Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021

Course Name - Digital and Social Media Marketing
Course Code - MM402

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○ Diploma in Pharmacy

○ Bachelor of Pharmacy

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○ B.SC.(CS)

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○ B.SC.(MSJ)

○ Bachelor of Physiotherapy

○ B.SC.(AM)

○ Dip.CSE

○ Dip.ECE

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○ DIP.CE

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○ PGDHM

○ MBA

○ M.SC.(BT)

○ M.TECH(CSE)

○ LLM

○ M.A.(JMC)

○ M.A.(ENG)

○ M.SC.(MATH)

○ M.SC.(MB)

○ MCA

○ M.SC.(MSJ)

○ M.SC.(AM)

○ M.SC.CS)

○ M.SC.(ANCS)

○ M.SC.(MM)

○ B.A.(Eng)

Answer all the questions. Each question carry one mark.

9.   1. Marketing that moves away from a transaction-based effort to a conversation (i.e.
      two-way dialogue) and can be described as a situation or mechanism through
      which marketers and a customer (e.g. stakeholders) interact usually in real-time is
      known as:

      Mark only one oval.

      ○ Digital marketing

      ○ Interactive marketing

      ○ Direct marketing

      ○ Electronic marketing

10. 2. _____ is a form of marketing communications that uses the internet for the purpose of advertising-delivering marketing messages to increase website traffic (i.e. click-through) and encourage product trial, purchase, and repeat purchase activity (i.e. conversion).

Mark only one oval.

○ Internet marketing

○ Search marketing

○ Email marketing

○ Mobile marketing

11. 3. The development of digital media and the rise of Web 2.0 (i.e. the social web) technology saw a further evolution in marketing away from a hierarchical one-sided mass communication model. Web 2.0 used more participatory technologies, (e.g. social channels and online communities), rather than just information or transactional channels. What is the focus of this social web?

Mark only one oval.

○ Marketer

○ User

○ System

○ Web platform

12. 4. An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called:

Mark only one oval.

○ Search Engine Optimization (SEO)

○ Contextual Advertising

○ Digital Asset Optimization (DAO)

○ Pay Per Click (PPC)

13.   5. _____ is a form of digital marketing that describes the use of the social
       web and social media (e.g. social networks, online communities, blogs or wikis) or
       any online collaborative technology for marketing activities, be it sales, public
       relations, research, distribution or customer service.

       Mark only one oval.

       ◯ Pay Per Click (PPC)

       ◯ Digital Asset Optimization (DAO)

       ◯ Social Media Marketing (SMM)

       ◯ Search Engine Optimization (SEO)

14.   6. Websites translated for wireless devices to access and download content and to
       display adverts are known as:

       Mark only one oval.

       ◯ GPS

       ◯ IVR

       ◯ WAP sites

       ◯ Apps

15.   7. This is the process of marketing accomplished or facilitated through the
       application of electronic devices, appliances, tools, techniques, technologies and
       or systems:

       Mark only one oval.

       ◯ Electronic marketing

       ◯ Interactive marketing

       ◯ Internet marketing

       ◯ Direct marketing

16.　8. Which of the following is not one of major considerations when using internet advertising to increase brand awareness and encourage click-through to a target site?

Mark only one oval.

◯ Cost

◯ Intrusive

◯ Interactivity

◯ Timeliness

17.　9. A database of information that is maintained by human editors and lists websites by category and subcategory with categorization is known as:

Mark only one oval.

◯ Opt-in email

◯ Consent marketing

◯ Spam

◯ Opt-out email

18.　10. The next iteration of the web, which will be characterized by the web becoming artificially intelligent, thereby recognizing links and relationships between data sources, allowing the prediction of audience response and greater audience targeting. This is referred to as:

Mark only one oval.

◯ Web 3.0

◯ Web 2.0

◯ Web 1.0

◯ Web 4.0

19.   11. Targeting overseas markets through the online channel is an example of:

Mark only one oval.

