

Hempstead High School

MARKETING: Section 4

Affiliate Marketing Quiz 2

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

When Mr. K. says, "We are a connected global economy with sophisticated technology" what does he mean?

- I dunno.
- It is now possible to sell products to almost anywhere in the world. (In generations past, entrepreneurs were limited to the areas close to where they lived).

Question 2

/1

You take great risks as an affiliate marketer.

- True
- False

Question 3

/1

In affiliate marketing:

- You get paid when you sell a product. You have to ship the product too.
- you spam people with emails and when you get their personal data you sell it to China and make money.
- you contribute to the free internet and you get paid the same as everyone else.
- you are pushing other people's products through social media. You get a special and unique hyperlink that can be tracked back to you. When someone clicks on the hyperlink and buys something, you get a commission (money).

Name: _____

Question 4

/1

Amazon.com's affiliate marketing program is called

- Amazon Affiliates
- Amazon Associates
- Jeff Bezos Favorites
- Amazonians

Question 5

/1

How can having a big audience on social media help you with affiliate marketing?

- You have a bigger audience to share hyperlinks with. That gives you more possibilities for sales.
- More people could share your link but that might also get you flagged for community violations
- I dunno.

Question 6

/1

Where is the amazon affiliate link?

- Yellow stripe at the top.
- Blue stripe at the top.
- Red stripe at the top.
- Grey stripe at the top.

Instructions for grading: Grade each question and tally the score to obtain the total test points. If the factor does not equal 1, multiply the total points by the factor to obtain the student's final score.

Question 1

When Mr. K. says, "We are a connected global economy with sophisticated technology" what does he mean?

It is now possible to sell products to almost anywhere in the world. (In generations past, entrepreneurs were limited to the areas close to where they lived).

1 possible pts.

Question 2

You take great risks as an affiliate marketer.

False

1 possible pts.

Question 3

In affiliate marketing:

you are pushing other people's products through social media. You get a special and unique hyperlink that can be tracked back to you. When someone clicks on the hyperlink and buys something, you get a commission (money).

1 possible pts.

Question 4

Amazon.com's affiliate marketing program is called

Amazon Associates

1 possible pts.

Question 5

How can having a big audience on social media help you with affiliate marketing?

You have a bigger audience to share hyperlinks with. That gives you more possibilities for sales.

1 possible pts.

Question 6

Where is the amazon affiliate link?

Grey stripe at the top.

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