

***Digital Marketing Excellence - Planning Optimizing
and Integrating Online Marketing 6th edition Chaffey
Test Bank***

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1 Creation of a persona makes a site more customer-centric and enables objective review of effectiveness

- (A) True
- (B) False

Answer: (A) True

Feedback: Personas have their weaknesses in that they may not be representative, but they can reduce subjectivity

2 Two of Cialdini's six weapons of influence?

- (A) Permission and activity
- (B) Reciprocity and Scarcity
- (C) Engagement and Social sharing
- (D) Satisfaction and advocacy

Answer: (B) Reciprocity and Scarcity

3 If customer is not involved in commenting on company services they are showing a lack of..

- (A) Involvement
- (B) Interaction
- (C) Intimacy
- (D) Influence

Answer: (B) Interaction

4 When consumers act on impulse or make do with imperfect information which behaviour is this?

- (A) Social sharing
- (B) Syndication
- (C) Satisfaction
- (D) Satisficing

Answer: (C) Satisficing

5 BJ Fogg's three key factors that affect consumer behaviour are...

- (A) Trigger (call-to-action)

- (B) Be motivated
- (C) Ability to do the behaviour
- (D) All

Answer: (D) All

Feedback: BJ Fogg developed his behaviour model while working in the Usability Lab at Stanford University

- 6 Given the importance attached to site download speed by Google and consumers, how should businesses assess the quality of their experience
- (A) Quality Score
 - (B) Core Web Vitals
 - (C) Keyword analysis
 - (D) SEO gap analysis
 - (E) None of the above

Answer: (B) Core Web Vitals

Feedback: Core Web Vitals reports include measures of download speed that are available too businesses registered through Google Search Console