    ( ) Market development

    ( ) Market penetration

    ( ) Product development

    ( ) Diversification

20.   12. Matching of internal resources against external demands forms part of:

Mark only one oval.

    ( ) Strategy objective setting

    ( ) Strategy definition

    ( ) Strategy implementation

    ( ) Strategic analysis

21.   13. _____ is a technique for strategic analysis focusing on assessment of propensity for different e-commerce services

Mark only one oval.

    ( ) Stage model analysis

    ( ) Competitor analysis

    ( ) SWOT analysis

    ( ) Demand analysis

22. 14.Customization of experience is the element of the online value proposition which refers to:

Mark only one oval.

- ⬭ Personalization of content and services
- ⬭ In-depth relevant content
- ⬭ Favourable online promotions and offers
- ⬭ Participation and interaction

23. 15. Re-intermediation describes:

Mark only one oval.

- ⬭ The introduction of new intermediaries within the channel structure
- ⬭ The introduction of new manufacturers within the channel structure
- ⬭ The removal of intermediaries from the channel structure
- ⬭ Both the first and third answer above

24. 16. Reactive' or 'responsive' websites ...

Mark only one oval.

- ⬭ Are used only on mobile devices with small screens
- ⬭ Automatically adjust their size to suit the size of the screen it is being viewed on
- ⬭ Are used only on PCs and laptops with bigger screens
- ⬭ Are good for websites that use a lot of 'Flash' type technology

25.   17. In terms of meeting a website's objectives, what is the only reason for content written by an 'amateur' being considered as effective for that website?

Mark only one oval.

( ) It is inexpensive, and so keeps the website within budget

( ) The grammar and spelling will be excellent, and so enhances the reader's experience

( ) They know what they are writing about

( ) If the writer's passion for the subject enhances the reader's experience

26.   18. The main emphasis of the Amazon website belongs in which category?

Mark only one oval.

( ) Transactional

( ) Relationship-building

( ) Media or publisher

( ) Brand-building

27.   19.Delivering e-mail based customer support is an example of:

Mark only one oval.

( ) Identifying customer requirements

( ) Anticipating customer requirements

( ) Satisfying customer requirements

( ) None

28. 20. The main outcome that is required from a publisher's website is:

Mark only one oval.

○ To generate potential sales leads which are likely to be converted offline

○ To achieve a sale

○ To connect the audience with relevant content

○ To increase engagement with the audience

29. 21. E-business is:

Mark only one oval.

○ An organisation using electronic media to purchase from to its suppliers

○ Any electronically mediated communication between an organisation and its stakeholders

○ The use of electronic communications for all business processes

○ An organisation using electronic media to sell direct to its customers

30. 22. The benefit of digital marketing that involves interactivity with web users, for example through survey and polls, is known as the _____ benefit._____

Mark only one oval.

○ Save

○ Sizzle

○ Speak

○ Serve

31. 23. The number of characters recommended for Title Tag?

Mark only one oval.

○ 120

○ 250

○ 70

○ 100

32. 24. If a website's search engines get saturated with respect to a particular search engine by 20%, what is it exactly?

Mark only one oval.

○ 20% of the web pages of the website have been indexed by the search engine

○ 20% of the website's pages will never be indexed

○ Only 20% of the pages of the website will be indexed by the search engine

○ The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms

33. 25. Which of the following free tools could help you identify which city in the world has the largest search for the keyword – "Infinity War"?

Mark only one oval.

○ Google Home

○ Alexa

○ Google Trends

○ Word Tracker

34. 26. Which statement from the below options are true when it comes to RSS?

Mark only one oval.

- ( ) It is an XML form
- ( ) This is Realtime streamlined syndication
- ( ) Displaying static information
- ( ) It is a Linux technology

35. 27. Which of the following software could be used to build a website?

Mark only one oval.

- ( ) Power Point
- ( ) Excel
- ( ) Dream Weaver
- ( ) ERP

36. 28. Google was founded in which year?

Mark only one oval.

- ( ) 4th September 1998
- ( ) 9th September 1990
- ( ) 4th September 1989
- ( ) 6th September 1995

37.   29. How much time period is required to get a Google page ranking?

