SDLMWSA02\_Unit05\_Question01

Which definitions apply to direct marketing?

* Direct marketing includes advertising letters, advertising postcards, mailings, faxes, or emails, but excludes online and mobile marketing. (-1 pts)
* Direct marketing refers to an advertising measure that directly approaches the potential customer and invites them to respond. (0.5 pts)
* Direct marketing is another name for personal (direct) sales. (-1 pts)
* Direct marketing comprises all market-related activities that use single-step (direct) communication to reach intended audiences in a targeted manner. (0.5 pts)

DLMWSA02\_Unit05\_Question02

Which media belong to dialogue marketing?

* Partially addressed advertising mail (0.33 pts)
* Online marketing (0.33 Pts)
* E-commerce (-1 pts)
* Fully addressed advertising mail (0.33 pts)

DLMWSA02\_Unit05\_Question03

Personal sales were the model for the Vögele dialogue method.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit05\_Question04

Which statement is correct?

* Direct marketing places particular emphasis on long-term dialogue with customers or prospects. (-1 pts)
* Direct marketing is oriented toward a response. (0.5 pts)
* Dialogue marketing identifies its goal in a short-term action. (-1 pts)
* In recent years, the term “dialogue marketing” has become established and has replaced “direct marketing.” (0.5 pts)
* The terms direct marketing and dialogue marketing can never be used synonymously. (-1 pts)

DLMWSA02\_Unit05\_Question05

Starting from a product orientation, direct marketing was based on the “one-to-mass target group” principle and characterized by direct sales.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit05\_Question06

What are the causes for the increasing importance of direct marketing?

* Rising expenditures in traditional media alongside declining customer uptake capacity (0.5 pts)
* Growth potential for basic needs in industrialized western countries (-1 pts)
* Increasing effectiveness and growing efficiency of direct marketing (-1 pts)
* Heightened importance of differentiation through communication (0.5 pts)

DLMWSA02\_Unit05\_Question07

The use of databases is, for the time being, the last step in the development stages and content emphasis of direct marketing.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit05\_Question08

Which statement is correct?

* Segmented markets are ideally suited for processing with the traditional marketing mix instruments. (-1 pts)
* Dialogue marketing helps reduce scatter loss. (0.33pts)
* Telephone sales are a dialogue marketing tool. (0.33pts)
* Performance review and flexible application are success factors in dialogue marketing. (0.33pts)

DLMWSA02\_Unit05\_Question09

Which indicators are used in whole or in part for the analysis of eye movements with the eye camera?

* Conspicuity (0.5 pts)
* Viewing frequency (-1 Pts)
* Fixation points (0.5 Pts)
* Eye width (-1 Pts)

DLMWSA02\_Unit05\_Question10

Which statement is correct?

* During the “reading,” a deepened content analysis of the mailing, the reader decides whether or not to discard the mailing. (-1 pts)
* The product ordering occurs in the response phase. (0.33pts)
* The reading threshold follows the short dialogue. (0.33pts)
* When engaging with a mailing, the reader gains a first impression through the short dialogue. (0.33pts)

DLMWSA02\_Unit06\_Question01

What are dialogue marketing activities in digital media?

* Banners (0.5 pts)
* Newspaper advertising (-1 Pts)
* Emails (0.5 pts)
* Promotional inserts (-1 Pts)

DLMWSA02\_Unit06\_Question02

Which statement is correct?

* Active telemarketing is a medium of so-called traditional media. (-1 pts)
* Passive telemarketing is a medium of dialogue marketing media. (0.5 pts)
* Trade fairs and customer magazines are media with dialogue elements . (0.5 pts)
* The “company’s own website” has the lowest user share of dialogue marketing media. (-1 pts)

DLMWSA02\_Unit06\_Question03

Which statement is correct?

* In terms of user numbers and budget amounts, media with dialogue elements is the smallest sector within the overall advertising market. (0.5 pts)
* In the ranking of dialogue marketing media, Fully addressed advertising mail is in last place in the ranking of dialogue marketing media. (-1 pts)
* More than 80 percent of companies use at least one dialogue marketing medium to attract the attention of (potential) customers. (0.5 pts)
* Catalogues play an insignificant role as a dialogue marketing medium. (-1 pts)

DLMWSA02\_Unit06\_Question04

What are the basic questions in the context of the Vögele Method?

