



BRAINWARE UNIVERSITY

Term End Examination 2022 Programme – BBA-2019/BBA-2020 Course Name – Digital Marketing Course Code - BBAD501M (Semester V)

Full Marks: 60 Time: 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question) 1 x 15=15

- 1. Choose the correct alternative from the following:
- (i) The interface guides you through the creation of a campaign in Facebook is known as

a) Ads Creation

b) Ads Manager

c) Ads Master

- d) Ads Click
- (ii) Choose which of the following is NOT an example of Outbound marketing?

a) TV commercials

b) Email spam

c) Radio ads

- d) Subscription-based email marketing
- (iii) Determine the protocol from the following web address.

https://burger.kfc.com/item/what-is-a-burger

a) https://

b) kfc.com

c) burger.kfc.com

- d) None of the above
- (iv) Determine the top-level domain from the following web address.

https://burger.kfc.com/item/what-is-a-burger

a) https://

b) kfc.com

c) burger.kfc.com

- d) None of the above
- (v) Select this term for the number of times that user click on links in a message or on a website: it is much higher for legitimate marketing emails that for spam.

a) personalization

b) spamming

c) CTR

- d) spoofing
- (vi) The maximum cost-per-click (CPC) bid is considered as the:
 - a) amount an advertiser is required to pay to achieve top ad position
- b) actual amount an advertiser pays for each click on an ad
- c) most an advertiser is willing to pay for each click on an ad
- d) amount an advertiser must pay to outbid competitors

b) Automatically adjust their size to suit the

- (vii) Select 'Reactive' or 'responsive' websites
 - a) Are used only on mobile devices with small screens
- size of the screen it is being viewed on
- c) Are used only on PCs and laptops with bigger screens
- d) Are good for websites that use a lot of 'Flash' type technology

(viii) In Facebook marketing, "ad frequency" can be	expressed as		
	a) The amount of times a Facebook user sees your individual ad	b) The amount of people your ad reach	es	
(ix)	c) The amount of people that share your ad Identify which of the following is the correct de	d) Another word for impressions epiction of Digital Marketing?		
, ,	a) E-mail Marketing c) Web Marketing	b) Social Media Marketing d) All of the above		
(x) Identify which of the following doesn't fall under the category of digital marketing.				
(xi	a) TVc) RadioIdentify which of the following is a type of digit	b) Billboard d) All of the above al marketing activity?		
	a) Email marketing.c) Twitter marketing.	b) Facebook marketing. d) All of the above		
(xii) While selecting the ad language to target to a users:			
(xiii	 a) Chrome Browser setting c) home countrys language) Identify the following:- Websites fetched by cradatabase, this process is called as 	b) operating system language d) Google interface language setting wler are indexed and kept in huge		
	a) None of the below.	b) Indexing		
	c) Optimizing	d) Crawling		
(xiv	xiv) Identify the following:- An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called			
(xv	a) Search Engine Optimization (SEO)c) Digital Asset Optimization) Select the purpose of Search engines;	b) Contextual Advertising d) Pay Per Click (PPC)		
	a) search videoc) download software	b) search documentsd) all of these		
	Gro u (Short Answer To	•	3 x 5=15	
	2. Explain what are owned; earned and paid channels in digital marketing?			
	3. Illustrate Ad campaign planning and budgeting			
	Determine why are image alt tags important?	sion votos nov DDC3	(3) (3)	
	5. discover the key elements to optimize the conversion rates per PPC?6. How would you create good Facebook marketing strategies if you have a smaller business?OR			
P	Anticipate how can we drive digital traffic to our s	ite immediately	(3)	
	Grou	ın C		
	(Long Answer Ty	-	5 x 6=30	
7.	Differentiate between Pay Per-Click Marketing a	nd Search Engine Marketing	(5)	
	Differentiate between Exact Match, Phrase Match		(5)	
9.				
10.	10. Discuss any two fraudulent techniques that should be avoided in order to comply with			
11.	Google's and other search engines' rules and regulations. 1. Develop a strategy to improve traffic and organic visibility for an organization operating in the food industry.			
12.	Express various ways of increasing engagement of O	· -	(5)	
	The Google Analytics report indicates that a retail organization's website has a 70% bounce (5) rate. Do you think these numbers indicate a cause for concern? If yes, recommend			

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solutions to this concern.
