

DIGITAL MARKETING -BBA 304
BBA-VI

UNIT - I

I Multiple Choice Questions:

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 e-marketing.
- B Social marketing.
- C Print advert.
- D Internet marketing.

3. _____ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

- A Internet marketing
- B Search marketing
- C e-marketing
- D Mobile marketing

Answer: a

4. This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:

- A. mobile marketing
- B. social media advertising
- C internet advertising
- D e-marketing

5. The rise of _____ has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. social channels and online communities).

- A. website
- B. social media
- C. web 1.0
- D. web platform.

6. A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:

- A Search marketing.
- B E-mail marketing.
- C Internet advertising.
- D Social web marketing.

7. An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called:

- A. Search Engine Optimisation (SEO).
- B. Contextual Advertising.
- C. Digital Asset Optimisation (DAO).
- D. Pay Per Click (PPC).

8. A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:

- A. Search marketing.
- B. Internet advertising.
- C. Permission-based email marketing.
- D. Social web marketing.

9. _____ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

- A. Pay Per Click (PPC)
- B. Digital Asset Optimisation (DAO)
- C. Social Media Marketing (SMM)
- D. Search Engine Optimisation (SEO)

10. _____ is the set of practices that enables organisations to communicate and engage interactively with their audiences through any mobile device or network.

- A. Mobile marketing
- B. Social web marketing.
- C. Internet marketing
- D. Social media marketing

11. The process of outsourcing a task or group of tasks to a generally large group of people is known as:

- A. social media marketing
- B. internet advertising
- C. crowd sourcing
- D. e-marketing

12. Current changes in behaviours clearly show that _____ is taking over more and more of consumer online searches.

- A. social media
- B. mobile
- C. internet
- D. blog

13. This is a form of targeted advertising, on websites, with advertisements selected and served by automated systems based on the content displayed to the user.

- A. Contextual advertising.
- B. Interactive marketing.
- C. Internet advertising.
- D. Direct marketing.

14. Which of the following is not an issue that marketers need to consider when using digital resources for marketing activities?

- A. Jurisdiction.
- B. Disclosure.
- C. Ownership.
- D. Permissions.

15. Which of the following is not one of major considerations when using internet advertising to increase brand awareness and encourage click-through to a target site?

- A. Cost.
- B. Intrusive.
- C. Interactivity.
- D. Timeliness.

ANSWER KEY:

1	B	11	D
2	B	12	B
3	A	13	A
4	A	14	B
5	C	15	B
6	A		
7	A		
8	D		
9	B		
10	B		

UNIT - II

I Multiple Choice Questions:

1. Which marketing techniques are most likely to pay you?

- A. Pay click advertising
- B. Using social media marketing
- C. Posting press
- D. article marketing

2. is it most ideal to send a press release?

- A. when there is "big news" happening
- B. around the holidays
- C. news seems to be slow
- D. Tuesday through Thursday for newsworthy

3. the best way to make money "while you sleep"?

- A. up good marketing ideas by dreaming
- B. Selling stuff
- C. Having products on your website
- D. spouse who works the night shift

4. the possibility of website visitors following through on contacting you is

- A. Offer a 1-800-#
- B. Tell them to call you
- C. "take away" with your contact information
- D. Offer testimonials

5. which is keeping someone on your website and encouraging them to come back?

- A. Make a website things to do a website interactive such as quizzes, downloads, etc
- B. a lot of text to read
- C. Make it difficult to locate
- D. Pack a lot of graphics and photos

6. SEO stand for?

- A.ite Engine Optimization
- B.Search Engine Optimization
- C.Site Efficiency Optimization
- D.none of these

7.which name is the latest major change in functionality?

- A.Farmville
- B.Timeline
- C.Newsfeed
- D.both A&B

8._____ name of the Hosting Company that is used for all external consumer-facing sites?

- A.Verizon
- B.HP
- C.Rackspace
- D.none of these

9._____ is the new content management tool for SWEET ?

- A.Sitecore
- B.CMS Lite
- C.Sharepoint
- D.none

10. A Robust Social Media Plan Includes Which Of The Following?

- A. A long-term schedule identifying when to post content
- B. A list of content that mimics competitor content
- C. All of your online business goals
- D. A list of friends who can post on the accounts

11. Which Of The Following Factors Can Impact The Open Rate Of Your Email Campaigns?

- A. The subject line of the email
- B. The number of pictures in your email
- C. The number of links contained in the email
- D. The chance for customers to opt-out

12. Which model can use its physical store to promote the website

- A. Storefront model
- B. Service provider model
- C. Click and mortar model
- D. Broker model

13. In which model user are given something for free but with advertisement

- A. Advertiser model
- B. Portal site model
- C. Free access model
- D. Virtual mall model

14. Which model acts as intermediary between customer and business

- A. Advertiser model
- B. Portal site model
- C. Free access model
- D. Virtual mall model

15. Which model is also called vanity set

- A. Advertiser model
- B. Portal site model
- C. Free access model
- D. Virtual mall model

ANSWER KEY:

