

**S.NO: 22N1- UCX**

**Course Code: BVXR**

**A.D.M.COLLEGE FOR WOMEN, NAGAPATTINAM**

**(AUTONOMOUS)**

**B.Voc (Software) Degree Examination**

**V Semester – November – 2022**

**SCC XI – OPTIMIZE CAMPAIGN PERFORMANCE AND EXPENDITURE**

**Time: 3 hours**

**Maximum Marks: 50**

**50X1.5=75**

**Choose the Correct answer**

1. What technique is used by legitimate marketers to customize offerings for specific customers?
  - A. personalization
  - B. spamming
  - C. spoofing
  - D. None of the above
  
2. Identify the factor that enables tracking of good and bad reputation?
  - A. IP address
  - B. User engagement
  - C. Fequency
  - D. All of the above
  
3. In which type of email campaign, advertisement are sent to target group of customer?
  - A. Direct email marketing
  - B. Indirect email marketing
  - C. Spamming
  - D. spoofing
  
4. Which of the following is correct size of email template before executing a campaign?
  - A. 15KB
  - B. 18KB
  - C. 20KB
  - D. 15MB
  
5. Using white space around an object will:
  - A. Waste space that could be used for marketing
  - B. Decrease readability
  - C. Enhance the object and draw attention to it
  - D. Make a border

6. How important is consistency in branding and subject lines?
  - A. The email becomes an extension of the brand and the format becomes recognizable.
  - B. Everything needs to be the same.
  - C. It isn't important.
  - D. Subject lines can be ignored.
  
7. Open rates are more influenced by \_\_\_\_\_.
  - A. Industry
  - B. Word choice
  - C. Personalization
  - D. The day email is sent
  
8. Which of the following is most common delivery channel for mobile marketing?
  - A. text
  - B. voice call
  - C. graphic
  - D. Search engine marketing
  
9. What is the full form of LBS in mobile marketing?
  - A. Lead-based Service
  - B. List-based Service
  - C. Location-based Service
  - D. None of the above
  
10. Which of the following marketing based on very small, specific geographical locations?
  - A. Hyper local marketing
  - B. SMS marketing
  - C. QR codes
  - D. All of the above
  
11. How many % of mobile web users abandon pages if they don't load within 10 seconds?
  - A. 0.6
  - B. 0.65
  - C. 0.7
  - D. 0.75
  
12. How many maximum character are allowed in sms marketing?
  - A. 150 character
  - B. 160 character
  - C. 170 character
  - D. 180 character

13. What is Impression Share?
- A. The percentage of times your ad was displayed divided by all possible impressions for that search term.
  - B. The percentage of times your ad was displayed when it was eligible to be displayed.
  - C. The percentage of times your ad was displayed higher than your primary competitor.
  - D. The percentage of impressions you lost due to a low ad rank.
14. In the Freemium model typically what percentage of users pay?
- A. Almost all users - over 90%
  - B. Most Users - over 60%
  - C. Few Users - less than 20%
  - D. Users do not pay
15. Smart link to your app should auto-redirect based on which of the following parameters?
- A. Device type & OS
  - B. Screen size
  - C. OEM Brand
  - D. All of the above
16. What metric should be used by an app developer to measure the maximization of Ad Revenue on his app?
- A. eCOM
  - B. eCPA
  - C. eCPI
  - D. None of the above
17. What are Native Ads?
- A. Ads that do not mention that they are ads
  - B. Ads that are built with Java
  - C. Ads that look & feel like the app
  - D. All of the above
18. At stage of user browsing app store page of your app what is the objective?
- A. Maximize usage
  - B. Maximize conversion
  - C. Maximize interest
  - D. All of the above
19. The most effective Ad Words ad headlines \_\_\_\_\_.
- A. include the company name or website domain name
  - B. do not contain the most important keywords
  - C. directly relate to the keywords being searched
  - D. are written in all capital letters

20. To indicate a keyword as an exact match, which of the following should be used?
- A. Quotations
  - B. Brackets
  - C. Parenthesis
  - D. Semicolon
21. An Ad Words Standard Edition account can house up to \_\_\_\_ campaigns and \_\_\_\_ ad groups per campaign.
- A. 1,1
  - B. 10,25
  - C. 25100
  - D. No Limit, No Limit
22. What formula does Google use to determine the actual CPC when an advertisers ad is clicked on?
- A. Clicks / Impressions
  - B. QS \* Max CPC (bid)
  - C. Position \* QS
  - D. Impressions \* Clicks
23. If you are building a brand new PPC account; and you want to start with your top converting terms, where is a good place to research where to find these terms?
- A. Your analytics account
  - B. Your search console account
  - C. Your merchant center account
  - D. Your local business account
24. Which ad extension allows you to send traffic to different pages on your website?
- A. Structured snippet
  - B. Call
  - C. Site link
  - D. Callout
25. What is an affinity audience?
- A. Users who are similar to your remarketing list
  - B. Users who are in-market to buy a product
  - C. Users who show a long term interest in a topic
  - D. Users who are similar to your customer match list
26. What is an advantage of using bid rules?
- A. Full automation of your bidding
  - B. Automation of your manual bid process
  - C. Automatic application of phone call data to your bidding
  - D. Receive bid assistance based upon the likelihood of a conversion

