|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Question** | **Answer** | **A** | **B** | **C** | **D** | **E** | **Feedback** |
| Which of the following is a color? | a | blue | desk | pen | car |  | Desk, pen and car are all objects |
| An organisational need is… | C | A state of deprivation | The desired future position of the organization | A motive to develop the capability and efficiency of the organisation | The buying power of the organisation | The stakeholders’ needs | Ch.2 Paragraph 2 |
| How do traditional organisations cope with the challenge of the growing demand for online shopping? | A | Integrate online and offline marketing decisions and become "click-and-mortar" organisations | Find new market segments to sell products and services | Change the distribution channels to reach new segments | Co-operate with tech start-ups to create an effective digital presence | Close the traditional businesses | Ch.2 Paragraph 1 |
| What term describes the forces outside the organisation that influence organisational activities? | C | Strategic planning | Digital transformation | Marketing environment | Business needs | Customers | 2.2. Paragraph 1 |
| What is the external environment for organisations? | D | The forces that influence organisational activities | The economic forces in a particular country | The political forces in society | The forces that cannot be directly controlled by the organisation | The organisation's competitors | 2.2. Paragraph 1 |
| Examination of the external environment is needed in order to... | E | Develop successful relationships with customers | Describe competitive forces | Assess the impact of digital technologies on an organisation | To evaluate the influence of the legal changes on an organisation | To systematise a resonse to the various external factors that might affect an organisation | 2.2. Paragraph 2 |
| An orgnisation studies the changing age structure of the population in Europe, the geographic population shifts, level of education and population diversity. The organisation is studying the… | D | Global environment | Legal environment | Economic environment | Demographic environment | Social environment | 2.2.1 Paragraph 2 |
| A major characteristic of the "born-to-digital" customer is… | D | The expectation that they will have a higher income than their parents | The expectation to pay less for more | Creativity | The expectation to have more control over their own customer experience | The desire to consume more information | 2.2.1 Paragraph 3 |
| Digital inclusion of the older generation requires: | E | help to develop digital skills | increase consumer protection | building awareness of the digital society advantages | new ways to design products and services | all of the above | 2.2.1 Paragraph 3 |
| Research on how EU VAT changes affect digital transactions from January 1st, 2015 is an aspect of … | C | Macroenvironment research | microenvironment research | Economic forces research | Social forces research | Natural forces research | The Economic Environment Paragraphs 4&5 |
| The EU Consumer Rights Directive requires that from 2014… | E | Prices will become clearer | There will be an explicit disclosure of the total cost of a product/service and any extra fees | Refunds to the consumers for a product will include the cost of delivery in case of product return | A cooling off period will start from the moment the customer receives their goods | All of the above | The Political Environment Paragraph 4 |
| The Five Forces model is a framework for... | A | Industry analysis | Customer analysis | PEST analysis | PESTLE analysis | STEEPV analysis | 2.2.2 Paragraph 1 |
| Industry attractiveness and profitability is influenced mainly by… | D | Threat of new entrants | Threat of substitute products and services | Bargaining power of buyers | Rivalry among existing competitors | Bargaining power of suppliers | 2.2.2 Rivalry among existing partners Paragraphs 3&4 |
| Digital technologies disrupt business, new types of competitors appear, access to suppliers and the instability of the macro-environment might all be barriers. This phenomenon is described in Porter’s Five Forces model as: | A | Threat of new entrants | Threat of substitute products and services | Bargaining power of buyers | Rivalry among existing competitors | Bargaining power of suppliers | 2.2.2.The threat of new entrants |
| Which of the following is an example of crowdsourcing… | B | The newest Samsung smartphone | Wikipedia | Stephen King’s novel "Revival” | Windows 8.1 | All of the above | Case Study 2.3. |
| Asking a crowd of people to donate money for a project is known as… | D | Crowdsourcing | Crowdtesting | Microtasking | Crowdfunding | Digital presence | Case Study 2.3. |
| Digital technologies influences disintermediation by… | E | Allowing producers and service providers to sell directly online to their customers | allowing consumer behavio research to be done online | Creating long-term relationships with different customer segments | Building necessary digital capabilities and skills | All of the above | 2.2.2 The bargaining power of buyers Paragraph 2 |
