

Personal Data

Family Name: _____

Given Name: _____

Signature: _____

checked

Registration Number

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9	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9

In this section **no** changes or modifications must be made!

Scrambling

Type	Exam ID(1472)	<input type="text" value="0"/>	<input type="text" value="0"/>
<input type="text" value="008"/>	<input type="text" value="26031100001"/>		

Please mark the boxes carefully: Not marked: or

This document is scanned automatically. Please keep clean and do not bend or fold. For filling in the document please use a **blue or black pen**.

Only clearly marked and positionally accurate crosses will be processed!

Answers 1 - 8

	a	b	c	d
1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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6	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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8	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	a	b	c	d

1. (1 point) In the context of the information economy, a product whose value can only be truly assessed after it has been consumed or used, such as a movie or a software application, is best described as:
 - a. A commodity good
 - b. A network good
 - c. An experience good
 - d. A public good
2. (1 point) The Technology Acceptance Model (TAM) proposes that a user's adoption of a new technology is primarily driven by which two key factors?
 - a. Perceived usefulness and perceived ease of use
 - b. Its cost and its marketing budget
 - c. The number of features and the novelty of the design
 - d. The user's age and technical expertise
3. (1 point) A company spends a total of \$5,000 on its marketing and sales efforts in one month. During that same month, they successfully acquire 200 new customers. What is the Customer Acquisition Cost (CAC) for that month?
 - a. \$50 per customer
 - b. \$100 per customer
 - c. \$25 per customer
 - d. \$20 per customer
4. (1 point) Which of the following is a key feature of social media?
 - a. Limited to one-to-one communication.
 - b. Static and unchanging platforms.
 - c. Openness and flexibility.
 - d. Slow-paced flow of information.
5. (1 point) What is livestream shopping?
 - a. A marketing strategy where a host presents products in a live video, and viewers can purchase them in real time.
 - b. A type of virtual reality experience.
 - c. A type of online game.
 - d. A social media platform for sharing live videos.
6. (1 point) An email marketing campaign is sent to 2,000 subscribers. The analytics report shows that 400 of these subscribers opened the email. What is the Open Rate (OR) for this campaign?
 - a. 20%
 - b. 50%
 - c. 10%
 - d. 25%
7. (1 point) A startup is launching a niche, high-end fashion product with a limited marketing budget. They decide to run a heavy advertising campaign for two weeks around a major fashion event and then go silent for the rest of the quarter. This media scheduling strategy is best described as:
 - a. Continuous
 - b. Burst
 - c. Dispersion
 - d. Pulse

8. (1 point) The “Whopper Detour” campaign by Burger King, which offered a 1-cent Whopper to customers who were physically located inside or very near a McDonald’s, is a prime example of what specific marketing tactic?
- a. Geo-fencing
 - b. Geo-targeting
 - c. Geo-conquesting
 - d. Proximity marketing

Feedback

Please take a moment to reflect on your progress in the course so far.

Confidence (Skill): Which topic do you feel you understand best (e.g., could explain to a classmate)?

Growth (Gap): Which topic is currently the most confusing or difficult for you?

Engagement (Interest): Which topic have you found the most interesting or relevant to your career goals?

Suggestion: If you could change one thing about how this course is delivered, what would it be?

Effort: On average, how many hours per week do you spend on reading and preparation?

