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Question Paper Version : A

Fourth Semester B.E. Degree Examination, June/July 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. What is the primary goal of digital marketing?
a) Generating leads offline
b) Increasing prime advertising
c) Driving profitable action through digital channels
d) Focusing safely on television commercials
 2. What advantage does digital marketing offer over traditional marketing?
a) Limited precision and measurability
b) Inability to target specific audiences
c) Lack of interactivity with customers
d) Greater precision, measurability and interactivity
 3. What type of emails are sent to new subscribers or customers to introduce them to a brand?
a) Promotional emails
b) Transactional emails
c) Welcome emails
d) Newsletter emails
 4. Which email type is designed to promote specific products, services or promotions?
a) Welcome emails
b) Promotional emails
c) Transactional emails
d) Newsletter emails
 5. What does Search Engine Optimization (SEO) primarily involves?
a) Optimizing content for social media platform
b) Enhancing website visibility in search engine results
c) Creating promotional emails
d) Developing TV commercial

6. What is the primary focus of affiliate marketing?
 - a) Creating engaging social media content
 - b) Leveraging third party affiliates to promote products
 - c) Optimizing website for search engine ranking
 - d) Sending promotional emails to subscribers
7. In which decade did the birth of the internet lay the foundation for digital marketing?
 - a) 1960s – 1970s
 - b) 1970s-1980s
 - c) 1980s – 1990s
 - d) 1990s – 2000s
8. Which era saw the rise of social media platforms like Facebook and Twitter?
 - a) 1970s
 - b) 1980s
 - c) 1990s
 - d) 2000s
9. Which technology began to play a significant role in digital marketing in the 2010s, enabling advanced targeting and personalization?
 - a) Artificial Intelligence
 - b) Virtual reality
 - c) Block chain
 - d) Voice search
10. What did the late 1990s see the size of, which became a form of digital advertising displayed on website?
 - a) Social media platform
 - b) Search engines
 - c) Banner ads
 - d) Email marketing
11. What is the primary focus of Instagram?
 - a) Professional networking
 - b) Visual story telling
 - c) Microblogging
 - d) Event planning
12. Which social media platform is known for its brevity limiting posts to 280 characters?
 - a) Facebook
 - b) LinkedIn
 - c) Twitter
 - d) Pinterest
13. What is the primary purpose of LinkedIn?
 - a) Photosharing
 - b) Professional networking
 - c) Visual discovery
 - d) Do-it yourself (DIY) projects
14. What type of content does Youtube primarily focus on?
 - a) Text based articles
 - b) Short form videos
 - c) Visual story telling
 - d) Professional networking
15. What year Facebook launched?
 - a) 2003
 - b) 2004
 - c) 2005
 - d) 2006
16. What is the primary focus of Google+?
 - a) Professional networking
 - b) Visual story telling
 - c) Microblogging
 - d) Integrated Google services
17. What is the primary focus of Pinterest?
 - a) Professional networking
 - b) Visual discovery and inspiration
 - c) Microblogging
 - d) Video sharing
18. What is the primary focus of Google currents?
 - a) Social networking
 - b) Professional networking
 - c) Video sharing
 - d) Enterprise use within Google workspace

19. Which platform offers advertising options such as Display Ads?
a) Facebook
b) Pinterest
c) LinkedIn
d) Instagram
20. What is the primary purpose of Instagram shopping?
a) Sharing long form videos
b) Selling products directly through the app
c) Creating photo albums
d) Sending direct messages
21. What is the first step in acquiring and engaging users through digital channels?
a) Creating compelling content
b) Defining your target audience
c) Implementing email marketing
d) Leveraging paid advertising
22. What does PPC stand for in digital marketing?
a) Pay-per-content
b) Pay-per-click
c) Post-performance calculation
d) Pay-per customer
23. What is the primary focus of influencer marketing?
a) Targeting specific keywords
b) Creating compelling content
c) Building relationship with customers
d) Partnering with individuals with a large following
24. What is the importance of iterating and optimizing in digital marketing?
a) It reduces marketing cost
b) It maximizes ROI
c) It creates new digital channels
d) It eliminates the need for content creation.
25. What is emphasized in the section about mobile video marketing?
a) Providing in depth product information
b) Creating visually appealing content
c) Leveraging influencers partnerships
d) Focusing on desktop users
26. What type of content performs better on social media platforms?
a) Text only content
b) Visually appealing content
c) Lengthy articles
d) Plain text content
27. What is the significance of hashtags in social media marketing?
a) They reduce the visibility of content
b) They increase the engagement rate
c) They eliminate the need for content creation
d) They have no impact on social media performance.
28. What is the purpose of running contests and give away in social media marketing?
a) To discourage audience participation
b) To reduce engagement
c) To drive engagement and expand reach
d) To eliminate user interaction
29. What is emphasized in the section about SMS marketing?
a) Email marketing
b) Social media sharing
c) Sending targeted messages to users mobile phones
d) Search engine optimization

