

Hempstead High School

MARKETING: Section 4

Lesson 5-6

Due Date: November 30, 2024

Instructor: Merrill Kazanjian

Name: _____

Score: / 100

Question 1

/1

What is first-party data?

- Data that is collected from third-party sources
- Data that is bought from another company
- Data that a business owns and collects directly from its customers
- Data that is shared among competitors

Question 2

/1

How has digital marketing changed according to the video?

- It has become less scientific
- It no longer requires any data analysis
- It has become more competitive and data-driven
- It is now focused solely on social media

Question 3

/1

The contacts (the people who willingly gave their information or bought a product) on Mr. Kazanjian's website iratemetaldetectors.com is an example of:

- First Party Data
- Second Party Data
- Third Party Data

Name: _____

Question 4

/1

If Mr. Kazanjian went to another metal detecting website and asked the owner to purchase their contact list, Mr. Kazanjian would be buying:

First Party Data

Second Party Data

Third Party Data

Question 5

/1

3.) Look at the definition of third-party data below

What Is Third-Party Data?

Third-party data is data that you buy from collectors of that data. Instead, you buy from various other platforms and websites with publishers and other data owners for the

The aggregators then collect it into one Many different companies sell this kind of data through different avenues. The Lotame Data Exchange is one of the largest data exchanges in the world.

Yes

No

Name: _____

Question 6

/1

6. What is a major concern mentioned about TikTok in the video?

- It has no users in Australia
- It does not use data for advertising
- It collects excessive personal data from users
- It is owned by an American company

Question 7

/1

According to the video, what should marketers do with the data they collect?

- Sell it to competitors
- Ignore it if they have a small audience
- Analyze it to create better marketing strategies
- Share it freely

Question 8

/1

What is one ethical concern mentioned regarding data collection?

- Companies should collect data without user consent
- Data collection is not necessary for business
- Users may be unaware their data is being sold
- All data collected is always public

Name: _____

Question 9

/1

What is implied about companies that don't analyze their data?

- They will likely succeed in the market
- They don't need to worry about competition
- They risk losing valuable insights and customers
- They will have more time for creative tasks

Question 10

/1

At the beginning of the video, Mr. Kazanjian described data mining as a new "gold rush" and said that data, "arguably makes you more money than digging for gold"? How can collecting and using data make you money?

- The marketing concept is centered around knowing your customer. Collecting and analyzing data important data points can help you do just that.
- Um like what does the question mean?
- I dunno
- Maad Work....

Question 11

/1

In the article connected to the lesson, which of the following is NOT a method mentioned for collecting customer data?

- Directly asking customers
- Purchasing from third parties
- Indirect tracking
- Conducting face-to-face interviews

Name: _____

Question 12

/1

According to the text, what role do cookies play in data collection?

- They store customer data for future use.
- They help in customer service interactions.
- They allow companies to track browsing histories.
- They collect biometric data.

Question 13

/1

According to the article, how can companies use customer data to improve their business strategies?

- By ignoring customer preferences
- By only focusing on direct sales
- By conducting hyper-targeted advertising
- By increasing product prices

Question 14

/1

What is a potential ethical concern related to buying and selling customer data?

- It increases customer engagement
- It enhances business profitability.
- It may violate customers' privacy.
- It improves customer service quality.

Name: _____

Question 15

/1

TikTok Article

What was the primary focus of the study conducted by researchers at the University of Vermont regarding TikTok videos?

- The popularity of TikTok influencers
- The history of TikTok's development
- The impact of TikTok on body image and eating
- The financial success of TikTok

Question 16

/1

TikTok Article

According to the study, how does TikTok differ from YouTube in terms of data collection practices?

- TikTok collects more first-party data than YouTube
- TikTok allows third-party trackers to collect user data while YouTube primarily collects data for its own purposes
- YouTube allows third-party trackers while TikTok does not
- Both apps do not collect any personal data

Name: _____

Question 17

/1

TikTok Article

What did the study reveal about the number of third-party trackers used by TikTok?

- TikTok has no third-party trackers
- TikTok has 10 third-party trackers
- 13 out of 14 network contacts on TikTok were from third parties
- TikTok has fewer trackers than the average number of six per app

Question 18

/1

TikTok Article

How does TikTok use the information it collects from users?

- To sell personal data to other companies
- To limit user access to its platform
- To infer personal characteristics such as age and gender
- To enhance video quality