike Internet consumers, traditional offline consumers initiate and control contact with marketers.   113) _____

114) Sales via B2B online marketing are expected to decrease in the next decade.   114) _____

115) Business customers of Dell Computer have access to customized websites that include purchasing and asset management reports and system–specific technical information. Dell uses B2B online marketing.   115) _____

116) Companies such as eBay facilitate C2C online marketing.   116) _____

117) C2B online marketing often involves the interchange of information through Internet forums, including customers' praise for and complaints about products.   117) _____

118) Companies conduct online marketing by creating a website, placing ads and promotions online, setting up or participating in online social networks, or mailing catalogs to potential customers.   118) _____

119) Natalie Brennan has been saving her money to buy a BMW convertible. She has spent hours on the BMW website choosing the exterior and interior colors and studying the various options and models. She has been using BMW's marketing website.   119) _____

120) Banners are online ads that pop up between changes on a website.   120) _____

121) Permission–based e–mail advertising allows marketers to send tailored messages to targeted customers who have chosen to receive them.   121) _____

122) Direct–response television commercials are usually cheaper to make and the media purchase is less costly.   122) _____

SHORT ANSWER. Write the word or phrase that best completes each statement or answers the question.

123) What does direct–mail marketing involve?   123) _____

124) How does direct marketing give buyers access to more comparative information about companies, products, and competitors?   124) _____

125) How does online marketing provide flexibility for sellers?   125) _____

126) What kind of information is likely to be included in a business–to–business customer   126) _____
database?

127) Why are people reached by direct mail better prospects for a company than those reached   127) _____
by mass media such as television or magazines?

128) Why are printed catalogs still thriving in the face of the growing popularity of web–based   128) _____
catalogs?

129) Discuss the darker side of direct marketers.   129) _____

130) Why is the use of direct–response television growing in popularity?   130) _____

131) Provide an example of how a marketer uses kiosk marketing.   131) _____

132) How can firms that use new direct marketing technologies avoid backlash from consumers   132) _____
who view such marketing as an invasion of privacy?

133) What types of services do B2B marketers offer online?   133) _____

134) Explain how a company benefits from monitoring the blogosphere.   134) _____

135) Provide two reasons that many companies are shifting more of their marketing dollars to   135) _____
online advertising.

136) What is the purpose of content sponsorship? Provide an example of content sponsorship.   136) _____

137) Explain the goal of viral marketing.   137) _____

138) Why do many consumers have fears about online security?   138) _____

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

139) What are the diverse services offered by ASKs?

140) Explain the major benefits of direct marketing to both customers and sellers.

141) How can a customer database be used as a relationship–building tool?

142) Identify the major advantage of the following forms of direct marketing: telephone, direct–mail, catalog,
direct–response television, and kiosk.

143) Discuss the benefits and disadvantages of telephone marketing.

144) List and briefly describe the four major online marketing domains.

145) How do Internet consumers differ from traditional offline consumers?

146) Compare and contrast the purpose and content of a corporate website to that of a marketing website.

147) To attract new visitors and to encourage revisits, online marketers should pay close attention to the seven Cs of effective website design. Briefly describe four of these seven Cs.

148) Describe two ways that marketers can participate in online social networks. What are the challenges and advantages of these approaches?

149) Internet marketing practices have raised a number of ethical and legal questions. Why is invasion of privacy perhaps the number–one online marketing concern?

1) D
2) E
3) B
4) C
5) B
6) E
7) A
8) D
9) C
10) C
11) B
12) D
13) D
14) E
15) B
16) C
17) A
18) D
19) D
20) C
21) B
22) B
23) D
24) D
25) D
26) C
27) D
28) C
29) A
30) C
31) B
32) D
33) C
34) C
35) C
36) C
37) D
38) C
39) A
40) E
41) A
42) A
43) E
44) A
45) D
46) D
47) B
48) E
49) E
50) A

51) E
52) E
53) A
54) A
55) E
56) B
57) B
58) A
59) B
60) D
61) C
62) E
63) B
64) B
65) D
66) E
67) C
68) C
69) A
70) B
71) D
72) E
73) E
74) E
75) D
76) B
77) E
78) D
79) C
80) B
81) C
82) D
83) C
84) A
85) B
86) B
87) C
88) B
89) B
90) B
91) B
92) A
93) A
94) B
95) C
96) D
97) C
98) B
99) FALSE
100) TRUE

