

S.NO: 22N1- UCS

Course Code: BVXQ

A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM

(AUTONOMOUS)

B.Voc (Software) Degree Examination

V Semester – November – 2022

SCC X – DIGITAL MARKETING PLAN, STRATEGY AND CAMPAIGN

Time: 3 hours

Maximum Marks: 50

50X1.5=75

Choose the Correct answer

1. Which of the following is incorrect about digital marketing?
 - a) Digital marketing can only be done offline
 - b) Digital marketing cannot be done offline.
 - c) Digital marketing requires electronic devices for promoting goods and services.
 - d) In general, digital marketing can be understood as online marketing, web marketing, and e-mail marketing.

2. How many types of pillars do we have in digital marketing?
 - a) 1
 - b) 2
 - c) 3
 - d) 4

3. Which of the following is involved in the digital marketing process?
 - a) RSA
 - b) Voice Broadcasting
 - c) Podcasting
 - d) All of the above

4. What is considered while creating a front page of the website or homepage?
 - a) References of other websites
 - b) A brief elaboration about the company
 - c) Logos portraying the number of awards won by the web designer
 - d) None of the above

5. Which of the following is the correct depiction of optimization strategy?
 - a) Orange Hat Techniques
 - b) Grey Hat Techniques
 - c) Shady Hat Techniques
 - d) Blue Hat Techniques

6. Which of the following is the correct name for Facebook's ranking algorithm?
- a) Face Rank
 - b) Edge Rank
 - c) Like Rank
 - d) Page Rank
7. Name the features offered by LinkedIn for paid business accounts.
- a) Facilitate posting pictures
 - b) Facilitate to connect directly and send messages to people
 - c) Ability to post in Groups and create a Group
 - d) Ability to block users
8. Which of the following is the correct abbreviation CMS?
- a) Content Maintenance Site
 - b) Content Maintenance System
 - c) Content Management System
 - d) Content Marketing System
9. Which of the following are essentially required to make a business case for content marketing?
- a) Industry best practices.
 - b) Objectives and KPIs.
 - c) Impacts and challenges.
 - d) All of the above
10. Which of the following features corresponds to the role of the lead nurturing platform?
- a) A/B Testing
 - b) Campaigning
 - c) Landing Page Creation
 - d) All of the above
11. _____ plays a vital role in persuading the open rates.
- a) Word choice
 - b) Industry
 - c) Personalization
 - d) None of the above
12. Which of the following is the most common delivery channel in terms of mobile marketing?
- a) Graphic
 - b) Text
 - c) Voice call
 - d) Search engine marketing

13. In order to assess the maximum revenue generated by an Ad on the app, which of the following metrics is chosen by the developer?
- a) eCPI
 - b) eCOM
 - c) eCPA
 - d) None of the above
14. The affinity audience can be defined as _____.
- a) A user similar to that of your remarketing list
 - b) A marketing user who is willing to make a purchase
 - c) A user showing a continuous interest in the matter
 - d) A user similar to that of your customer list
15. What is the need to analyze digital analytics?
- a) For making better decisions related to the business
 - b) For generating higher revenue from the website
 - c) To define genuine customers for your business
 - d) For appealing more users to drive more traffic
16. The hyperlink refers to a _____.
- a) Inbound link
 - b) Outbound link
 - c) IFTTT link
 - d) KPI link
17. The main advantage of online advertisement is _____.
- a) Low-cost promotional strategy
 - b) Online advertising is promotional as well as informational
 - c) Trackable
 - d) All of the above
18. SEO stands for _____.
- a) Search Engine Optimization
 - b) Search Engine Optimum
 - c) Search Electronic Optimization
 - d) None of the above
19. Which of the following items search engines don't want?
- a) keyword stuffing
 - b) buying links
 - c) poor user experience
 - d) All of the above

20. Which of the following free tools/websites could help you identify which city in the world has the largest search for the keyword : "six sigma"?
- a) Alexa
 - b) Google Trends
 - c) Google Traker
 - d) WordTracker
21. Pages that are linked from other search engine is known as _____.
- a) crawled pages
 - b) indexed pages
 - c) unindexed pages
 - d) root pages
22. How much time period is required to get a Google page ranking?
- a) 2 week
 - b) 1 week
 - c) 2 months
 - d) More than 3 months
23. The number of characters recommended for Title Tag?
- a) 100
 - b) 70
 - c) 150
 - d) 50
24. Which form of redirect/meta tag will transfer the most authority to the directed page?
- a) Canonical
 - b) 301
 - c) 302
 - d) 303
25. Which of the following is a type of digital marketing activity?
- a) Email marketing.
 - b) Social web marketing.
 - c) Viral marketing.
 - d) All of the above
26. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:
- a) Web 2.0.
 - b) Web 3.0.
 - c) Web 1.0.
 - d) Web 3.0.

