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Question Paper Version : A

**Fifth Semester B.E. Degree Examination, Dec.2023/Jan.2024****Digital Marketing**

Time: 1 hr.]

[Max. Marks: 50

**INSTRUCTIONS TO THE CANDIDATES**

1. Answer all the **fifty** questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. ----- behavior can also be forward looking  
a) online businessman                      b) marketing person  
c) online consumer                            d) online customer
  2. ----- are system based on the internet that is able to create, accelerate or transmit product value from producer to the terminal  
a) channels of digital marketing              b) social media  
c) search engine                                d) SEM
  3. State the **SEO** important one  
a) organic search      b) increasing visibilities      c) Reach      d) conversations
  4. Digital marketing development since -----  
a) 1990 and 2000      b) 1980 and 1990      c) 2000 and 2003      d) 1985 and 1999
  5. Digital platform are increasing in corporate into  
a) productivity      b) customer satisfaction      c) Marketing plans      d) Business plan
  6. Marketing is the management process responsible for anticipating and satisfying customer requirement profitability  
a) supplying      b) listening      c) researching      d) indentifying
  7. What does the term CPM refer to?  
a) cost per hundred      b) cost per million      c) cost per thousand      d) none of these
  8. What does the term CPA refer to?  
a) cost-per-ad      b) cost per analysis      c) cost per acquisition      d) none of these
  9. View the illustration shown and identify the ad format indicated with green arrow. Choose the one of the following :  
a) leader board      b) info graphic      c) skyscraper      d) button ad
  10. What are the ads that increase in size on "mouse over" called? Choose one of the following :  
a) expandable ads      b) banner ads      c) dynamic adds      d) floating ads

11. Does a social medium affect SEO?  
 a) It can but indirectly  
 b) It can but directly  
 c) It can but not possible  
 d) It can if possible
12. Explain MMS  
 a) Media message service  
 b) Message media service  
 c) Multimedia message service  
 d) None of the above
13. Digital marketing is available in -----  
 a) 27/4  
 b) 24/7  
 c) 7/24  
 d) 4/27
14. ----- web development and hosting are some of the most useful platform for online marketing.  
 a) search engine  
 b) SEO  
 c) System engine operation  
 d) PPY
15. The digital marketing is divided into ----- segments  
 a) 5  
 b) 6  
 c) 2  
 d) 3
16. A digital marketing ----- product of a company  
 a) Indirect  
 b) specific  
 c) direct  
 d) none of the above
17. Its combinations of quality, service and price  
 a) marketing value triad  
 b) customer value triad  
 c) customers satisfaction triad  
 d) service quality triad
18. ----- buy products and ----- use product  
 a) consumer and customer  
 b) consumer and consumer  
 c) Buyers and sellers  
 d) sellers and customers
19. The skimming, penetration, bargaining and bounding are decided in the ----- of marketing mix strategy.  
 a) price decision  
 b) place decision  
 c) product decision  
 d) promotion decision
20. The ----- identifies the product (or) brand  
 a) condition  
 b) advertisement  
 c) label  
 d) ICON
21. ----- involves purchase from various source and assemble at one place involved creation and maintenance of the stock of goods purchases and ----- involves transfer of ownership of the goods.  
 a) Selling and buying  
 b) Assembling and selling  
 c) Buying and assembling  
 d) Assembling and buying
22. What are 4 "PS" in marketing  
 a) product, price, population, promotion  
 b) product, place, price promotion  
 c) product, price, place, promotion  
 d) product, population, price, promotion
23. What is the full form of "SBU"?  
 a) strategic buyers unit  
 b) static business utility  
 c) supportive buyer's utility  
 d) strategic business utility
24. Out of 4 PS in the marketing mix three are product, promotion and price, which is the 4<sup>th</sup> P  
 a) purpose  
 b) place  
 c) pursuit  
 d) promotion
25. Which of the following is not a part of marketing communication mix?  
 a) Telemarketing  
 b) Public relations  
 c) Sales promotion  
 d) Advertising
26. ----- is any type of product or services to reach more people to aware of your product or service.  
 a) SEO  
 b) SEM  
 c) Pay per click  
 d) Visibility