101) TRUE
102) TRUE
103) FALSE
104) FALSE
105) FALSE
106) TRUE
107) TRUE
108) FALSE
109) FALSE
110) TRUE
111) TRUE
112) FALSE
113) FALSE
114) FALSE
115) TRUE
116) TRUE
117) TRUE
118) FALSE
119) TRUE
120) FALSE
121) TRUE
122) FALSE
123) Direct–mail marketing, the largest form of direct marketing, consists of the company sending an offer, announcement, reminder, or other item to a person at a particular physical or virtual address.
124) Catalogs and websites, both forms of direct marketing, can provide extensive product information and helpful product reviews. Customers can easily research companies, products, and competitors by comparing information in catalogs or on business–to–consumer and consumer–to–consumer websites.
125) Online marketing allows the marketer to make ongoing adjustments to its offers and programs. Online catalogs, if used, can be adjusted daily or even hourly if needed. Because the Internet is a global tool, it allows buyers and sellers to click from one country to another country in seconds.
126) Data might include products and services purchased by the customer, projected customer spending, competing suppliers, status of current contracts, key contacts and personal information, and assessments of competitive strengths and weaknesses in selling and servicing the account.
127) Unlike mass media, direct mail allows for high target–market selectivity, so only consumers who are likely to become customers can be contacted; in addition, direct mail can be personalized for each individual, which helps to build customer relationships.
128) Printed catalogs are more effective at creating an emotional connection with customers and continue to be one of the best ways to lead customers to online catalogs.
129) The aggressive and sometimes dishonest tactics of a few direct marketers can bother or harm consumers, giving the entire industry a bad reputation. Abuses range from simple excesses that irritate consumers to instances of unfair practices or even outright deception and fraud. The direct marketing industry has also faced growing concerns about invasion–of–privacy and Internet security issues. Such concerns call for strong action by marketers and public policy makers to curb direct marketing abuses.
130) Direct–response TV commercials are usually less expensive to produce than traditional television advertisements, and the media purchase is less costly; also, it is easy for marketers to track the effectiveness of a direct–response TV commercial because the ads always include a 1–800 number or website address.
131) Answers will vary. Many airlines and hotels use kiosks as self–service check–in devices; many retail stores offer in–store ordering kiosks; kiosks in Target stores connect customers to relevant articles from *Consumer Reports* magazine.

132) Marketers should always target their direct marketing offers carefully and bring real value to customers through direct marketing.

133) Most major B2B marketers now offer product information, customer purchasing, and customer support services online.

134) By staying up–to–date with the content on relevant blogs, a company can gain insights from its consumers and adjust its marketing programs accordingly; for example, a company might learn about the weaknesses or strengths of a new marketing campaign by monitoring reactions on blogs.

135) More companies are increasing the portion of their marketing budget spent on online advertising because consumers are spending more and more time on the Internet. Rich media ads are particularly effective in engaging viewers, and search–related ads reach an audience likely to be interested in the product.

136) Content sponsorships are a form of Internet promotion; many companies gain exposure on the Internet by sponsoring special content on various websites, such as news and financial information. They are best placed in carefully targeted sites where they can offer relevant information or service to the audience: for example, Scotts, the lawn–and–garden company, sponsors the Local Forecast section on WeatherChannel.com.

137) Viral marketing is the Internet version of word–of–mouth marketing. It involves creating a website, e–mail message, or other event that is so infectious that customers will want to pass it along to their friends.

138) They fear that unscrupulous snoopers will eavesdrop on their online transactions, picking up personal information or intercepting credit and debit card numbers. Internet shoppers are also concerned about contracting annoying or harmful viruses, spyware, and other malware (malicious software).

139) Diverse services offered by ASKs include:
• The purchase of prepaid vouchers for multi–vendor services
• The purchase and renewal of services
• Bill inquiry and payment
• SMS/MMS
• E–ticketing
• The dispensing and refilling of smart, privilege, and SIM cards
• Customer satisfaction surveys, promotions, and general customer comments

140) For customers, direct marketing is convenient, easy to use, and private. It gives buyers ready access to a wealth of products and information, at home or work and around the globe. It is immediate and interactive. For sellers, direct marketing is powerful for building customer relationships. Using database marketing, marketers can target small groups or individual consumers, tailor offers to individual needs, and promote these offers through personalized communications. It provides great timing and offers a low–cost, efficient alternative for reaching markets. Direct marketing has become the fastest–growing form of marketing.