Mark only one oval.

⬭ 2 week

⬭ 1 week

⬭ 2 months

⬭ More than 3 months

38.   30. Which of the following is NOT considered in Facebook's engagement metric?

Mark only one oval.

⬭ Share

⬭ Comments

⬭ Likes

⬭ Views

39.   31. What is the name of Facebook's analytic package?

Mark only one oval.

⬭ Princeps

⬭ GlassDoor

⬭ Discovery

⬭ Insights

40. 32.What does CTR stand for?

Mark only one oval.

- ⬭ Client/Thought Relation
- ⬭ Click Through Rate
- ⬭ Cost Times Response
- ⬭ Cost Through Recession

41. 33. How can I get more people to share my posted content?

Mark only one oval.

- ⬭ Offer an incentive to users for sharing
- ⬭ Include an image with your Facebook status update
- ⬭ Use a Call to Action in the post
- ⬭ All of these

42. 34. Facebook users spend the most time (40%) on which page?

Mark only one oval.

- ⬭ News Feed
- ⬭ Chat Windows
- ⬭ Collective Friend's Profiles
- ⬭ Own Profile

43.   35. What symbol allows users to 'tag' other users or companies?

Mark only one oval.

( ) >

( ) @

( ) #

( ) *

44.   36. What symbol does Facebook use to mark verified pages?

Mark only one oval.

( ) Make your most important post stay at the top of your Page for 7 days

( ) Note a post for later reference

( ) Share a post with your top followers

( ) Highlight important stories by making them larger and more visible

45.   37. What is the purpose of the 'star' action in your company profile?

Mark only one oval.

( ) Make your most important post stay at the top of your Page for 7 days

( ) Note a post for later reference

( ) Share a post with your top followers

( ) Highlight important stories by making them larger and more visible

46.   38. In terms of Facebook's ranking algorithm, what does "weight" refer to?

Mark only one oval.

○ The amount of comments, likes, etc. a content post receives

○ How often a profile produces content

○ How many highly ranked content posts a profile has in a given week

○ How many followers/friends a company has

47.   39. How are Facebook ads paid for?

Mark only one oval.

○ Keyword bids

○ Demographic bids

○ Cost-per-like

○ CPC & CPM

48.   40. In "Page Insights", the "Total Reach" metric stands for:

Mark only one oval.

○ The number of unique people who are friends with your fans, including your current fans

○ The number of unique users who have encountered any content associated with your page (including ads or sponsored stories pointing to your page) in the last seven days

○ The number of unique users who have encountered any content associated with your page since its launch

○ The number of unique users who have encountered any content associated with your page (not including ads or sponsored stories pointing to your page) in the last month

49.   41. What icon can one attach to in-store flyers, posters, etc. to direct mobile
       consumers to their Facebook page?

Mark only one oval.

○ QR codes

○ Instagrams

○ Hyperlinks

○ Edge Rank

50.   42. What search revolutionizing feature has Facebook recently released?

Mark only one oval.

○ Graph Search

○ Edge Search

○ Friend Search

○ Glass Door Search

51.   43. Which of the following is NOT considered in Facebook's negative feedback
       metric?

Mark only one oval.

○ When a post is hidden

○ When a post or page receives a negative comment

○ When a page is marked as spam

○ When a page is unliked

52. 44. Google Ad words Uses _____ To Target Your Ads To Users Searching On Google.

Mark only one oval.

◯ Contextual Targeting

◯ Keyword-Based Advertising

◯ Natural Search Results

◯ Site-Targeted Advertising

53. 45. The Last Line Of An Adwords Ad Is Called The _____.

Mark only one oval.

◯ Display URL

◯ Email Address

◯ Destination Address

◯ Web URL

54. 46. The Placement of Your Ads On Sites In The Google Content Network _____.

Mark only one oval.

◯ Occurs When the Information On That Site Relates To Your Ad

◯ Is Required For All Advertisers

◯ Can Decrease Your Marketing Exposure

◯ Includes Placement On Google

55.　47. Ad words Allows _____.

