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QUESTION 1

Jim was born after World War II in the year 1949 in the U.S. If most of his friends were born between 1957 and 1950, Jim and his friends would be considered part of _____.

- A. cohorts
- B. Generation Xers.
- C. baby boomers
- D. Generation Yers
- E. Generation Zers

Correct Answer: C

QUESTION 2

Which of the following is a tool used to determine amount of traffic using a site, visiting a blog or tweeting about it?

- A. Bounce analysis
- B. Click paths
- C. Conversion rates
- D. Bounce rate
- E. Hits

Correct Answer: E

QUESTION 3

Which of the following is a feature of radio advertisements?

- A. It enables personalization.
- B. It is highly targeted.
- C. It can be linked to detailed content.
- D. It offers higher exposure periods.
- E. It offers a wide reach.

Correct Answer: E



QUESTION 4

Which of the following is a feature of public relations?

- A. It entails purchasing time and space in media for placing messages.
- B. It is designed to support the promotional activities of a firm.
- C. It encourages the purchase of s coupons, rebates, contests, free samples.
- D. It involves face-to-face communication with potential buyers.
- E. It includes e-mail and mobile marketing.

Correct Answer: B

QUESTION 5

Kate buys a new summer dress but is worried that the color may fade during the first wash. This perceived danger that Kate is experiencing is known as _____ risk.

- A. social
- B. financial
- C. physiological
- D. performance
- E. psychological

Correct Answer: D

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