

BRAINWARE UNIVERSITY

Term End Examination 2021 - 22 **Programme – Master of Business Administration** Course Name – Digital and Social Media Marketing **Course Code - MM402** (Semester IV)

Time allotted: 1 Hrs.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) Marketing that moves away from a	a transaction-based effort to a conversation (i.e.
two-way dialogue) and can be desc	cribed as a situation or mechanism through which
marketers and a customer (e.g. stal	keholders) interact usually in real-time is known
as:	
a) Digital marketing	b) Interactive marketing

b) Interactive marketing

c) Direct marketing

d) Electronic marketing

(2) 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
- (3) In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:
 - a) Internet marketing

b) Search marketing

c) Email marketing

- d) Mobile marketing
- (4) The development of digital media and the rise of Web 2.0 (i.e. the social web) technology saw a further evolution in marketing away from a hierarchical one-sided mass communication model. Web 2.0 used more participatory technologies, (e.g. social channels and online communities), rather than just information or transactional channels. What is the focus of this social web?

a) Marketer

b) User

c) System

- d) Web platform
- (5) 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 (DAO)
- d) Pay Per Click (PPC)

(6) is a form of digital marketing	that describes the use of the social web
and social media (e.g. social networks, online online collaborative technology for marketing	
research, distribution or customer service.	, , , , , , , , , , , , , , , , , , ,
a) Pay Per Click (PPC)	b) Digital Asset Optimization (DAO)
c) Social Media Marketing (SMM)	d) Search Engine Optimization (SEO)
(7) Websites translated for wireless devices to acc display adverts are known as:	cess and download content and to
a) GPS	b) IVR
c) WAP sites	d) Apps
(8) This refers to branded software applications for access added-value information, customer ser when they want it:	for mobile devices that consumers use to
a) WAP sites	b) Apps
c) IVR	d) Viral
(9) This is the process of marketing accomplished of electronic devices, appliances, tools, technic	
a) Electronic marketing	b) Interactive marketing
c) Internet marketing	d) Direct marketing
(10) Which of the following is not one of major co advertising to increase brand awareness and e	-
a) Cost	b) Intrusive
c) Interactivity	d) Timeliness
(11) A database of information that is maintained by category and subcategory with categorization	· •
a) Opt-in email	b) Consent marketing
c) Spam	d) Opt-out email
(12) The next iteration of the web, which will be clarificially intelligent, thereby recognizing limsources, allowing the prediction of audience retrieves to as:	ks and relationships between data
a) Web 3.0	b) Web 2.0
c) Web 1.0	d) Web 4.0
(13) Targeting overseas markets through the online	e channel is an example of:
a) Market development	b) Market penetration
c) Product development	d) Diversification
(14) The direct online revenue contribution will be	e of most relevance to
a) A beverages brand	b) An online grocery retailer
c) A car manufacturer	d) A portal
(15) For an existing organization, typical stages of	e-commerce development are:
a) Transactions, image and product information, information collection, customer support	b) Information collection, image and product information, customer support, transactions
 c) Image and product information, customer support, transactions, information collection 	d) None of these

