



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 transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

a) Digital 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)

- (16) Content is the element of the online value proposition 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 be right, but allowing them to follow their own preferences often increases a company's costs while leaving untapped opportunities to boost revenues. Instead customers [segments with different characteristics and value] must be guided to the right mix of _____ for each product or service.
- a) channels
 - b) intermediaries
 - c) search engines
 - d) portals
- (18) A website's front - or home page should include ...
- 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 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 category?
- a) Social network
 - b) Brand-building
 - c) Relationship-building
 - d) Media or publisher
- (21) 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
- (22) 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 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 publisher'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 interactivity with web users, for example through survey and polls, is known as the _____ benefit.
- a) Save
 - b) Sizzle
 - c) Speak
 - d) Serve

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

- a) You Can Set a CPC Bid For Each Ad Group Or Keyword In Your Campaign
- b) Cost-Per-Click (CPC) Bid Is Always \$0.05
- c) There Is A Limit On The Number Of Times You Can Change Your CPC Bid
- d) Google Always Sets Your CPC Bid For 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 And Its Cost-Per-Click (CPC) Bid
- b) Only Your CPC Bid
- c) The Length Of Time You Have Been An Ad words Advertiser
- d) Your Website's Performance In Google's Natural Search Results