

# Mis 412–chapter 6



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BUSTER**

On a typical day, approximately \_\_\_\_\_ percent of adult users in the United States logs on to the Internet. 82

Which of the following activities is the one engaged in by the highest percentage of online users? using e-mail

On average, which of the following activities was most frequently engaged in by Internet users in 2012? checking the weather

The dial-up audience is \_\_\_\_\_ the broadband audience. less intensely involved with the Internet than

Which of the following age groups has the highest percentage of Internet access? 18-29

Which of the following demographic groups had the greatest increase in Internet access between 2002 and 2012? Black, non-hispanic

Which of the following age groups had the lowest percentage of Internet access in 2012? 65+

In 2012, what was the approximate Internet penetration rate for individuals that have attained less than a high-school education? 60 percent

Toyota's use of the Internet to target Hispanic customers is an example of targeting a specific: subculture

A person's profession or occupation is part of their: direct reference group

Which of the following is an example of an indirect reference group? social class

A(n) \_\_\_\_\_ profile describes an individual's set of needs, drives, motivations, perceptions and learned behaviors. psychological

All of the following are online communications that are used to support the evaluation of alternatives stage of the consumer decision process except: targeted banner ads

" Shoppers" constitute approximately \_\_\_\_\_ percent of the online Internet audience. 88

Small ticket item sales outnumbered large ticket item sales during the early days of e-commerce for all of the following reasons except: margins were low

Which of the following is the top concern of Internet users about purchasing online? inability to see and touch before buying

Studies of the effects of social " connectedness" on Internet purchases indicate that the more " connected" an individual: the less that individual is influenced by friends' purchases.

The broadest factor in consumer behavior is: culture

In modeling online consumer behavior, consumer skills refers to the: knowledge consumers have about how to conduct online transactions

All of the following are important clickstream behavior factors except: the number of advertisements viewed

Approximately \_\_\_\_\_ in annual offline retail sales is influenced by online browsing.\$1. 2 trillion

Which of the following types of online market segmentation and targeting involves using age, ethnicity, religion, etc.? demographic

Which of the following types of online market segmentation and targeting involves using consumers' explicitly expressed interest to segment and target? search

Which of the following types of online market segmentation and targeting involves tracking the actions users take on a Web site? behavioral

Which of the following is not one of the main elements of a comprehensive multi-channel marketing plan? local marketing

All of the following statements are true except: Relative dispersion of prices for online goods has decreased

Which of the following statements about the Internet's impact on marketing is not true? The Internet has decreased the impact of brands

Which of the following features of e-commerce technology has reduced the cost of delivering marketing messages and receiving feedback from users? universal standards

Which of the following features of e-commerce technology allows fine-grained, highly detailed information on consumers' real-time behavior to be gathered and analyzed? information density

The richness made possible by e-commerce technologies does which of the following? It allows video, audio, and text to be integrated into a single marketing message and consuming experience.

For a Web site that has 5 million visitors a month, and where on average, a visitor makes 10 page requests per visit, there will be \_\_\_\_\_ entries in the transaction log each month. 50 million

All of the following statements about cookies are true except: The data typically stored in cookies includes a unique ID and e-mail address

A Web beacon is: a tiny graphics file embedded in an e-mail or Web page.

\_\_\_\_\_ is an industry-standard database query and manipulation language.  
SQL

All of the following are traditional online marketing tools except: social marketing

Which of the following examples illustrates the " Long Tail" phenomenon?  
Over 50 percent of Netflix's 100, 000 titles are rented at least once a day by someone.

A \_\_\_\_\_ is a repository of customer information that records all of the contacts that a customer has with a firm and generates a customer profile available to everyone in the firm with a need to know the customer. CRM system

Netflix entered the market with a(n) \_\_\_\_\_ strategy. first mover

Walmart used which of the following market entry strategies? brand extender

The marketing technique known as \_\_\_\_\_ involves merchants offering products or services for a very low price for a short period of time. flash marketing

Which of the following is not a kind of Twitter marketing product? Promoted shopping

Which of the following is not a feature that is driving social e-commerce growth? personal intelligent agents

Permission marketing: is a component of e-mail marketing.

All of the following are attributes of personalized marketing except: use of mass media

The Nike iD program is an example of which of the following marketing techniques? customer co-production

The incremental cost of building the next unit of a good is called the: marginal cost

Which of the following statements about a free pricing strategy is false? The free pricing strategy was born in the early days of the Web

Creating multiple variations of information goods and selling these to different market segments at different prices is called: versioning

All of the following are fixed price strategies except: yield management

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