(16) Content is the element of the online value prop	osition which refers to:
a) Personalization of content and services	b) Favorable online promotions and offers
c) Participation and interaction	d) In-depth relevant content
(17) Myers et al. (2004) say: customers may always their own preferences often increases a compar opportunities to boost revenues. Instead custom characteristics and value] must be guided to the or service.	ny's costs while leaving untapped ners [segments with different
a) channels	b) intermediaries
c) search engines	d) portals
(18) A website's front - or home page should include	e
a) A lengthy description of the organization	b) Logos depicting awards the site's designers have received
c) Links to other websites	d) None of these
(19) Website development should be considered a p	project because
a) Once the website is complete, there is nothing more to do	b) It helps with determining the budget
c) It helps with the planning of the site's development	d) It should not be treated as a project
(20) The main focus of the BBC website is in which	n category?
a) Social network	b) Brand-building
c) Relationship-building	d) Media or publisher
(21) The website of a business-to-business company which category of website?	y which does not sell online belongs in
a) Social network	b) Transactional
c) Media or publisher	d) Relationship-building
(22) The main outcome that is required from a webs	site offering laser eye treatment is:
a) To increase engagement with the audience	b) To connect the audience with relevant content
 c) To generate potential sales leads which are likely to be converted offline 	d) To achieve a sale
(23) The main outcome that is required from a publ	isher's website is:
a) To generate potential sales leads which are likely to be converted offline	b) To achieve a sale
c) To connect the audience with relevant content	d) To increase engagement with the audience
(24) E-business is:	
a) An organisation using electronic media to purchase from to its suppliers	b) Any electronically mediated communication between an organisation and its stakeholders
 c) The use of electronic communications for all business processes 	d) An organisation using electronic media to sell direct to its customers
(25) The benefit of digital marketing that involves i example through survey and polls, is known as	· · · · · · · · · · · · · · · · · · ·
a) Save	b) Sizzle
c) Speak	d) Serve

(26) The number of characters recommended for Ti	itle Tag?
a) 120	b) 250
c) 70	d) 100
(27) If a website's search engines get saturated with by 20%, what is it exactly?	n respect to a particular search engine
a) 20% of the web pages of the website have been indexed by the search engine	b) 20% of the website's pages will never be indexed
c) Only 20% of the pages of the website will be indexed by the search engine	d) The website ranks in the first 20% of all websites indexed by the search engine for its most important search terms
(28) What is the term for Optimization strategies the reputability?	at are in an unknown area of
a) Blue hat techniques	b) Orange hat techniques
c) Grey hat techniques	d) Shady hat techniques
(29) Which of the following search engines offers a keywords?	a list of the top 50 most searched
a) AOL	b) Yahoo
c) Google	d) Lycos
(30) A Hallway Page is used to:	
 a) Attract visitors straight onto the Hallway Page 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 Doorway Pages
(31) 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
(32) What is the name for Facebook's ranking algor	rithm?
a) Like Rank	b) Face Rank
c) Page Rank	d) Edge Rank
(33) Which of the following best describes third-pa	arty apps interacting with Facebook?
a) AoF calls	b) AFI calls
c) API calls	d) alk3 calls
(34) What does NFO stand for?	
a) Network/Feed Organization	b) Novel Feature Orientation
c) News Feed Optimization	d) No Fee Operation
(35) What button can be installed on outside webpa fan of your page?	ages to allow consumers to become a
a) Like Button	b) Feed Button
c) F - Button	d) Fan Button
(36) What allows users to share their location on Fa	acebook?
a) Pin-Points	b) Check-Ins
c) Shout-Outs	d) Four-Squares
(37) Where can you see statistics of your posts on F	Facebook?

a) Analytics	b) See who like
c) Insights	d) Settings
(38) What symbol does Facebook use to mark verifi	ied pages?
a) The letters "OK"	b) A star
c) A check mark	d) A hand giving a thumbs-up signal
(39) Which of the following is *NOT* a type of pro	omotion offered by Facebook Offers?
a) Online	b) In Store
c) Traditional Media	d) All of these
(40) What is the purpose of the 'star' action in your of	company profile?
a) Make your most important post stay at the top of your Page for 7 days	b) Note a post for later reference
c) Share a post with your top followers	d) Highlight important stories by making them larger and more visible
(41) In terms of Facebook's ranking algorithm, what	t does "weight" refer to?
a) The amount of comments, likes, etc. a content post receives	b) How often a profile produces content
c) How many highly ranked content posts a profile has in a given week	d) How many followers/friends a company has
(42) How are Facebook ads paid for?	
a) Keyword bids	b) Demographic bids
c) Cost-per-like	d) CPC & CPM
(43) In "Page Insights", the "Total Reach" metric sta	ands for:
a) The number of unique people who are friends with your fans, including your current fans	b) The number of unique users who have encountered any content associated with your page (including ads or sponsored stories pointing to your page) in the last seven days
c) The number of unique users who have encountered any content associated with your page since its launch	d) The number of unique users who have encountered any content associated with your page (not including ads or sponsored stories pointing to your page) in the last month
(44) What is the purpose of the 'pin' action in your c	company profile?
a) Attach a post to a specific demographic	b) Make your most important post stay at the top of your Page for 7 days
c) Highlight important stories by making them larger and more visible	d) Attach a post to a specific interest
(45) What icon can one attach to in-store flyers, pos to their Facebook page?	ters, etc. to direct mobile consumers
a) QR codes	b) Instagrams
c) Hyperlinks	d) Edge Rank
(46) What search revolutionizing feature has Facebo	ook recently released?
a) Graph Search	b) Edge Search
c) Friend Search	d) Glass Door Search
(47) Which of the following is NOT considered in F	Gaabaakka nagatiya faadbaak matria?

