Capitalization – The first word of a sentence is capitalized & punctuated as usual. Each bullet point answer begins with capitalization and ends with a period. Bullet point answers that complete a sentence with the question above are not capitalized, but end with a period (…).

DLBMSM01-01\_Lektion01\_Frage01

Which term does not describe the specific characteristics of online communication?

* Temporal. (1 pts)
* Interactive. (0 pts)
* Multimedia. (0 pts)
* Individual. (0 pts)

DLBMSM01-01\_Lektion01\_Frage02

Which is the role of the internet user in the sender-receiver model?

* Both the role of the sender and the role of the receiver. (1 pts)
* Only the role of the sender. (0 pts)
* Only the role of the receiver. (0 pts)
* Neither the role of the sender nor the role of the receiver. (0 pts)

DLBMSM01-01\_Lektion01\_Frage03

Which is generated during electronic value creation?

* Electronic information product. (1 pts)
* Digital sales model. (0 pts)
* Interactive added value. (0 pts)
* Individual multiplication. (0 pts)

DLBMSM01-01\_Lektion01\_Frage04

Which step is not part of electronic value creation?

* Delete information. (1 pts)
* Offer information. (0 pts)
* Collect information. (0 pts)
* Process information. (0 pts)

DLBMSM01-01\_Lektion01\_Frage05

When internet users become multipliers, they ...

* ... conduct advertising for a company. (1 pts)
* ... get paid for advertising. (0 pts)
* ... participate in a shitstorm. (0 pts)
* ... sell products over the internet. (0 pts)

DLBMSM01-01\_Lektion02\_Frage01

Which form of marketing is included in search engine marketing (SEM)?

* Search engine advertising (SEA). (1 pts)
* Search engine underrating (SEU). (0 pts)
* Search engine investigation (SEI). (0 pts)
* Search engine procurement (SEP). (0 pts)

DLBMSM01-01\_Lektion02\_Frage02

Which is measured by the click-through rate (CTR)?

* Ratio of clicks to impressions. (1 pts)
* Ratio of impressions to budget. (0 pts)
* Ratio of clicks to budget. (0 pts)
* Ratio of impressions to bounce rate. (0 pts)

DLBMSM01-01\_Lektion02\_Frage03

Which signifies influencer marketing?

* An influencer’s target audience is used for one’s own marketing. (1 pts)
* An influencer is built through marketing. (0 pts)
* An influencer coordinates a community. (0 pts)
* A company copies an influencer's content. (0 pts)

DLBMSM01-01\_Lektion02\_Frage04

Which are viral marketing and word-of-mouth marketing aimed at?

* User interaction. (1 pts)
* Positive image. (0 pts)
* An increase in sales figures. (0 pts)
* Better ranking in search engines. (0 pts)

DLBMSM01-01\_Lektion02\_Frage05

Which is a backlink?

* A backlink is a link that a different website redirects to one’s own website. (1 pts)
* A backlink is a backup link in case the first link does not work. (0 pts)
* A backlink is an internal link that redirects to a subpage. (0 pts)
* A backlink is an internal link that redirects to a top page. (0 pts)

DLBMSM01-01\_Lektion03\_Frage01

Which characteristic is not a “SMART” goal?

* Profitable (1 pts)
* Measurable (0 pts)
* Time-bound (0 pts)
* Specific (0 pts)

DLBMSM01-01\_Lektion03\_Frage02

Which is a call-to-action?

* Request to perform a specific action. (1 pts)
* Button for a telephone contact. (0 pts)
* Customer communication via messenger. (0 pts)
* Contacting without consent. (0 pts)

DLBMSM01-01\_Lektion03\_Frage03

Which type is not a typical customer journey?

* Exciting journey. (1 pts)
* Impulsive journey. (0 pts)
* Carefully thought-out journey. (0 pts)
* Balanced journey. (0 pts)

DLBMSM01-01\_Lektion03\_Frage04

Which stands for the abbreviation KPI?

* Key performance indicator. (1 pts)
* Known process involvement. (0 pts)
* Keep product invisible. (0 Pts)
* Kick performance inline. (0 Pts)

DLBMSM01-01\_Lektion03\_Frage05

How does a user get involved with a customer journey?

