

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - Digital and Social Media Marketing

Course Code - MM402

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Answer all the questions. Each question carry one mark.

9. 1. Broadcasts, digital channels, and print advertisements that reach a large number of people are examples of which type of media?

Mark only one oval.

Bulk media

Personal media

Mass media

Social media

10. 2. Television, newspapers, and magazines are forms of _____ used by companies to communicate a message?

Mark only one oval.

- Mediums
- Apps
- Blogs
- Connections

11. 3. Which of the following applies to friends or fans that communicate and share content in a variety of ways within a social networking site?

Mark only one oval.

- Social storefronts.
- Deal aggregators
- Connections
- Tag clouds.

12. 4. Which of the following completes the sentence, 'The Google Documents software that enables multiple users in different locations to work on the same file is an example of _____?'

Mark only one oval.

- A device
- Cloud computing
- Social software
- A wiki

13. 5. The ability to grow and expand capacity as needed without negatively affecting the contribution margin of the business is referred to as _____?

Mark only one oval.

- Scalability
- Network effect
- Crowdsourcing
- Radical trust

14. 6. Which of the following refers to information flowing across people and not from the top down?

Mark only one oval.

- The Horizon Revolution
- The Parallel Revolution.
- The Social Media Revolution
- The Horizontal Revolution

15. 7. Which of the following provides in-depth detail on the execution of the traditional promotional portion of a brand's marketing plan?

Mark only one oval.

- Strategic plan
- Marcom plan.
- Integrated marketing communications plan
- Both Marcom plan & Integrated marketing communications plan.

16. 8. What are the three phases of social media marketing maturity?

Mark only one oval.

- Trial, tribulation, and strategic
- Trial, transition, and strategic
- Activation, transition, and strategic
- Activation, tribulation, and strategic

17. 9. The current problem or opportunity an organization faces is outlined in which of the following?

Mark only one oval.

- A positioning statement
- The social media mix
- The social media profile
- The situation analysis

18. 10. A SWOT analysis is often performed during which section of the strategic plan?

Mark only one oval.

- Identifying objectives and setting a budget
- Social media mix
- Social media profile
- Situation analysis

19. 11. The _____ is a key aspect of the external environment?

Mark only one oval.

- the organization's mission statement
- brand's competition
- the opportunities and threats
- the social media value chain

20. 12. Which of the following uses a single phrase to encapsulate the position the brand wishes to hold in the minds of its target audience?

Mark only one oval.

- Strategic plan
- Positioning statement
- Marketing plan.
- Creative message strategy

21. 13. Which of the following people will propagate a brand's message and invite others to the experience?

Mark only one oval.

- Followers
- Bloggers
- Web crawlers
- Influencers.

22. 14. Which method is used to assign a set portion of the overall advertising budget for the organization to social media activities?

Mark only one oval.

- Percentage of ad spend
- Creative message
- Competitive parity
- Budget portioning

23. 15. Which of the following describes the process of dividing a market into distinct groups that have common needs and characteristics?

Mark only one oval.

- Behavioral segmentation
- Market segmentation
- Social media addiction
- Handle squatting

24. 16. Which of the following ad types would not appear on a website?

Mark only one oval.

- Display ad
- Rich media ad
- Print ad
- Text ad

25. 17. Which type of segmentation refers to segmenting markets by age, gender, income, ethnic background, educational attainment, family life cycle, and occupation?

Mark only one oval.

- Geographic.
- Behavioral.
- Psychographic
- Demographic

26. 18. Your digital identity is made up of which of the following?

Mark only one oval.

- Your Facebook and Twitter accounts
- Your social footprint and lifestream
- Your digital brand name and digital primacy
- Your digital collaborators and critics

27. 19. Which of the following represents your username in social communities?

Mark only one oval.

- Avatar
- Social footprint
- Handle
- Social media touchpoint

28. 20. Which type of impulse represents an acknowledgment of a liking and/or relationship with individuals and reference groups?

Mark only one oval.

- Affinity
- Prurient
- Immediacy
- Validation.

29. 21. Which of the following is not considered to be an online community?

Mark only one oval.

- WhatsApp.
- LinkedIn
- Google+
- YouTube

30. 22. What is another name for an online community?

Mark only one oval.

- Chat room
- Influence network
- Cyberplace
- Open access site

31. 23. Which of the following represents the value of the brand-specific mention through a paid advertising placement rather than a volunteered comment?

Mark only one oval.

- Media democratization
- Media multiplexity
- Ad equivalency value
- Social capital

32. 24. A view or an exposure to an advertising message is known as a(n) _____

Mark only one oval.

- Norm.
- Meetup
- Presence.
- Impression

33. 25. Which of the following explains the rate at which people are likely to adopt new ways of doing things?

Mark only one oval.

- Practice Adoption Theory
- Performing Theory
- Diffusion of Innovations Theory
- Disruptive Innovation Theory

34. 26. Which of the following does not represent a way in which social networking sites vary?

Mark only one oval.

- Audience of specialization
- Degree of decentralization
- Degree of specialization
- Network structure

35. 27. Which of the following is the goal of Open ID, an authentication protocol that works across participating sites and helps minimize the switching cost problem?

Mark only one oval.

- Performing Theory
- Identity portability
- Ambient intimacy
- Identity reflection

36. 28. Which of the following companies uses an open source model?

Mark only one oval.

- Apple
- Microsoft
- Sony.
- Google.

37. 29. Which of the following best describes the term 'social sharing'?

Mark only one oval.

- Features that provide people with the tools they need to reveal elements of their digital identities
- A site that consists of broadcast updates to your news feed
- A tool for reminding someone to socialize
- A feature that highlights the best participants who contribute to sites

38. 30. A brand's use of social networking to build earned media value is also known as which of the following?

Mark only one oval.

- Derivative Branded Content
- Rich Media
- Skins
- Friendvertising

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