27. When you need to create thousands of ad groups, what is the best tool to use?
- A. Bulk interface creator
  - B. Report editor
  - C. Keyword Planner
  - D. Google Ads Editor
28. What is the full form of CRO?
- A. Cost Rate Optimization
  - B. Conversion Rate Optimization
  - C. Click Rate Optimization
  - D. None of the above
29. What is the most used testing method for improving conversions?
- A. A/B testing
  - B. Multivariate
  - C. Multi-armed bandit
  - D. None of the above
30. When does conversion rate optimization give diminishing returns?
- A. Once your conversion rate is 30%
  - B. In 5 years
  - C. Once you don't see a dramatic increase in results
  - D. Never
31. For every \$92 spent acquiring customers, How much money is spent converting them?
- A. 1
  - B. 2
  - C. 15
  - D. 55
32. In 2011 alone, Google ran roughly \_\_\_\_\_ A/B tests.
- A. 5000
  - B. 6000
  - C. 7000
  - D. 8000
33. Which of the following is crucial to finding out if your design actually works?
- A. Rough design
  - B. Storyboarding
  - C. Hyper linking
  - D. Usability testing

34. What is the area that is often overlooked in conversion-rate optimization?
- A. Internet performance
  - B. Hyperlinks
  - C. Mobile devices
  - D. Website performance
35. Which of the following shows you the parts of the page that are getting the most attention from your visitors?
- A. Hot Map
  - B. Feng-GUI
  - C. Heat Map
  - D. None of the above
36. Why should you always try to use short, clear sentences on your web pages?
- A. Readers do not trust longer sentences
  - B. Readers cannot read long sentences
  - C. Readers have a short attention span
  - D. Longer sentences can be confusing to readers
37. Which is the best way to maintain your personalized email list?
- A. Focusing on segmentation
  - B. Having a large email list, even though it is unresponsive
  - C. Adding email addresses often
  - D. Having the old email list intact
38. All conversion optimization must start with which of the following factors?
- A. Analytics
  - B. Review
  - C. Scripting
  - D. None of the above
39. The most common user identification technique is via?
- A. Sessions
  - B. Cookies
  - C. Segmentation
  - D. page views
40. What are the three areas of expertise of a Center of Excellence?
- A. Instrumentation / Analysis / Recommendations
  - B. Business Outcomes and Actions / Enabling Capabilities / Analysis
  - C. Instrumentation / Enabling Capabilities / Analysis
  - D. None of the above

41. If I want to have an estimate of the number of people who visited my website, which metric should I use?
- A. Sessions
  - B. Unique visitors
  - C. Users
  - D. Hits
42. Which of these marketing efforts would NOT be an effective use of campaign trackers?
- A. Display advertising campaigns
  - B. Email marketing campaigns
  - C. Social media campaigns
  - D. Television advertising campaigns
43. Which of the following reports would identify the entry pages that are contributing the most to your e-commerce revenues?
- A. All Pages
  - B. All Traffic
  - C. Landing Pages
  - D. E-commerce overview
44. Which of the following is a disadvantage of A/B testing?
- A. It is limited to groups that have lots of resources to get started
  - B. It is limited to simple changes
  - C. It requires lots of prep time to get started
  - D. It requires much more traffic to get results than multivariate testing
45. Which metrics 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
46. It is process of elevating website ranking in the unpaid results of search engine.
- A. Web Indexing
  - B. Search Engine Optimization
  - C. Tracking
  - D. Paid Search Advertising
47. It is a hyperlink on a third-party web page that points to a web page on your website.
- A. KPI link
  - B. Inbound Link
  - C. Outbound Link
  - D. IFTTT Link

48. SERP stands for?

- A. System Engine Result Page
- B. Search Earning Result Page
- C. Search Engine Result Page
- D. Search Estimate Result Page

49. Youtube launched in?

- A. 2004
- B. 2005
- C. 2006
- D. 2007

50. The recommended size of setup channel background is?

- A. 2500×1440 pixels
- B. 2560×1240 pixels
- C. 2560×1440 pixels
- D. 2240×1260 pixels