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| **True / False** |

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| 1. ARPANET was designed as a user-friendly network that would connect businesses around the globe.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:10 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 2. After two tumultuous decades, disruptive internet-based change is starting to slow down.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:11 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 3. The Internet of Everything is built upon three pillars: people, process, and data.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:11 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 4. Digital disruption occurs when new digital technologies affect the value proposition of existing goods and services.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:11 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 5. There is little room for growth in mobile or broadband in developing countries.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:12 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 6. Successful global brands rely solely on the Internet for their achievements.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-6 – Summary | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:12 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 7. The “cloud” is a metaphor for the internet.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:12 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 8. Most software is now sold as a service, not as a product.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:12 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 9. Internet usage varies widely between men and women and by ethnicity.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:13 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 10. Over half of the world’s population has access to the mobile web.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:13 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 11. Time spent on personal computers is decreasing.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:13 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 12. Customer conversion refers primarily to sales.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | True | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:14 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 13. Firms such as Lycos and AOL were part of the second wave of internet change.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:14 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 14. Virtual reality is the technology that takes a person’s view of the real world and adds digital information or data on top of it.   |  |  |  | | --- | --- | --- | |  | a. | True | |  | b. | False |  |  |  | | --- | --- | | *ANSWER:* | False | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | True / False | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:14 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| **Multiple Choice** |

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| 15. Why did “walled gardens” such as AOL and open portals such a Yahoo!, once the giants of the web, fall from dominance?   |  |  |  | | --- | --- | --- | |  | a. | Google’s development of better search algorithms. | |  | b. | Amazon’s successful harnessing of artificial intelligence. | |  | c. | Poor investment decisions by the directorial boards of Yahoo! and other portal companies. | |  | d. | An inability to capitalize on the fundamental principles of successful internet marketing. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:17 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 16. \_\_\_\_\_\_\_\_ is the network of physical objects accessed through the Internet.   |  |  |  | | --- | --- | --- | |  | a. | Virtual reality | |  | b. | The Internet of Everything | |  | c. | The Internet of Things | |  | d. | Augmented reality |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:18 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 17. Which is NOT among the four core strategies of Internet marketing?   |  |  |  | | --- | --- | --- | |  | a. | Customer acquisition | |  | b. | Customer conversion | |  | c. | Customer mobile access | |  | d. | Customer value growth |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:27 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 18. The Internet of Everything builds upon the Internet of Things by adding people, process, data and \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | performance | |  | b. | personalization | |  | c. | a product targeted solely at the consumer market. | |  | d. | things |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:28 PM | | *DATE MODIFIED:* | 3/15/2017 10:22 AM | |