a) When a post is hidden	b) When a post or page receives a negative comment
c) When a page is marked as spam	d) When a page is unliked
(48) Google Ad words Uses To Target Your	Ads To Users Searching On Google.
a) Contextual Targeting	b) Keyword-Based Advertising
c) Natural Search Results	d) Site-Targeted Advertising
(49) A Regular Text Ad Headline Has A Limit Of _	Characters, Including Spaces.
a) 35	b) 40
c) 25	d) 20
(50) The Last Line Of An Adwords Ad Is Called Th	ne
a) Display URL	b) Email Address
c) Destination Address	d) Web URL
(51) Google Ads Can Be Targeted To	
a) Any Language Or Location Available Worldwide	b) All Locations Except For Antarctica
c) Different Locations Within The Same Adwords Campaign	d) English Speakers In The U.S. Only
(52) Your Ads Appear On Google	
 a) When A User Searches Using A Keyword You Have Included In Your Campaign 	b) Before You Enter Your Billing Information
c) Primarily On The Left-Hand Side Of The Page	d) In A Blue Or Red Font
(53) Your Destination URL Cannot	<u>_</u> .
a) Link To A Sign-Up Or Check-Out Page	b) Link To A Secure Site
c) Link To A Website That Is Under Construction	d) Link Directly To Your Homepage
(54) Which Of The Following Would Be An Examp	ole Of A Valid Display URL?
a) http://www.acm.org/sigmod	b) www.google.com
c) www.ann.in	d) http:/www.acm.org/sigmod/
(55) This extra information is usually maintained in	the form of a at the client.
a) Cookie	b) History
c) Remainder	d) None of these
(56) Which Of The Following Is An Example Of A	Call-To-Action Phrase?
a) Best Of The Web	b) Lowest Prices
c) Buy Here	d) Personalized Service
(57) When Will Google Begin A Trademark Investi	gation?
 a) As Soon As Google's Technology System Identifies Trademark Violations 	b) As Soon As Google Receives A Phone Call Requesting An Investigation
c) As Soon As Google Receives An Email. The Claim Form Can Be Sent Later	d) After All Mandatory Information Included In A Claim Are Received
(58) Which Of The Following Is True About Your C	Cost-Per-Click (CPC) Bid?

a) You Can Set a CPC Bid For Each Ad b) Cost-Per-Click (CPC) Bid Is Always \$0.05 Group Or Keyword In Your Campaign c) There Is A Limit On The Number Of Times d) Google Always Sets Your CPC Bid For You Can Change Your CPC Bid You (59) Google Determines Your Keyword's Quality Score By Considering All Of The Following Factors, Except _____. a) Cost-Per-Click (CPC) Bid b) Click through Rate (CTR) c) Relevance Of Your Ad Text d) Historical Keyword Performance (60) On Search Result Pages, Our System Determines Your Ad's Rank Based On _____. a) Your Keyword's Quality Score On Google b) Only Your CPC Bid And Its Cost-Per-Click (CPC) Bid d) Your Website's Performance In Google's c) The Length Of Time You Have Been An Ad words Advertiser Natural Search Results