



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – BBA(DM)-2021

Course Name – Lead Generation & E-Marketing

Course Code - BBADMC602

(Semester VI)

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) Define lead generation
 - a) Converting leads into sales
 - b) Building brand awareness
 - c) Attracting potential customers to your business
 - d) None of the above
- (ii) Write the purpose of a lead magnet in lead generation
 - a) To attract potential customers
 - b) To build brand loyalty
 - c) To convert leads into sales
 - d) To educate existing customers
- (iii) Predict from the following that is NOT a typical lead generation channel
 - a) Television commercials
 - b) Email marketing
 - c) Search engine optimization (SEO)
 - d) Social media
- (iv) Write an example of inbound lead generation
 - a) Purchasing email lists
 - b) Sending unsolicited emails
 - c) Cold calling
 - d) Content marketing
- (v) Write the role of analytics in lead generation
 - a) To generate leads automatically
 - b) To track the performance of lead generation campaigns
 - c) To convert leads into customers
 - d) All of the above
- (vi) Select the type of landing page is best suited for promoting limited-time offers or discounts
 - a) Click-through landing page
 - b) Lead generation landing page
 - c) Viral landing page
 - d) Squeeze page
- (vii) Select the type of landing page that is ideal for capturing visitor information without distractions
 - a) Splash page
 - b) Lead generation page
 - c) Homepage
 - d) Click-through page
- (viii) Define A/B Testing

- a) A method to assess the performance of only one version of a webpage
 b) A method to compare two different versions of a webpage or app
 c) A method to design webpages without user input
 d) A method to track website traffic
- (ix) Predict the role of user segmentation played in A/B Testing
 a) It allows for personalized testing based on user characteristics
 b) It helps to exclude certain users from the test
 c) It determines the sample size for the test
 d) It is not relevant to A/B Testing
- (x) Select the factor that is essential to consider when determining the frequency of lead nurturing communication
 a) Tailoring the frequency based on the preferences of the leads
 b) Sending messages as often as possible
 c) Sending messages at random intervals
 d) Ignoring leads completely
- (xi) Identify the primary goal of creating a lead nurturing strategy
 a) To generate as many leads as possible
 b) To convert leads into customers through targeted communication
 c) To ignore leads until they convert on their own
 d) To engage leads with irrelevant content
- (xii) Indicate the role of lead magnets in lead generation
 a) They attract potential leads with valuable offers
 b) They decrease website traffic
 c) They repel potential leads
 d) They increase bounce rates
- (xiii) Discuss the type of content that is most likely to generate leads on a blog
 a) Generic information
 b) Short, incomplete articles
 c) Personal anecdotes
 d) Product reviews and comparisons
- (xiv) Distinguish E-Marketing from traditional marketing by
 a) Limited customer interaction
 b) Geographic limitations
 c) Absence of analytics
 d) Digital platforms usage
- (xv) Estimate the role of data analytics in E-Marketing
 a) It restricts access to customer information
 b) It hinders decision-making processes
 c) It eliminates the need for market research
 d) It enables targeted marketing campaigns

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define lead nurturing strategy (3)
3. Explain briefly about lead generation funnel (3)
4. Identify some common elements that can be tested using A/B testing (3)
5. Define Pay per Click (PPC) Advertising (3)
6. Illustrate the advantages of using e-mails for businesses and consumers (3)

OR

- Deduce the strategies can be employed in an e-marketplace to stand out among competitors. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Criticize the way of measuring the effectiveness of business's E-Marketing efforts (5)
8. Differentiate Internet Marketing from Digital Marketing (5)
9. Illustrate the benefits of using a content management system (CMS) for website creation in e-marketing (5)
10. Explain the key elements of an effective landing page (5)

11. Define A/B testing, and state how does it help in optimizing marketing strategies (5)
12. Deduce the role of a relationship-building medium plays in establishing and maintaining customer connections in e-marketing (5)

OR

Criticize the benefit of an e-storefront in a business's e-marketing strategy (5)
