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QUESTION 1

What is the set of standards for Smartphones that use radio communication with each other by touching or bringing the devices close together? Choose one of the following:

- A. Near field communication (NFC)
- B. Local area communication
- C. Wide Area Network (WAN)
- D. SMS communication

Correct Answer: A

QUESTION 2

Which one of the following is not considered as a goal within Google Analytics? Choose one of the following: Exhibit:



- A. Traffic alert
- B. Brochure request
- C. File download
- D. Completed purchase

Correct Answer: A

QUESTION 3

With traditional marketing, the communication with customers is sometimes characterized as `\\broadcast\\`; with social media and digital marketing, the communication with the customer is often described as `.` Complete the sentence by filling in the



blank:

- A. Interactive
- B. One-way
- C. Superficial
- D. Subtle

Correct Answer: A

QUESTION 4

DRAG DROP

Match the Key Performance Indicator (KPI) for the latest email marketing campaign on the left with the insight it provides on the right as below:

Select and Place:

KPI

Conversion

Traffic

Click-through Rate

Open Rate

Insight

Insights on response rates relative to the objectives set

Insights on effectiveness of new visit generation

Insight about the quality of audience segmentation

Insight about the quality of the email subscriber list

Correct Answer:



KPI

Click-through Rate
Traffic
Open Rate
Conversion

Insight

Insights on response rates relative to the objectives set
Insights on effectiveness of new visit generation
Insight about the quality of audience segmentation
Insight about the quality of the email subscriber list

QUESTION 5

Which one of the following would be considered as a traditional marketing channel?

- A. Billboard Advertising
- B. Email marketing
- C. Social media marketing
- D. Mobile marketing

Correct Answer: A

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