

Hempstead High School

MARKETING: Section 4

Lesson 5-3 Quiz B

Due Date: November 30, 2024

Instructor: Merrill Kazanjian

Name: _____

Score: / 100

Question 1

/1

What is the first step towards solving a problem according to the textbook (and Mr. K. in the video)?

- Present solutions
- Define the problem
- Analyze data
- Gather resources

Question 2

/1

What does Mr. K. compare the conversion rate of his product to?

- His revenue
- Other YouTube channels
- A book he wrote
- His total views

Question 3

/1

How many Beach Scoops has Mr. K. sold the year that the video came out?

- 34
- 43
- 30
- 51

Name: _____

Question 4

/1

What does Mr. K. suggest might be a reason for low conversion rates?

- Ineffective advertising
- Poor marketing strategies
- Product perceived as too expensive
- Lack of YouTube views

Question 5

/1

What type of data does Mr. K. emphasize using to make informed decisions?

- Random guesses
- Personal opinions
- Marketing information system data
- Social media feedback

Question 6

/1

What is a key feature of the beach scoop mentioned in the video?

- It points you in the direction of gold or platinum treasure.
- It is made from tin foil so its extra light
- It has a jewelry catcher
- It is very heavy which makes the user strong

Name: _____

Question 7

/1

According to Mr. K., what is a disadvantage of making the scoop in another country?

- Faster shipping times
- Higher quality materials
- Less expensive production
- Different guarantees and replacement policies

Question 8

/1

What marketing tool does Mr. K. use to build his site and analyze traffic and data?

- Facebook Ads
- Google Analytics
- Wix
- Instagram Insights

Question 9

/1

What does Mr. K. suggest is crucial to making good decisions in business?

- Asking friends for advice
- Following trends
- Using available data
- Relying on intuition