BRAINWARE UNIVERSITY

Term End Examination 2021 - 22
Programme – Bachelor of Business Administration
Course Name – Digital Marketing
Course Code - BBAD501M
(Semester V)

Time : 1 Hr.15 Min.   Full Marks : 60

[The figure in the margin indicates full marks.]

Group-A

(Multiple Choice Type Question)   1 x 60=60

Choose the correct alternative from the following :

(1) Which of the following is not a type of digital marketing activity?

a) Email marketing   b) Social web marketing

c) Print advert   d) Viral marketing

(2) 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)

(3) A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called

a) Search marketing   b) Internet advertising

c) Permission-based email marketing   d) Social web marketing

(4) This refers to branded software applications for mobile devices that consumers use to access added-value information, customer service and/or entertainment where and when they want it

a) WAP sites   b) Apps

c) IVR   d) Viral

(5) Which of the following is not one of major considerations when using internet advertising to increase brand awareness and encourage clickthrough to a target site?

a) Cost   b) Intrusive

c) Interactivity   d) Timeliness

(6) This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content

a) SEM   b) SEO

c) SST   d) SFA

(7) A website's front - or home page should include

a) A lengthy description of the organization

b) Logos depicting awards the site's designers h ave received

c) Links to other websites

d) None of these

(8) The main focus of the BBC website is in which category?

a) Social network

b) Brand-building

c) Relationship-building

d) Media or publisher

(9) The website of a business-to-business company which does not sell online belongs in which category of website?

a) Social network

b) Transactional

c) Media or publisher

d) Relationship-building

(10) The main outcome that is required from a website offering laser eye treatment is

a) To increase engagement with the audience

b) To connect the audience with relevant conte nt

c) To generate potential sales leads which are li kely to be converted offline

d) To achieve a sale

(11) Marketing is the management process responsible for _____, anticipating and satisfyi ng customer requirements profitably

a) Identifying

b) Researching

c) Listening to

d) Supplying

(12) _____ is a digital communications technique which involves improving visi bility and monitoring sentiment within social networks and blogs

a) SEO

b) E-PR

c) Display advertising

d) Email Marketing

(13) What is anchor text?

a) It is the main body of text on a particular we b page

b) The text within the left or top panel of a web page

c) It is the visible text that is hyperlinked to ano ther page

d) It is the most prominent text on the page that the search engines use to assign a title to the page

(14) What is the term for Optimization strategies that are in an unknown area of reputabilit y?

a) Blue hat techniques

b) Orange hat techniques

c) Grey hat techniques

d) Shady hat techniques

(15) A Hallway Page is used to

a) Attract visitors straight onto the Hallway Pag e from the search engines

b) Organizes the Doorway Pages

c) Guides people navigate to different Doorway Pages

d) Enables search engine bots to index the Doo rway Pages

(16) Google was founded in which year?

a) 4th September 1998

b) 9th September 1996

c) 4th September 1989

d) 6th September 1995

(17) What is WordPress?

a) It is a software used to press text

b) It is a text formatting software

c) It is a CMS (Content Management System)

d) It is mail service

(18) What is the name of Facebook's ranking algorithm?

a) Like Rank

c) Page Rank

b) Face Rank

d) Edge Rank

(19) What is the name of Facebook's analytic package?

a) Princeps

c) Discovery

b) Glass Door

d) Insights

(20) What does CTR stand for?

a) Client/Thought Relation

c) Cost Times Response

b) Click Through Rate

d) Cost Through Recession

(21) What allows users to share their location on Facebook?

a) Pin-Points

c) Shout-Outs

b) Check-Ins

d) Four-Squares

(22) Which of the following is most likely to get attention on Facebook?

a) GIFs

c) Text pitches

b) Photos

d) Facebook page shares

(23) Which of the following is *NOT* a type of promotion offered by Facebook Offers?

a) Online

c) Traditional Media

b) In Store

d) All of these

(24) What's 'frequency' a measurement of?

a) The amount of times a Facebook user sees y our individual ad

b) The amount of people your ad reaches

c) The amount of people that share your ad

d) Another word for impressions

(25) In "Page Insights", the "Total Reach" metric stands for:

a) The number of unique people who are friend s with your fans, including your current fans

b) The number of unique users who have encou ntered any content associated with your page (including ads or sponsored stories pointing t o your page) in the last seven days

c) The number of unique users who have encou ntered any content associated with your page since its launch

d) The number of unique users who have encou ntered any content associated with your page (not including ads or sponsored stories pointi ng to your page) in the last month

(26) Google Ad words Uses _____ To Target Your Ads To Users Searching On Google

a) Contextual Targeting

c) Natural Search Results

b) Keyword-Based Advertising

d) Site-Targeted Advertising

(27) Google Ads Can Be Targeted To _____.