1	B	11	D
2	B	12	B
3	A	13	A
4	A	14	B
5	C	15	B
6	A		
7	A		
8	D		
9	B		
10	B		

UNIT - III

I Multiple Choice Questions:

- 1..... model is a method of doing business by which a company can generate revenue to sustain itself
 - A. Business
 - B. E-com
 - C. Logical
 - D. None of the above

2. Advantage of e-com is
 - A. Lower cost
 - B. Economy
 - C. Higher margins
 - D. All of the above

3. Which model of e commerce deals with virtual auction?
 - A. Aggregator Model
 - B. Info-mediary model
 - C. Community Model
 - D. Brokerage Model

4. When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?
 - A. E-commerce is broadly equivalent to e-business
 - B. E-commerce has some overlap with e-business
 - C. E-commerce is a subset of e-business
 - D. E-business is a subset of e-commerce

5. Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?
 - A. Portal, publisher or media sites
 - B. Brand-building sites
 - C. Transactional e-commerce sites
 - D. Services-orientated relationship-building websites

6. A summary of how a company will generate a profit identifying its core product, target customers, position in the online marketplace, and projections for revenue and costs is known as:
 - A. Value chain and marketplace positioning
 - B. Value proposition
 - C. Online business model
 - D. Revenue model and cost base

7. While search engines index registered sites which users search by inputting key words, which type of intermediary updates its content typically through text but can include video or audio delivered through RSS feeds?
 - A. Directory
 - B. Publisher site
 - C. Blog
 - D. Access portal

8. What are Microsoft Internet Explorer, Mozilla Firefox, Apple Safari, and Google Chrome examples of?
 - A. Web servers
 - B. Web browsers
 - C. Web application servers
 - D. All of the above

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 - B. Web browsers
 - C. Web application servers
 - D. All of the above
14. What type of commerce occurs when a business sells its products over the Internet to other businesses?
- A. B2B
 - B. B2C
 - C. C2B
 - D. Enterprise Commerce

15. What term refers to the small web page that opens automatically with an ad when you visit some web sites?
- A. Marketing page
 - B. I-ad
 - C. Affiliate ad
 - D. Pop-up ad

ANSWER KEY:

1	B	11	D
2	B	12	B
3	A	13	A
4	A	14	B
5	C	15	B
6	A		
7	A		
8	D		
9	B		
10	B		

UNIT - IV

I Multiple Choice Questions:

1. Today a growing number of appliances and systems operate on digital information. For bits to flow from one appliance or location to another requires _____, a Telecommunications network.
 - A. customization
 - B. customerization
 - C. connectivity
 - D. concentration

2. _____ are networks that connect people within a company to each other and to the company network.
 - A. Internets
 - B. Intranets
 - C. Extranets
 - D. Components

3. A network that connects a company with its suppliers and distributors is called a(n):
 - A. Internet.
 - B. Intranet.
 - C. Extranet.
 - D. Component.

4. The Johnson Company is seeking to expand its business onto the “information highway” made possible by recent advances in technology. To do this, the Johnson Company would most likely choose the:
 - A. Internet.
 - B. Intranet.
 - C. Extranet.
 - D. Compunet.

5. By early 2001, Internet penetration in the United States had reached close to:
 - A. 100 percent.

- B. 90 percent.
 - C. 75 percent.
 - D. 60 percent.
6. The explosive worldwide growth in _____ usage forms the heart of the so-called New Economy.
- A. population
 - B. cell-technology
 - C. Internet
 - D. Intranet
7. Established store-based retailers of all kinds began to doubt their futures as competitors sprung up selling their products and services via the Internet. They feared being _____ by the new e-tailers.
- A. upstaged
 - B. technologically intermediated
 - C. disintermediated
 - D. contaminated
8. If brick-and-mortar firms such as Barnes & Noble or Wal-Mart start their own Online sales channels, they would become a _____ firm.
- A. click-only
 - B. click-and-mortar
 - C. disintermediated
 - D. bits-and-mortar
9. Rules that govern a communication exchange are
- A. Media
 - B. Criteria
 - C. Protocol
 - D. All of above
10. Performance of data communications depend on

- A. No. of users
 - B. Transmission media
 - C. H/w and S/w
 - D. All of above
11. The information to be communicated in a data communication system is
- A. Medium
 - B. Protocol
 - C. Message
 - D. Transmission
12. In a network with 25 computers, which topology would require most extensive calling
- A. Mesh
 - B. Star
 - C. Bus
 - D. Ring
13. In a network with 25 computers, which topology would require most extensive calling
- A. Mesh
 - B. Star
 - C. Bus
 - D. Ring
14. Which topology features a point to point line configuration
- A. Mesh
 - B. Star
 - C. Ring
 - D. All of above
15. A cable break in which topology stops all transmission
- A. Mesh
 - B. Bus
 - C. Star
 - D. Primary

ANSWER KEY:

1	B	11	D
2	B	12	B
3	A	13	A
4	A	14	B
5	C	15	B
6	A		
7	A		
8	D		
9	B		
10	B		