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**Shared by James on 24-05-2024**

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## Question 1

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**Question Type:** MultipleChoice

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You have learned about some downsides with display advertising. Which one of the following is such a downside? Choose one of the following:

**Options:**

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- A- Banner blindness
- B- Content blindness
- C- Interruptions
- D- Repetitions

**Answer:**

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A

## Question 2

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**Question Type:** MultipleChoice

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What is an ad impression? Choose one of the following:

**Options:**

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- A- When an ad loads within a web page
- B- When a user views an ad
- C- When a web page loads within a browser
- D- When a user clicks on an ad

**Answer:**

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A

## Question 3

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**Question Type: MultipleChoice**

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What is the general description for advertising that incorporates graphically rich media, and which is presented in consistent size formats online known as? Choose one of the following:

Exhibit:



**Options:**

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- A- Display advertising
- B- Web advertising
- C- Email advertising
- D- Social media advertising

**Answer:**

---

A

## Question 4

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**Question Type:** MultipleChoice

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Which one of the following is the name for a camera-based application on a smart phone that reads printed code-style icons? Choose one of the following:

**Options:**

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**A-** QR Code Reader

**B-** Digital Optical Reader

**C-** Bar Code Reader

**D-** App Reader

**Answer:**

---

A

**Explanation:**

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5-Minute-Warning-2 - 5 Minute Warning

16917 - ExamC\_Display

195989

16930 - ExamC

Topic 7, Digital Display Advertising

## Question 5

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**Question Type:** MultipleChoice

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You have been running some promotions using NFC technology. What kind of marketing is this? Choose one of the following:

**Options:**

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**A-** Mobile

**B-** Search

**C-** Social

D- Display

**Answer:**

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A

## Question 6

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**Question Type: MultipleChoice**

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What is the set of standards for Smartphones that use radio communication with each other by touching or bringing the devices close together? Choose one of the following:

**Options:**

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A- Near field communication (NFC)

B- Local area communication

C- Wide Area Network (WAN)

D- SMS communication

**Answer:**

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A



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