* Why is this component used? (-1 pts)
* Who is writing to me? (0.33pts)
* Why specifically me? (0.33pts)
* Why specifically today? (0.33pts)

DLMWSA02\_Unit06\_Question05

What function does the letter fulfill in the context of the addressed advertising mailing?

* The letter establishes the first contact with the recipient. (-1 pts)
* The letter assumes a function comparable to that of the sales pitch in personal contact. (0.5 pts)
* It should answer the reader’s most important questions and explain the benefits of the offer. (0.5 pts)
* The letter provides detailed information about the offer. (-1 pts)

DLMWSA02\_Unit06\_Question06

The assertions about the design of the initial dialogue apply only to print media; they cannot also be transferred in modified form to online and mobile media.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit06\_Question07

Which statement is correct?

* Due to the increasing importance of the internet and e-commerce, the role of addressed advertising mail has declined. (-1 pts)
* Mailings are used both to strengthen existing customer relationships and to acquire online customers. (0.5 pts)
* Mailings offer a good price-performance ratio. (0.5 pts)
* Due to the advances in database management, intended audiences for mailings are becoming less heavily segmented. (-1 pts)

DLMWSA02\_Unit06\_Question08

With unaddressed advertising mail, the focus is on approaching new customers.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit06\_Question09

Which advertising medium was primarily used in the Kia Dream Team campaign?

* Telephone (-1 pts)
* Unaddressed advertising mail (1 pts)
* Addressed advertising mail (-1 pts)
* Bulk mailing (-1 Pts)

DLMWSA02\_Unit06\_Question10

The ültje Trade Mania was a cross-media campaign that attracted a great deal of attention due to the successful integration of online and offline elements.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit07\_Question01

What are the forms of online marketing?

* Guerrilla marketing (-1 Pts)
* Affiliate marketing (0.5 pts)
* SEM (0.5 pts)
* STB (-1 pts)

DLMWSA02\_Unit07\_Question02

According to a survey, 70 percent of German retail companies do not yet use email marketing.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit07\_Question03

Which online marketing tools are not visible to the end-user?

* Affiliate marketing (0.33 pts)
* Keyword advertising (0.33 pts)
* Newsletter (-1 pts)
* Sponsored links (0.33 pts)

DLMWSA02\_Unit07\_Question04

Which online marketing tools are visible to the end-user?

* E-commerce (0.33 pts)
* Microblogging (0.33 pts)
* Web monitoring (-1 pts)
* Location-based services (0.33 pts)

DLMWSA02\_Unit07\_Question05

Which statement is correct?

* The terms “website” and “web page” are identical in terms of content. (-1 pts)
* In order to direct an initiated online process to a successful conclusion, a focus on the unspoken questions of readers derived from dialogue marketing is helpful. (0.5 pts)
* A company's home page is of central importance for online activities. (0.5 pts)
* When building a corporate website, only one intended audience should be considered since not everyone can be pleased. (-1 pts)

DLMWSA02\_Unit07\_Question06

Which of the following links are on the corporate website?

* Links to social media (0.33 pts)
* Links to additional information offers (0.33 pts)
* Online shop (0.33 Pts)
* Phone connection to Google AdWords (-1 Pts)

DLMWSA02\_Unit07\_Question07

In affiliate marketing, an online shop places product recommendations with content-related products and services based on the customer's previous purchases.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit07\_Question08

What are possible forms of remuneration in affiliate marketing?

* Pay per click (0.33 pts)
* Pay per sale (0.33 Pts)
* Pay per lead (0.33 pts)
* Pay per content (-1 pts)

DLMWSA02\_Unit07\_Question09

Which statement is correct?

* SEA (Search Engine Advertising) involves the optimal design of the website so that it is quickly found during a search and appears as one of the first positions within the search results. (-1 pts)
* Search engine marketing is a dialogue marketing mechanism and therefore ultimately serves to create an interactive relationship with clearly defined intended audiences. (0.33pts)
* Search engine marketing is dialogue marketing in real time. (0.33pts)
* In Germany, Google has a near-monopoly position with a market share of 95%. (0.33pts)

DLMWSA02\_Unit07\_Question10

One advantage of search engine optimization compared to search engine advertising is its availability at short notice.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit08\_Question01

Email marketing can be used throughout the customer relationship lifecycle.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit08\_Question02

For what can email marketing be used?