Mark only one oval.

- ◯ 0 Changes To An Account Per Month
- ◯ 1 Daily Account Change
- ◯ 50 Changes To An Account Per Month
- ◯ Unlimited Changes To An Account Per Month

56.　48. The Daily Spending Limit For An Ad words Campaign Is Called The _____.

Mark only one oval.

- ◯ Daily Budget
- ◯ Maximum Cost-Per-Click (CPC)
- ◯ Minimum Bid
- ◯ Cost-Per-Thousand-Impressions (CPM)

57.　49. A Uniform Resource Locator (URL) Is Commonly Known As A(N) _____.

Mark only one oval.

- ◯ Web Address
- ◯ Web Page
- ◯ IP Address
- ◯ IP Number

58.   50. A _____ is a program running on the server machine, which accepts requests from a Web browser and sends back results in the form of HTML documents.

Mark only one oval.

⬭ HTML

⬭ HTTP

⬭ Web Server

⬭ Web browser

59.   51.Html document must always be saved with:

Mark only one oval.

⬭ html

⬭ .htm

⬭ .doc

⬭ Both .html & .htm

60.   52. Which Of The Following Is An Example Of A Call-To-Action Phrase?

Mark only one oval.

⬭ Best Of The Web

⬭ Lowest Prices

⬭ Buy Here

⬭ Personalized Service

61.　　53. When Will Google Begin A Trademark Investigation?

Mark only one oval.

◯ As Soon As Google's Technology System Identifies Trademark Violations

◯ As Soon As Google Receives A Phone Call Requesting An Investigation

◯ As Soon As Google Receives An Email. The Claim Form Can Be Sent Later

◯ After All Mandatory Information Included In A Claim Are Received

62.　　54. Which Of The Following Is True About Your Cost-Per-Click (CPC) Bid?

Mark only one oval.

◯ You Can Set a CPC Bid For Each Ad Group Or Keyword In Your Campaign

◯ Cost-Per-Click (CPC) Bid Is Always $0.05

◯ There Is A Limit On The Number Of Times You Can Change Your CPC Bid

◯ Google Always Sets Your CPC Bid For You

63.　　55. On Search Result Pages, Our System Determines Your Ad's Rank Based On
　　　　_____.

Mark only one oval.

◯ Your Keyword's Quality Score On Google And Its Cost-Per-Click (CPC) Bid

◯ Only Your CPC Bid

◯ The Length Of Time You Have Been An Ad words Advertiser

◯ Your Website's Performance In Google's Natural Search Results

64.   56. Ad words Starter Edition Is Not Ideal For Advertisers Who Want To _____

Mark only one oval.

( ) Track Their Ad words Return On Investment

( ) Sign Up With A Minimized One-Page Form

( ) Take A More Hands-Off Approach To Ad words Account Management

( ) Target Users In Only One Specific Region

65.   57. Which One Of The Following Does Not Apply To The Entire Adwords Account?

Mark only one oval.

( ) Billing Information

( ) Login Email Address

( ) Daily Budget

( ) Account Preferences

66.   58. The Pricing Model For Mobile Ads Is Either Pay-Per-Click Or _____.

Mark only one oval.

( ) Pay-Per-Impression

( ) Pay-Per-Call

( ) A Monthly Flat Rate

( ) Price-Per-Acquisition

67.   59. Which of the following would be leveraging both social network and traditional marketing?

Mark only one oval.

○ Handing out print advertisements with a coupon for a store

○ A print advertisement in a magazine which drives people to a website where there is a free trial offer

○ Posting an advertisement on a message board

○ Hosting a video ad on YouTube not otherwise seen elsewhere

68.   60. How can a company use the same material for both traditional and social network marketing?

Mark only one oval.

○ Posting a luring comment on Twitter to the company site

○ Selling ad space on the company website

○ Utilizing a television ad campaign online as well on their site and sites such as YouTube

○ Creating a magazine print ad with the company website