| The main purpose for an internal analysis of the organisation is… | A | tTo identify the strengths and weaknesses of the current business model | To analyse the consumer segments | To assess the strengths and weaknesses of the competition | To position the organisation's products and services | To take a decision about the organisation's digitial strategy | 2.3. Internal Analysis Paragraph 3 |
| The way the organisation creates and captures value defines… | D | The business strategy of the organisation | The marketing strategy of the organisation | The communication strategy of the organisation | The business model of the organisation | The customers' relationship with the management of the organisation | Business Model and Business Strategy Paragraph 1 |
| Capturing value as a part of the business model defines… | C | How the organisation attracts customers | How the organisation satisfies its shareholders | How the organisation makes money | how the organisation communicates with its intermediaries | How the business operates | Business Model and Business Strategy Paragraph 2 |
| The digital transformation of an organisation incorporates… | B | Automation of the processes of research, production and distribution | All the activities associated with the application of digital technologies | Performance management | Human resource management | Interaction with the customers | 2.3.Digital Health Check |
| The Bulgarian textile company AGLIKA Ltd has opened a production plant in Florida, USA. It introduced a unique technology for digitally printed items, which can quickly produce low quantities and fashion design products with a 300 dpi resolution of printing. This is an example of digital transformation in... | D | Marketing | Distribution | Advertising | Product development | Performance | Digital Health Check |
| A digital healthcheck aims to… | A | Identify the extent to which an organisation uses digital technologies | Assess the implementation of digital technologies at customer touch points | Evaluate the usage of digital technologies in the marketing activities of the organisation | Analyse the presence of the organisation on social media | analyse the sentiment of the organisation on social media | 2.3. Digital Health Check |
| Which of the following methods cannot be defined as diagnostic tool for an organiaation'a internal situation? | D | Digital health check | Value stream mapping | Gap analysis | PEST | b and c | 2.3. Value Stream Mapping |
| What kinds of organisational activities are analysed throughvalue stream mapping? | C | Primary activities | Secondary activities | Value-added and wasteful activities | Shortages that affect the organisation's effectiveness | The non-value added activities | 2.3. Value Stream Mapping |
| Analysis of digital advertising agencies identified that 80% of the time was spent on non-productive activities and only 20% on value-added activities, such as strategic targeting, data-driven innovation, and performance optimization. What method of the analysis was used? | B | Digital health check | Value stream mapping | Gap analysis | SWOT | b and c | 2.3. Value Stream Mapping |
| The method that identifies shortages that affect an organisation's effectiveness or its ability to provide products or services is known as… | B | SWOT | Gap analysis | Value stream mapping | Problem-solving analysis | Their business model | Business Model and Business Strategy |
| An organisation discussing its internal and external strengths, weaknesses, opportunities and threats in order to improve its marketing strateg is performing a… | E | Gap analysis | Value stream analysis | Sensitivity analysis | Marketing mix analysis | SWOT analysis | 2.3. SWOT Analysis |
| An organisation can perform SWOT anlysis in order to… | A | Identify areas where it can gain competitive advantage | Analyse the microenvironment | Analyse uncontrollable forces | Identify business risks | Identify the buyer persona | 2.3. SWOT Analysis |
| Customer-centric design of a website in a SWOT analysis can be described as a ... | B | Weakness | Strength | Threat | Opportunity | Trend | 2.3. SWOT Analysis |
| The Microsoft-Nokia deal is a win-win solution for both companies. It allowed them to expand the range of products and their prices and develop new features and applications for the Windows OS. In a SWOT analysis this would be labelled as a… | D | Strength | Weakness | Power | Opportunity | eat | 2.3. SWOT Analysis |
| In a SWOT analysis, which of the following would be considered a strength? | B | Technology changes | Internal competences | Environmental regulations | Competitive strategies | The adoption of a new law | 2.3. SWOT Analysis |
| What are the limitations of matrix models? | E | Time-consuming | Costly to put into practice | Centralised approach in the implementation | Difficult to implement | All of the above | 2.3. SWOT Analysis |
| TripAdvisor distinguishes itself from its major competitors by… | A | Its content | Its experience | Its platform | Its story telling | Its website | Business Model Canvass |