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| 19. Why is data about the United States a poor indicator of the status of the mobile web?   |  |  |  | | --- | --- | --- | |  | a. | Mobile use has spread more slowly in the U.S. than in Europe and in developing countries. | |  | b. | Mobile use has spread more rapidly in the U.S. than in Europe and in developing countries. | |  | c. | Developing countries don’t have widespread mobile access yet. | |  | d. | The encoding algorithms of U.S. mobile platforms are incompatible with those of the rest. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:29 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 20. The phenomenon whereby old ways thinking and behaving are upset by digital technologies is called digital \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | disruption | |  | b. | desolation | |  | c. | decimation | |  | d. | denunciation |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:31 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 21. The rapid change in business activities and operations caused by digital disruption is referred to as digital \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | transduction | |  | b. | transmigration | |  | c. | transformation | |  | d. | trepidation |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 12:31 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 22. The use of a network of remote servers hosted on the internet, not a local server or computer hard drive, to store and process data is referred to as \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | Software as a Product | |  | b. | cloud computing | |  | c. | artificial intelligence | |  | d. | mixed reality |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:13 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 23. What term is used to describe software that is stored in the cloud and accessed by subscribed companies for a fee?   |  |  |  | | --- | --- | --- | |  | a. | Applications Software Providers. | |  | b. | Proprietary Software. | |  | c. | Software as a Service. | |  | d. | Software as a Product. |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:13 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 24. The value delivered by the firm to a specific, targeted customer segment is known as a(n) \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | value proposition | |  | b. | artificial intelligence | |  | c. | marketing schema | |  | d. | customer acquisition |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-2 – Digital Disruption and Digital Transformation | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:14 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 25. Pokémon Go is a mobile game in which players have to physically travel around the world to catch magical creatures with their phones. What is this game an example of?   |  |  |  | | --- | --- | --- | |  | a. | Mixed reality | |  | b. | Virtual reality | |  | c. | Augmented reality | |  | d. | Artificial reality |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:15 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 26. \_\_\_\_\_\_\_\_ is the simulation of a three-dimensional environment, which the user can use special equipment to interact with.   |  |  |  | | --- | --- | --- | |  | a. | Mixed reality | |  | b. | Virtual reality | |  | c. | Augmented reality | |  | d. | Artificial reality |  |  |  | | --- | --- | | *ANSWER:* | b | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:22 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 27. The combination of virtual and augmented reality, said to be more flexible than either, is called \_\_\_\_\_\_\_\_.   |  |  |  | | --- | --- | --- | |  | a. | postmodern reality | |  | b. | artificial reality | |  | c. | mixed reality | |  | d. | transcendent reality |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:16 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 28. Nearly \_\_\_\_\_ percent of North American adults are internet users.   |  |  |  | | --- | --- | --- | |  | a. | 60 | |  | b. | 70 | |  | c. | 80 | |  | d. | 90 |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:25 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 29. In the 2014 census, Millennials comprised between \_\_\_\_\_\_\_\_\_\_ of the U.S. population.   |  |  |  | | --- | --- | --- | |  | a. | one fourth and one third | |  | b. | one third and one half | |  | c. | one fifth and one fourth | |  | d. | one sixth and one fifth |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:26 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 30. On average, users spend about \_\_\_\_\_\_\_\_ as much time on mobile devices as on desktop computers.   |  |  |  | | --- | --- | --- | |  | a. | one fourth | |  | b. | half | |  | c. | twice | |  | d. | four times |  |  |  | | --- | --- | | *ANSWER:* | c | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:26 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 31. Sales force.com exemplifies:   |  |  |  | | --- | --- | --- | |  | a. | a “cloud computing” product that shows the power of connectivity in a network. | |  | b. | a proprietary product used by a single user. | |  | c. | technology that is used primarily to develop proprietary software. | |  | d. | a nondisruptive innovator. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:27 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 32. Why is it that some demographic data is no longer meaningful in distinguishing internet users from the general population?   |  |  |  | | --- | --- | --- | |  | a. | Because almost everyone is already an internet user. | |  | b. | Because most internet users use the mobile web. | |  | c. | Because most internet users use the fixed web. | |  | d. | None of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:28 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 33. The most common way consumers enter the web is through:   |  |  |  | | --- | --- | --- | |  | a. | search engines. | |  | b. | merchant emails. | |  | c. | social networking sites. | |  | d. | “walled gardens.” |  |  |  | | --- | --- | | *ANSWER:* | a | | *POINTS:* | 1 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:29 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 34. Businesses have enthusiastically adopted the internet for marketing for the following:   |  |  |  | | --- | --- | --- | |  | a. | attracting new customers. | |  | b. | customer retention. | |  | c. | customer conversion. | |  | d. | All of these are correct. |  |  |  | | --- | --- | | *ANSWER:* | d | | *POINTS:* | 1 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Multiple Choice | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/3/2017 1:29 PM | | *DATE MODIFIED:* | 2/28/2017 3:37 PM | |

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| 35. Name and define the four core objectives that all of marketing boils down to.   |  |  | | --- | --- | | *ANSWER:* | Answers will vary. | | *POINTS:* | 10 | | *REFERENCES:* | 1-4 – A Profile of Digital Users | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:14 PM | | *DATE MODIFIED:* | 3/17/2017 1:41 PM | |

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| 36. Explain the difference between Software as a Product (SaaP) and Software as a Service (SaaS) and provide examples of each.   |  |  | | --- | --- | | *ANSWER:* | Answers will vary. | | *POINTS:* | 10 | | *REFERENCES:* | 1-3 – Artificial Intelligence and Cloud Computing—Salesforce and North Face | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:15 PM | | *DATE MODIFIED:* | 3/17/2017 1:41 PM | |

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| 37. Explain the Internet of Things and its significance to online marketing.   |  |  | | --- | --- | | *ANSWER:* | Answers will vary. | | *POINTS:* | 10 | | *REFERENCES:* | 1-1 – How the Internet Has Evolved | | *QUESTION TYPE:* | Essay | | *HAS VARIABLES:* | False | | *DATE CREATED:* | 2/2/2017 12:16 PM | | *DATE MODIFIED:* | 3/17/2017 1:42 PM | |