141) A customer database is an organized collection of data about individual customers or prospects, including detailed geographic, demographic, psychographic, and behavioral data. Companies can mine their databases to learn about customers in detail, and then fine–tune their market offerings and communications to the special preferences and behaviors of target segments or individuals. As the customer relationship continues, the company can learn more about the customer and can more accurately fine–tune its offerings to satisfy the customer's needs.

142) Telephone marketing provides purchasing convenience and increased product and service information. Direct mail marketing permits selectivity and personalization. Catalog marketing allows customers to buy just about anything they desire, and through online catalogs marketers can use real–time merchandising, adding or removing products based on their availability. Direct–response television marketing allows live demonstrations without salespeople coming to your home or business. Kiosk marketing places information and ordering machines in convenient places, such as airports, stores, and malls.

143) Telephone marketing provides many benefits, including purchasing convenience and increased product and service information. However, the explosion in unsolicited outbound telephone marketing over the years annoyed many consumers, who objected to the almost daily ''junk phone calls'' that pulled them away from the dinner table or filled the answering machine.

144) (a) B2C (business–to–consumer) online marketing involves businesses selling goods and services online to final consumers. Today, almost anything can be purchased online.

(b) B2B (business–to–business) online marketing involves businesses using websites, e–mail, online product catalogs, online trading networks, and other online resources to reach new business customers, better serve existing business customers, and obtain buying efficiencies and better prices.

(c) C2C (consumer–to–consumer) online marketing involves consumers buying or exchanging goods or information directly with one another. Websites such as eBay and Craigslist.com facilitate C2C trading, and blogs are an influential source of consumer–to–consumer information sharing.

(d) C2B (consumer–to–business) online marketing involves consumers searching out online sellers, learning about their offers, and initiating purchases, sometimes even setting the terms of a transaction.

145) Internet consumers differ from traditional offline consumers differ in their approaches to buying and in their responses to marketing. The exchange process via the Internet has become more customer–initiated and customer–controlled. In traditional marketing, the audience is somewhat passive; in online marketing, customers actively select which websites they will visit and what marketing information they will receive about which products and under what conditions.

146) Corporate websites are designed to build customer goodwill and to supplement other sales channels, rather than to sell the company's products directly. They offer a rich variety of information and other features in an effort to answer customer questions, build closer relationships, and generate excitement about the company. In contrast, marketing websites are designed to go beyond the function of a corporate website and actually engage consumers in an interaction that will move them closer to a direct purchase. A marketing website allows customers to view, research, and purchase specific items.

147) (a) Context: the site's layout and design. (b) Content: the text, pictures, sound, and video that the website contains. (c) Community: the ways that the site facilitates user–to–user communication. (d) Customization: the site's ability to tailor itself to different users or to allow users to personalize the site. (e) Communication: the ways the site enables site–to–user, user–to–site, or two–way communication. (f) Connection: the degree that the site is linked to other sites. (g) Commerce: the site's capabilities to enable commercial transactions.

148) Marketers can engage in online communities by participating in existing web communities or setting up their own. Many major brands have set up MySpace pages and profiles and opened virtual stores in virtual worlds such as Second Life. Companies can efficiently market to many potential customers as more and more people participate in online social networks. However, participating successfully in existing online social networks presents challenges. First, online social networks are new and results are hard to measure, and most companies are still experimenting with how to use them effectively. Second, such web communities are largely user controlled, so a company must learn how to add value for consumers in order to avoid being seen as an intrusion. To be effective, marketers must become a valued part of the online experience. To avoid the mysteries and challenges of building a presence on existing online social networks, many companies are now launching their own targeted web communities. Though marketers have control of their own targeted web communities, they must then independently market and maintain the network.

149) Website activities provide extensive personal information. This may leave consumers open to information abuse if companies make unauthorized use of the information in marketing their products or exchanging databases with other companies. Critics worry that through database marketing, marketers know too much about consumers' lives and may not use that information responsibly, taking unfair advantage of consumers.