* Touchpoints. (1 pts)
* Eyecontacts. (0 pts)
* Feelsurfaces. (0 pts)
* Heardevices. (0 pts)

DLBMSM01-01\_Lektion04\_Frage01

Which task is not part of campaign management?

* Produce marketing. (1 pts)
* Analyze marketing (0 pts)
* Control marketing. (0 pts)
* Marketing plan. (0 pts)

DLBMSM01-01\_Lektion04\_Frage02

Which is the focus of operational planning?

* Individual marketing measures. (1 pts)
* Long-term marketing strategy. (0 pts)
* Employee selection. (0 pts)
* Company restructuring. (0 pts)

DLBMSM01-01\_Lektion04\_Frage03

Which is not part of media planning?

* Implement measures. (1 pts)
* Define goals. (0 pts)
* Establish and allocate budget. (0 pts)
* Launch pilot campaign. (0 pts)

DLBMSM01-01\_Lektion04\_Frage04

Which distinguishes a cross-media campaign from a normal campaign?

* Different measures are combined. (1 pts)
* There are conflicting messages in a campaign. (0 pts)
* Various pilot campaigns run in parallel. (0 pts)
* The campaign uses different channels from the competition. (0 pts)

DLBMSM01-01\_Lektion04\_Frage05

Which is not an advantage of a cross-media campaign?

* Different central ideas can be tested in parallel. (1 pts)
* More touchpoints are available for the target group. (0 pts)
* More frequent contact with the target group is generated. (0 pts)
* Synergy effects are created between the channels. (0 pts)

DLBMSM01-01\_Lektion05\_Frage01

Which type of design is not part of interface design?

* Customer design. (1 pts)
* Information design. (0 pts)
* Interaction design. (0 pts)
* Screen design. (0 pts)

DLBMSM01-01\_Lektion05\_Frage02

Which is the task of web design?

* Web application conceptual planning and design. (1 pts)
* Measurement and evaluation of access figures. (0 pts)
* Planning and creation of technical server structures. (0 pts)
* Network setup and optimization. (0 pts)

DLBMSM01-01\_Lektion05\_Frage03

Which advantage does an online marketplace have compared to an online store?

* An existing store system can be used. (1 pts)
* All the processes remain in the hands of the seller. (0 pts)
* More traffic is generated for one’s own corporate website. (0 pts)
* There are more options in product presentation design. (0 pts)

DLBMSM01-01\_Lektion05\_Frage04

Which factor has no influence on the performance of an online store?

* Company location. (1 pts)
* Product discoverability. (0 pts)
* Wide range of payment options. (0 pts)
* Appealing design. (0 pts)

DLBMSM01-01\_Lektion05\_Frage05

Which is not a component of a corporate website?

* A contest for the company’s social media campaign. (1 pts)
* Information about the company. (0 pts)
* How to contact the company. (0 pts)
* Presentation of the company’s products or services. (0 pts)

DLBMSM01-01\_Lektion06\_Frage01

Which can mobile marketing do?

* Mobile marketing is used to specifically target mobile users. (1 pts)
* Mobile marketing is another online marketing channel. (0 pts)
* Mobile marketing controls online marketing via a mobile device. (0 pts)
* Mobile marketing uses a mobile vehicle for marketing. (0 pts)

DLBMSM01-01\_Lektion06\_Frage02

Which marketing measure is not particularly suitable for mobile marketing?

* Blog. (1 pts)
* Interstitials. (0 pts)
* Advertising in videos. (0 pts)
* Rich media. (0 pts)

DLBMSM01-01\_Lektion06\_Frage03

Which must mobile marketing offer cell phone users?

* Added value for their current situation. (1 pts)
* Entertaining content for boring parties. (0 pts)
* Access to all relevant information. (0 pts)
* Long-term communication with the advertiser. (0 pts)

DLBMSM01-01\_Lektion06\_Frage04

Why do some users resist mobile payments?

* They have no confidence in the protection of their personal data. (1 pts)
* They would need to buy a new cell phone. (0 pts)
* They fear spending more money. (0 pts)
* They have no credit on their phone. (0 pts)

DLBMSM01-01\_Lektion06\_Frage05

Which is not a factor in classifying a mobile moment?

