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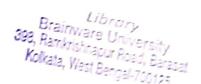
Term End Examination 2022
Programme – BBA-2019/BBA-2020
Course Name – Digital Marketing
Course Code - BBAD501M
( Semester V )

**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

(vii)  Select 'Reactive' or 'responsive' websites
   a) Are used only on mobile devices with small screens     b) Automatically adjust their size to suit the 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 reaches

    c) The amount of people that share your ad      d) Another word for impressions

(ix) Identify which of the following is the correct depiction of Digital Marketing?

    a) E-mail Marketing      b) Social Media Marketing

    c) Web Marketing      d) All of the above

(x) Identify which of the following doesn't fall under the category of digital marketing.

    a) TV      b) Billboard

    c) Radio      d) All of the above

(xi) Identify which of the following is a type of digital marketing activity?

    a) Email marketing.      b) Facebook marketing.

    c) Twitter marketing.      d) All of the above

(xii) While selecting the ad language to target to a user, the AdWords system refers to that users:

    a) Chrome Browser setting      b) operating system language

    c) home countrys language      d) Google interface language setting

(xiii) Identify the following:- Websites fetched by crawler are indexed and kept in huge database, this process is called as _____.

    a) None of the below.      b) Indexing

    c) Optimizing      d) Crawling

(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_____

    a) Search Engine Optimization (SEO)      b) Contextual Advertising

    c) Digital Asset Optimization      d) Pay Per Click (PPC)

(xv) Select the purpose of Search engines;

    a) search video      b) search documents

    c) download software      d) all of these

## Group-B
### (Short Answer Type Questions)
3 x 5=15

2. Explain what are owned; earned and paid channels in digital marketing? (3)
3. Illustrate Ad campaign planning and budgeting (3)
4. Determine why are image alt tags important? (3)
5. discover the key elements to optimize the conversion rates per PPC? (3)
6. How would you create good Facebook marketing strategies if you have a smaller business? (3)

**OR**

Anticipate how can we drive digital traffic to our site immediately (3)

## Group-C
### (Long Answer Type Questions)
5 x 6=30

7. Differentiate between Pay Per-Click Marketing and Search Engine Marketing (5)
8. Differentiate between Exact Match, Phrase Match, Broad Match, and Negative Match? (5)
9. Describe the concept of Traffic(& its types) in the context of digital marketing (5)
10. Discuss any two fraudulent techniques that should be avoided in order to comply with Google's and other search engines' rules and regulations. (5)
11. Develop a strategy to improve traffic and organic visibility for an organization operating in the food industry. (5)
12. Express various ways of increasing engagement on the Facebook page? (5)

**OR**

The Google Analytics report indicates that a retail organization's website has a 70% bounce rate. Do you think these numbers indicate a cause for concern? If yes, recommend solutions to this concern. (5)

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