* Approaching potential customers (0.33 pts)
* Contacting prospects (0.33 Pts)
* Providing various services (0.33 pts)
* Paying for transactions (-1 Pts)

DLMWSA02\_Unit08\_Question03

Which statement is correct?

* The payment reminder is an example of a transaction email. (0.5 pts)
* Paving the way for another purchase is a goal of after-sales emails. (0.5 pts)
* The open rate of emails is not much higher than 10 percent. (-1 pts)
* The achievement of certain point levels in customer loyalty programs can be the reason for transaction emails. (-1 pts)

DLMWSA02\_Unit08\_Question04

The use of emails in complaint management, such as an email complaint center, raises the psychological inhibition threshold for dissatisfied customers, and is therefore unsuitable.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit08\_Question05

What forms do email marketing take?

* Carrier emails (-1 Pts)
* Transaction emails (0.5 pts)
* Go-to-market emails (-1 pts)
* After-sales emails (0.5 pts)

DLMWSA02\_Unit08\_Question06

The development from direct to traditional marketing in recent decades is connected with the use of new media that has continually advanced dialogue with the customer.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit08\_Question07

Which statement is correct?

* Not every customer reply (response) is valuable or helps lends a better understanding of the customer. (-1 pts)
* Mobile marketing can only be used for the mobile sale of virtual products and services. (-1 pts)
* Location-based services are services that provide information tailored to the current location (e.g., restaurants, gas stations, or places of interest). (0.5 pts)
* Examples of m-commerce applications are those used for the mobile purchase of a ticket from a parking machine or for a subway ticket. (0.5 pts)

DLMWSA02\_Unit08\_Question08

The term “social media” entails online media and technologies that enable internet users to exchange information online in a way that extends far beyond traditional email communication.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit08\_Question09

What are application examples of the “content sharing” usage class in social media?

* Audio sharing (0.5 Pts)
* Blogs (-1 pts)
* Photo sharing (0.5 Pts)
* Social networks (-1 Pts)

DLMWSA02\_Unit08\_Question10

Criteria such as expected benefit, response rate, acceptance of the communication/sales channels, and cross-selling potential are options for evaluating the performance of an online marketing action within the framework of campaign management.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit09\_Question01

Which statement is correct?

* Online marketing requires, for example, setting up an integrated feedback channel (e.g., in the form of a customer service center) in order to manage the communication with prospects and customers initiated by online and ofﬂine activities. (0.33pts)
* Customer relationship management/marketing (CRM) requires, among other things, the integration of all customer processes with optimization beyond the sales department (i.e., across the marketing, sales, customer service, and development departments). (0.33pts)
* The question of how to organizationally anchor online marketing in the company refers, for example, to the design of the planning and controlling as part of the company’s operational process structure. (0.33pts)
* CRM consists of three key areas of competence: (Analytical, Cooperative, and Collaborative CRM) (-1 pts)

DLMWSA02\_Unit09\_Question02

What are the tasks of the community manager?

* Handling consumer complaints. (-1 pts)
* Designing social media. (0.5 pts)
* Connecting between the site operator and the users. (0.5 pts)
* Acting as the virtual seller. (-1 pts)

DLMWSA02\_Unit09\_Question03

Which topics must be clarified with a potential online marketing service provider in order to avoid high costs in the event that a service provider changes?

* Discount (-1 pts)
* Data usage rights (1 Pts)
* Information policy (-1 Pts)
* Price calculation (-1 Pts)

DLMWSA02\_Unit09\_Question04

CRM calls for the integration of all data relevant to customer relations to be computerized and extended to all customer-related processes of the company.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit09\_Question05

Which statement is correct?

* CRM as a holistic solution includes the philosophy of consistent customer orientation in all sales areas. (-1 pts)
* CRM as a holistic solution has the goal of demonstrable increases in value in mutually beneficial customer/supplier relationships. (0.5 pts)
* CRM as a holistic solution includes generating in-depth knowledge about products and product features, and functions as a further special task. (-1 pts)
* CRM systems, as part of a holistic solution for organizations and people, facilitate lifelong learning and continuous improvement processes (CIP). (0.5 pts)

DLMWSA02\_Unit09\_Question06

Which CRM competency area includes all applications that are in direct contact with the customer?

* Collaborative CRM (-1 Pts)
* Operational CRM (1 pts)
* Analytical CRM (-1 Pts)
* Cooperative CRM (-1 Pts)

DLMWSA02\_Unit09\_Question07

Which methods or key figures do most companies use to evaluate the achievement of goals and the performance of dialogue marketing?