30. What is the primary goal of Search Engine Optimization (SEO)?
 - a) Increase website traffic through paid ads
 - b) Improving website visibility and ranking in search engine results
 - c) Engaging users on social media platforms
 - d) Building mobile apps
31. What does PR stand for in "Online P.R."?
 - a) Public relations
 - b) Personal responsibility
 - c) Product recognition
 - d) Production research
32. What does ROI stand for in the context of digital strategies?
 - a) Return on Investment
 - b) Reach of Influence
 - c) Revenue overhead Index
 - d) Resource optimization indicator
33. What is the key aspect of effective online reputation management?
 - a) Ignoring customer feedback
 - b) Responding promptly to customers
 - c) Deleting negating comments and reviews
 - d) Avoiding social media presence
34. Which of the following is NOT a digital leadership principle?
 - a) Adaptability
 - b) Centralization
 - c) Transparency
 - d) Innovation
35. Which of the following is a characteristic of effective digital leadership?
 - a) Resistance to change
 - b) Decentralized decision-making
 - c) Clear communication and vision
 - d) Lack of adaptability
36. In the context of online reputation management, what does ORM stand for?
 - a) Online Review management
 - b) Organic Reach maximization
 - c) Online Reputation management
 - d) Optimal response metrics
37. How does digital marketing contribute to brand awareness?
 - a) By limiting online presence
 - b) By avoiding social media platforms
 - c) By engaging with customers through various digital channels
 - d) By ignoring customer feedback
38. Which of the following is NOT a common digital marketing tactic?
 - a) Search engine optimization
 - b) Email marketing
 - c) Newspaper advertising
 - d) Social media marketing
39. Which of the following is not a component of ROI in digital strategies?
 - a) Cost
 - b) Revenue
 - c) Engagement
 - d) Investment
40. What is a fundamental aspect of digital transformation?
 - a) Embracing the status quo
 - b) Avoiding technological advancements
 - c) Fostering innovation and adaptability
 - d) Maintaining traditional business practices
41. What is the primary focus of digital innovation?
 - a) Traditional marketing techniques
 - b) Embracing emerging technologies
 - c) Maintaining status quo
 - d) Offline communication strategies
42. Which of the following is a key concern regarding security in digital marketing?
 - a) Customer engagement
 - b) Privacy protection
 - c) Increased brand visibility
 - d) Faster communication channel

43. What is Co-creation in the context of online communities?
a) Creating online content alone b) Collaboration with competitors
c) Involving customers in product development d) Automated content generation
44. Which of the following best describes the concept of online communities?
a) Isolation of individuals b) Collaboration among competitors
c) Virtual spaces for like minded individuals d) Exclusion of customer feedback
45. What does considering the global context entail in digital marketing?
a) Focusing solely on local trends
b) Ignoring international market dynamics
c) Considering trends across different countries
d) Limiting marketing efforts to a single region
46. What characterizes the contemporary digital revolution?
a) Embracing traditional method b) Rapid technological advancement
c) Decrease in online activities d) Restricted access to digital tools
47. What type of mobile marketing involves sending multimedia messages (MMS) to subscribers that include images, videos or audio content?
a) SMS marketing b) MMS marketing c) Mobile marketing d) Push notification
48. Which type of email is sent to remind subscribers who have added items to their shopping cart but have not completed the purchase?
a) Welcome email b) Abandoned cart email
c) Re-engagement email d) Promotional email
49. Which social media platform is best suited for sharing short, timely updates and news?
a) Facebook b) Twitter
c) LinkedIn d) Instagram
50. What is the primary advantage of using push notification in mobile marketing?
a) Direct communication channel b) Wide reach
c) Low cost d) Immediate delivery

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