27. Up to ____ of online experiences happening to people usually begin by using a search engine.
- a) A. 0.85
 - b) B. 0.9
 - c) C. 0.93
 - d) D. 0.97
28. _____ help in providing the user the gist of what is the article about.
- a) Meta Description
 - b) Meta tags
 - c) Meta Description or Meta tags
 - d) None of the above
29. Which one of the following statements is true?
- a) LinkedIn works best for B2B organizations
 - b) Pinterest is great for driving traffic to your product catalog on your website
 - c) Facebook is excellent for businesses that operate in the consumer market
 - d) All of the above
30. How would you describe what multi-channel attribution does?
- a) Gives the conversion credit to the first click
 - b) Assigns equal percentages for conversions to every step
 - c) Accredits deserving touch points along the conversion journey
 - d) Gives the conversion credit to the last click
31. What is an ad group?
- a) An ad group is a collection of related keywords and ads.
 - b) An ad group is a collection of related ads.
 - c) An ad group is a collection of related campaign settings and ads.
 - d) An ad group is a library of your ads grouped by category.
32. Social networks are organized primarily around _____.
- a) brands
 - b) people
 - c) discussions
 - d) interests
33. What is the name for Facebook's ranking algorithm?
- a) Like Rank
 - b) Face rank
 - c) Page rank
 - d) Edge rank
34. What is meant by "micro-blogging"?
- a) Blogs which are posted by companies, not individuals
 - b) Blogs with limited individual posts, limited by character count typically
 - c) Blogging from mobile devices
 - d) All of the above

35. Why is it important to post to a blog regularly?
- It reduces the cost per blog post
 - It gives the social media marketing specialist something to do
 - It allows more chances for the company to put down the competition
 - Keep readers engaged and also gives search engines content to index
36. How is site traffic useful in evaluating marketing?
- Overall site traffic can be followed and a general idea of marketing's impact on it can be determined
 - There is no correlation site traffic and marketing
 - Ads can send receivers to a specific landing page, which can be tracked
 - Product sales from the company website can be attributed directly to the marketing campaign
37. What is another term for "social media"?
- Advertising Socialization
 - Consumer Generated Media
 - Media Optimization
 - Consumer Media Advertising
38. What is meant by "Marketing Creative"?
- The employees in the marketing department
 - The methods used to distribute marketing material
 - The branding image of the company
 - The content for marketing and its creative aspect
39. Which of the following is not a goal of Content Marketing?
- Engagement
 - Sales
 - Customer novice
 - Up-selling
40. The word "blog" is a shortened version of _____.
- weblog
 - weblog
 - welog
 - vlog
41. What is the full form of CMS?
- Content Maintaince System
 - Content Management Site
 - Content Management System
 - Content Marketing System
42. Which group is the MOST likely to resist becoming part of a dedicated Content Marketing group?
- Email Marketing
 - Public Relations
 - Social Media Marketing
 - Video Marketing

43. Digital Marketing Disciplines That Create -----
- Engagement
 - Subscribe
 - Awareness
 - Convert
44. ----- them through some form of content that provides entertainment, information, or both
- Engage
 - Promote
 - Convert
 - Excite
45. ----- your prospect knows who you are and has engaged with you in some way or another
- Subscribe
 - Awareness
 - Information
 - Convert
46. An advocate is someone who speaks positively about your
- Brand
 - Business
 - Podcasts
 - Promote
47. Actively seeking to spread the word about your-----
- Brands, products, and services
 - Sales, goods, and services
 - Products, sales, and services
 - Goods, sales and products
48. Way promote a business with social media is -----
- You company, services, and products
 - Many contacts as possible
 - Offer a lot of helpful
 - potential clients to visit your website
49. Ever note sends you these -----when you sign up for a new account
- Business email
 - Organization email
 - Educational email
 - Personal email
50. _____ became the first full service advertising agency.
- N.W.Ayer& Son
 - FCB Ulka Advertising Ltd
 - Ogilvy & Mather.
 - William Taylor