* Evaluation of response rates (0.5 pts)
* Effects on sales (-1 Pts)
* Cost of a dialogue marketing action (0.5 pts)
* Effects on profit (-1 Pts)

DLMWSA02\_Unit09\_Question08

In practice, however, there is still a long way to go from fully implementing this CRM approach.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit09\_Question09

How is customer equity calculated?

* Customer sales minus acquisition costs (-1 Pts)
* The customer lifetime value multiplied by the number of customers (-1 Pts)
* The customer lifetime value divided by the number of customers (1 Pts)
* Discounted cash flows minus customer acquisition, relationship duration, order rate, and target return (-1 pts)

DLMWSA02\_Unit09\_Question10

The Dialogue Marketing Monitor 2015 soberly states that only every second company that sends advertising mail also makes an effort to assess its impact and evaluate the performance of its mailings.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit10\_Question01

Which statement is correct?

* There is a uniform “online marketing law.” (-1 pts)
* Online marketing law encompasses an entire range of legal areas with its respective legal regulations. (0.5 pts)
* The pending changes to the legal framework will have a significant impact on the development of online and dialogue marketing. (0.5 pts)
* The borrowing of third-party content on a company’s own corporate website does not involve any legal risks, as the company cannot be held responsible for third-party content. (-1 pts)

DLMWSA02\_Unit10\_Question02

Which statement is correct?

* Hyperlinks are legally permissible, and in principle, even against the will of the linked party. (0.5 pts)
* Email advertising is only legally permissible if the respective recipient has not objected to the sending. (-1 pts)
* Unsolicited email advertising is permitted in the B2B sector. (-1 pts)
* With regard to the question of the applicable law, what is decisive is not the law of each country of access but only that of those countries whose nationals are among the intended audiences of the website. (0.5 pts)

DLMWSA02\_Unit10\_Question03

Where is the provider identification regulated?

* The German Interstate Broadcasting Agreement or the State Treaty on Broadcasting Services and Telecommunication Media (RStV) (-1 pts)
* Competition law within the German Unfair Competition Act (UWG) (-1 pts)
* In the German Federal Data Protection Act (BDSG) (-1 pts)
* In media law within the German Telemedia Act (TMG) (1 pts)

DLMWSA02\_Unit10\_Question04

While e-cards have thus far been unanimously regarded by the courts as illegal spam due to the lack of prior opt-ins, there are divergent decisions on product recommendations.

* True (1 pts)
* False (0 pts)

DLMWSA02\_Unit10\_Question05

Which statement is correct?

* The prior express consent of the respective recipient is required for an opt-in to be considered valid. (0.5 pts)
* With the double opt-in procedure, the recipient must double-click on the order button. (-1 pts)
* When sending advertising emails, neither the sender nor the commercial character of the message may be concealed in the header or subject line of the email. (0.5 pts)
* Newsletters are not subject to a legal notice obligation. (-1 pts)

DLMWSA02\_Unit10\_Question06

Which of the following is a location-based service?

* Mobile services that provide the end-user with selective information with the aid of location-dependent data. (1 pts)
* Online delivery services (-1 Pts)
* A broadband internet connection (-1 Pts)
* Online ordering services (-1 Pts)

DLMWSA02\_Unit10\_Question07

Against the background of an increasingly decentralized sales structure, sales organizations are faced with the task of designing this structure to become even more decentralized in the future in order to reduce complexity.

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit10\_Question08

Which of the following is a development trend in dialogue marketing?

* Media convergence (0.33 Pts)
* New segmentation models (0.33 pts)
* Media congruence (-1 Pts)
* Integration of communication channels (0.33 pts)

DLMWSA02\_Unit10\_Question09

Lead generation with white papers or webinars is standard in Germany but it is only just being discovered by many companies in the United States

* True (0 pts)
* False (1 pts)

DLMWSA02\_Unit10\_Question10

Which statement is correct?

* In sales, Sales 2.0 is spoken of in terms of “selling with social media” or social selling. (0.33pts)
* "Any relationship management" is no longer just about the customer, but about the "x" meaning any network of relationships. (0.33pts)
* Sales 3.0 describes a new form of competition in which the driving force is not suppliers, but rather the consumers. (0.33pts)
* In Sales 3.0, the power rests with the companies that are able ton approach customers through any channel. (-1 pts)