27. ----- consists of preselected visitors arriving to a website who have already expressed an interest in the site's subject  
 a) Targeted Traffic    b) Digital marketing    c) Constant marketing    d) Email marketing
28. What is the search Engine Optimization Process?  
 a) Keyword Research > Reporting and Goal Setting > Content planning > Page optimization > Follow up Reporting and Analysis > Social and link building  
 b) Keyword research > Reporting and Goal Setting > Content building > Page optimization > Social and link building > Follow up Reporting and Analysis  
 c) Keyword Research > Reporting and Goal setting > Follow up reporting and analysis > Page optimization > social and link building > Content Building  
 d) Keyword Research > Follow up Reporting and analysis > Content building > page optimization > Social and character building > Reporting and Global setting
29. What is off-page optimization primarily concerned with?  
 a) Building an overall online reputation  
 b) Enhancing the time it takes to make long term process  
 c) Acquiring backlinks to your page from authority sites in your niche  
 d) Improving your website overall "authority" on the web.
30. What is Google Authorship?  
 a) A tool which allows you to share content to Google website in the search engine  
 b) A ranking system which increase the visibility of your website in the search engine  
 c) A new way to connect with others on Google  
 d) A feature which shows the picture and name of an author with his articles in Google search Results.
31. Which among the following is not a search engine  
 a) Facebook                      b) Yahoo                      c) Bing                      d) Google
32. What does SE RP means?  
 a) Search Engine Result Page                      b) Search Engine Resource Page  
 c) Search Engine Result Programme              d) Search Engine Resource Programme
33. A word on a web page that, when clicked, opens another document  
 a) anchor                      b) URL                      c) hyper link                      d) reference
34. The best way to improve search engine ranking is with  
 a) video                      b) A blog  
 c) Having at least 500 words of text per page    d) Using a lot of graphics per page
35. The ---- pays a major role in better content creations  
 a) Icon                      b) keyword                      c) description                      d) viewport
36. The customer resource pages of a company on "Facebook" are an example of  
 a) Viral marketing    b) Digital marketing    c) Network marketing    d) Referral marketing
37. Publishing ads through Facebook would fall under which media type?  
 a) owned media, because of your facebook page  
 b) social media channel  
 c) paid media  
 d) depends on the campaign parameters you add to your lading page link
38. Name the features offered by linkedIn for paid business accounts  
 a) Facilitate posting pictures  
 b) Facilitate to connect directly and send message to people  
 c) Ability to post in groups and create a group  
 d) Ability to block users

39. What is “websites and applications that enable users to create and share content or to participate in social networking?”
- a) search engine      b) Browser      c) Internet      d) Social media
40. Identify the disadvantage of social media
- a) Reach your target audience      b) Create organic content  
c) Risk of security breach      d) Increase brand visibility
41. What is the purpose of pay per click advertising?
- a) To increase brand awareness      b) To attract targeted customers  
c) To increase organic visits to a website      d) To buy visits to a website
42. How does Google Adwords work?
- a) There is no cost associated with using Adwords  
b) Ads are displayed in the same order for everyone  
c) Ad words ranks ads based on their Quality score only  
d) Google adwords uses the bidding system to rank the listings
43. What are the three important terms of Ad words?
- a) Quality score, Maximum Bid, and Budget  
b) Quality score, Impression Rate, and Budge  
c) Cost per click, cost per impression or cost per conversion  
d) Maximum Bid, Impression Rate and cost per conversion
44. How can online reputation management help to protect a brands online presence?
- a) By monitoring the brands online presence  
b) By posting positive comments about the brand  
c) By taking care of small negative comments and low star ratings  
d) By launching full scale PR campaigns
45. What is the purpose of online reputation management
- a) To create positive publicity  
b) To actively monitor mentions of brand on websites and social media and to respond to negative customer comments or stories in the media  
c) To delete malicious posts or comments  
d) To increase brand presence
46. Affiliates receive a percentage of each sale’s -----
- a) profit      b) loss      c) average profit      d) average loss
47. In the email campaign, ----- delivers the advertisements into the group of targeted customers.
- a) Spoofing      b) Indirect email marketing  
c) Direct email marketing      d) Spamming
48. In order to identify users, web analytics tools need to report on?
- a) user sessions      b) unique users      c) page views      d) bounce rate
49. Which merit would accurately indicate the success of the latest facebook post?
- a) Likes and click through      b) Impressions and click through  
c) Reach and engagement      d) Sessions and page views
50. When a customer clicks on your PPC ad, they arrive on your ---- page.
- a) Home      b) About      c) Landing      d) Contact

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