a) Any Language Or Location Available World wide

b) All Locations Except For Antarctica

c) Different Locations Within The Same Adwo rds Campaign

d) English Speakers In The U.S. Only

(28) Google Determines Your Keyword's Quality Score By Considering All Of The Followi ng Factors, Except _____.

a) Cost-Per-Click (CPC) Bid

c) Relevance Of Your Ad Text

b) Click through Rate (CTR)

d) Historical Keyword Performance

(29) Which of the following would be leveraging both social network and traditional market ing?

a) Handing out print advertisements with a cou pon for a store

b) A print advertisement in a magazine drives p eople to a website where there is a free trial offer.

c) Posting an advertisement on a message board

d) Hosting a video ad on YouTube not otherwise seen elsewhere

(30) How can a company use the same material for both traditional and social network marketing?

a) Posting a luring comment on Twitter to the company site

b) Selling ad space on the company website

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

d) Creating a magazine print ad with the company website

(31) How is site traffic useful in evaluating marketing?

a) Overall site traffic can be followed and a general idea of marketing's impact on it can be determined

b) There is no correlation between site traffic and marketing

c) Ads can send receivers to a specific landing page, which can be tracked

d) Product sales from the company website can be attributed directly to the marketing campaign

(32) What additional feature does Facebook have that helps engage in a dialogue with followers?

a) Ability to leave message for each other

b) Ability to chat live

c) Ability to post updates live

d) All of these

(33) What is "wiki"?

a) Form of blogging

b) A social networking site

c) Interconnected and user generated knowledge management systems

d) A tool for posting to social media networks

(34) Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.

a) Location-based targeting

b) Wide coverage

c) Mass distribution

d) Interest group setting

(35) 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?

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

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

c) They know what they are writing about

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

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

a) QR codes

b) Instagrams

c) Hyperlinks

d) EdgeRank

(37) SERP stand for

a) Search engine result page

b) Search engine rating page

c) Search engine result programme

d) Search engine repository page

(38) Which of the following is not an email automation platform?

a) Mailchimp

b) AWeber

c) Getresponce

d) Wordpress

(39) Google analytics is helpful in

a) Sending bulk emails

b) Measuring Web traffic

c) Developing Website

d) Social media marketing

(40) Which of the following is not true ?

a) Digital marketing helps you to target your ni che audience

b) Digital marketing is cost effective

c) You can measure result of your digital marke ting efforts

d) Digital marketing is non-interactive

(41) Re-targeting of customers is possible through

a) Newspaper

b) Television

c) Google Adwords

d) Radio

(42) A landing page is

a) Home page of a website

b) The first page on which users land, after clic king an online ad

c) Page from where user exit the website after v isiting more than one page

d) A page on which a user spent the maximum time

(43) Facebook page is an example of

a) Earned visibility

b) Paid visibility

c) Owned visibiltiy

d) None of the above

(44) Which of the following is an example of owned visibility

a) Website

b) Online review

c) Paid ads

d) Viral marketing

(45) Earned visibility is

a) Paid ads

b) Free of cost

c) Paid search

d) Paid reviews

(46) CTA stands for

a) Call to action

b) Call to ad

c) Call to amount

d) Come to action

(47) What helps in making a visitor to do some activities on your website?

a) Search engine optimization

b) Engagement

c) Retention

d) Conversion

(48) Which of the following are the perquisites of a website?

a) Person

b) Domain

c) Hosting

d) All of the above

(49) Primary keywords represent

a) Product and services

b) Core business

c) Categories of product and services

d) None of these

(50) Word tracker scouts is

a) Software

b) Application

c) Chrome extension

d) A website

(51) The address of a website is known as

a) Web hosting

b) Domain name

c) Name Servers

d) None of these

(52) The process of buying a space on the server for your website is called

a) Web hosting

b) Domain name

c) Web setup

d) Server setup

(53) Where can the menu of a site be added?

a) In the header

b) In the footer

c) In the sidebar

d) Both a and b

(54) Internet users account for about _____ of the world's population
a) 7%
b) 17%
c) 27%
d) 47%

(55) The largest component of a Web site budget is _____
a) system maintenance
b) system development
c) content design and development
d) telecommunications

(56) Which of the following is a measure of the percentage of purchasers who return to a Web site within a year?
a) loyalty
b) reach
c) recency
d) unique visitors

(57) Which of the following describes paid content's relation to free user-generated content?
a) Free content jeopardizes paid content
b) Paid content jeopardizes free content
c) Free content and paid content can both work in tandem cooperatively
d) Paid content is viable now but will not be in the future

(58) All of the following are technologies used to gather information about you online except _____.
a) spy ware
b) cookies
c) Gmail
d) anonymizers

(59) The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as _____.
a) affiliate marketing
b) viral marketing
c) permission marketing
d) blog marketing

(60) All of the following are reasons more people don't shop online except _____.
a) lack of trust in online merchants
b) lack of convenience
c) inability to touch and feel the product
d) fear of misuse of personal information