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Library
Brainware University
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – MBA-2024

Course Name – Lead Generation and Marketing Automation

Course Code - MBA40206D

(Semester IV)

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) Select the correct definition of digital lead generation.
 - a) Increasing website traffic only
 - b) Collecting customer data through offline surveys
 - c) Attracting and converting online prospects into potential customers
 - d) Selling products directly through social media
- (ii) Identify the primary objective of digital lead generation.
 - a) Brand awareness only
 - b) Customer retention
 - c) Generating qualified prospects
 - d) Increasing followers
- (iii) Define a lead in digital marketing.
 - a) A website visitor
 - b) A social media follower
 - c) A person who has shown interest by sharing contact information
 - d) An online advertiser
- (iv) Select the advantage of digital lead generation over traditional methods.
 - a) Higher printing costs
 - b) Limited reach
 - c) Measurable and targeted results
 - d) Manual tracking
- (v) Define conversion in lead generation.
 - a) Visiting a website
 - b) Clicking an ad
 - c) Completing a desired action like filling a form
 - d) Watching a video
- (vi) Identify the metric used to measure lead generation success.
 - a) Bounce rate
 - b) Cost per lead (CPL)
 - c) Page views
 - d) Impressions
- (vii) Define landing page in digital marketing.
 - a) Homepage of a website
 - b) A page designed to capture leads
 - c) A social media profile
 - d) A blog article