* Relationship status of the user. (1 pts)
* Location of the user. (0 pts)
* Goal of cell phone use. (0 pts)
* State of mind of the user. (0 pts)

DLBMSM01-01\_Lektion07\_Frage01

Which information does not belong in a legal notice?

* Bank details. (1 pts)
* Postal address. (0 pts)
* Legal form of the provider. (0 pts)
* Contact details. (0 pts)

DLBMSM01-01\_Lektion07\_Frage02

When do copyrights start to exist for a work?

* Automatically during the creation of the work. (1 pts)
* Through an entry at a patent and trademark office. (0 pts)
* When the work is published. (0 pts)
* When paying for the work. (0 pts)

DLBMSM01-01\_Lektion07\_Frage03

Which law is not part of online law?

* Labor law. (1 pts)
* Civil law. (0 pts)
* Media law. (0 pts)
* Copyright law. (0 pts)

DLBMSM01-01\_Lektion07\_Frage04

Which does the double opt-in process refer to?

* Double confirmation of consent. (1 pts)
* Two typical consents to the GTCs and data protection. (0 pts)
* Two ways to contact a company. (0 pts)
* Mutual consent of two persons (e.g., a married couple). (0 pts)

DLBMSM01-01\_Lektion07\_Frage05

Which can a photographed person not do to oppose the use of the photo?

* Delete the photo. (1 pts)
* Issue a cease-and-desist. (0 pts)
* Claim compensation for pain and suffering. (0 pts)
* Prohibit its use. (0 pts)

DLBMSM01-01\_Lektion08\_Frage01

Which phase is not part of the AIDA model?

* Attraction. (1 pts)
* Interest. (0 pts)
* Desire. (0 pts)
* Action. (0 pts)

DLBMSM01-01\_Lektion08\_Frage02

Which describes the “first moment of truth” (FMOT)?

* The buyer compares a product with their expectations for the first time. (1 pts)
* The user is shopping in an online store for the first time. (0 pts)
* The user is visiting an online store for the first time. (0 pts)
* The customer must complain about a product for the first time. (0 pts)

DLBMSM01-01\_Lektion08\_Frage03

Which do customers expect from online customer service?

* Quick responses. (1 pts)
* Hidden costs in the fine print. (0 pts)
* Personal contact with an employee. (0 pts)
* Replacement device for the defective product. (0 pts)

DLBMSM01-01\_Lektion08\_Frage04

Which describes mass customization?

* The mass production of an individually configurable product. (1 pts)
* The trend toward individual differentiation from the masses. (0 pts)
* The urge to individualize every personal item. (0 pts)
* The preference to consume lifestyle goods suitable for the masses. (0 pts)

DLBMSM01-01\_Lektion08\_Frage05

Which step is not part of the customer relationship life cycle?

* Customer feedback. (1 pts)
* Customer recovery. (0 pts)
* Customer acquisition. (0 pts)
* Customer loyalty. (0 pts)

DLBMSM01-01\_Lektion09\_Frage01

Which is not a common metric from online marketing?

* Cost-per-minute (CPM). (1 pts)
* Cost-per-lead (CPL). (0 pts)
* Cost-per-order (CPO). (0 pts)
* Return on investment (ROI). (0 pts)

DLBMSM01-01\_Lektion09\_Frage02

Who or what does the bounce rate measure?

* The bounce rate measures users who immediately leave the online offering. (1 pts)
* The bounce rate measures users who bounce between two web pages. (0 pts)
* The bounce rate measures users who do not click on the top search results. (0 pts)
* The bounce rate measures users who do not understand the call-to-action. (0 pts)

DLBMSM01-01\_Lektion09\_Frage03

Which is not a tool for web monitoring?

* Google Hangouts. (1 pts)
* Google Trends. (0 Pts)
* Google Analytics. (0 pts)
* Google Keyword Planner. (0 Pts)

DLBMSM01-01\_Lektion09\_Frage04

Which does “digital analytics” analyze?

* Actions of users on the internet. (1 pts)
* Development of digital devices. (0 pts)
* Digital measurements in healthcare. (0 pts)
* Use of digital televisions. (0 pts)

DLBMSM01-01\_Lektion09\_Frage05

Which is not a characteristic of big data?

* Vocabulary. (1 pts)
* Volume. (0 Pts)
* Variability. (0 pts)
* Velocity. (0 pts)