| The Business Model Canvas is a… | C | Framework for the development of a business strategy | Framework for the development of a marketing strategy | Framework for the development of a business model | Framework for the development of a digital strategy | Framework for the development of a digital marketing strategy | Business Model Canvass |
| The aim of the Business Model Canvas is… | B | To help organisations develop their digital communications | To help organisations align their activities and look for new areas for growth | To help organisations align their digital strategy with changes in the environment | To help organisations align their digital strategies with their target markets | To help organisations develop marketing tactics | Business Model Canvass |
| Which of the following is NOT a building block in the Business Model Canvas… | B | Demographic changes | Customer segments | Revenue streams | Key partners | Key activities | Business Model Canvass |
| Capturing value and pricing strategies are described in the Business Model Canvas as… | A | Revenue streams | Customer segments | The value proposition to the segments | Key partners | Key activities | Business Model Canvass |
| The products and services that are offered to the segments are described in the Business Model Canvas as,,, | C | Revenue streams | Customer segments | The value proposition to the segments | Key partners | Key activities | Business Model Canvass |
| An agency offering digital marketing services discusses which pricing methods will be used for two customer segments: SMEs and large companies. In which part of the Business Model Canvas will the organiation describe its decision? | C | Customer segments | Revenue streams | Key activities | Customer relationships | Key resources | Business Model Canvass |
| The final step in online and offline marketing is to... | B | Keep customers longer | Capture value from the customers | Satisfy customers | Understanding the competition | Design an integrated digital marketing strategy | Business Model and Business Strategy |
| Affiliate business model generates revenue for the organizations without carrying inventories, managing orders or processing payments. It is known also as aggregator model. Which of the following companies implement this business model? | E | Microsoft | Samsung | Apple | Unilever | Amazon | Business Model Canvass |
| Using Yoopie’s platform for finding a babysitter costs the customers € 4.90 per month for limited access to contacts and € 9.90 for unlimited access to all the contacts. The revenue model of the organisation can be described as... | C | The service is free of charge, but there are charges for added  functionality | The revenue for the organisation is generated without carrying inventories, managing orders and processing payments | Subscription model | Sales of virtual goods | Advertising model | Revenue Model in Business Model Canvass |
| Organisations monetise their free-to-play games through… | B | Subscription model | Sales of virtual goods | Advertising model | Affiliate model | Non of the above | Revenue Model in Business Model Canvass |
| Some researchers believe that the limitations of the Business model canvas include... | D | Analysis of performance indicators | Defining an organization’s strategic purpose | Consideraton of the competition | Consideration of volume and unit margin | All of the above | Business Model Canvass |
| The business strategy of an organisation has to… | C | Identify the strengths and weaknesses of the customers | Evaluate suppliers | Guide aims and processes in every functional area | Assess business performance | Change industry regulations | Business Model and Business Strategy |
| Which of the following digital and social media tools have the advantage of increasing customer convenience to be informed about a product/service or make a purchase: | A | Mobile ads and apps | Social media | Email marketing | Websites | Blogs | The Technological Environment |
| Learning customers' online habits allow an organisation to | D | Detail the buyer persona | Find appropriate methods for buyer persona engagement | Define the most suitable revenue model | Capture value | All of the above | The Technological Environment |
| What is the most significant impact of digital technologies on marketing? | B | Customers have more information on products and services | Customers are empowered to take part in most marketing activities | Customers provide faster feedback on their experience | Customers share ideas for features of the products and services | Customers buy more products and services | The Technological Environment |
| Research in countries with high ethnic diversity identifies difference in preferences to social media and its usage for online shopping decisions. This type of market research focuses on… | A | Cultural difference | Reference groups | Innovators | Social groups | Opinion leaders | Changes in Ethical, Social and Culural Aspects |
| The most evident shift in ethical perspectives towards digital marketing is… | C | The sharing of content | Creating content | Sharing of personal information | The adoption of new laws | All of the above | Changes in Ethical, Social and Culural Aspects |