SPORTS AND ENTERTAINMENT MARKETING

MRS. BUSHEY

CHAPTER 5

MARKETING-INFORMATION MANAGEMENT

* 1. MANAGING THE INFORMATION Page 133

NAME

Please underline your answers.

1. The information gathered through marketing research can be very valuable to businesses, but it must be
2. If the data are inaccurate, then the reports and decisions based on them will
3. What is data mining
4. ACNielsen’s research is generally based on
5. A newspaper or magazine can count the number of copies sold, but there is
6. Nielson Media Research estimates the number of people by selecting a sample of the
7. A cookie is
8. The cookie tracks how often
9. What is a search engine
10. Google ranks or positions advertisements on
11. A click through rate is

Answer questions 1 & 2 on page 137

Answer questions 1-13 on page 138