

Hempstead High School

MARKETING: Section 4

Lesson 6-6 Quiz C

Due Date: **December 31, 2024**

Instructor: **Merrill Kazanjian**

Name: _____

Score: / 100

Question 1

/1

According to Mr. K. in the video, what technology are companies turning to for consumer insights?

- Virtual reality
- Artificial intelligence
- Social media
- Data mining

Question 2

/1

What problem did Starbucks face when entering the Australian market?

- Lack of advertising
- Insufficient consumer research
- Strong competition
- High costs

Question 3

/1

What ethical question does Mr. K. raise regarding market research?

- How intrusive should market research become?
- How effective is advertising?
- Should companies share data with competitors?
- Is mass advertising really needed anymore?
- Is social media a good marketing tool?