QUESTION BOOKLET SERIES

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QUESTION BOOKLET

SET-IV

'समानो मन्त्रः समितिः समानी'

UNIVERSITY OF NORTH BENGAL

B.Sc./B.Com./BBA/BCA/BBA(TAH) VAC 1st Semester Examination, 2023

UDIMVAC1202B-VAC

DIGITAL MARKETING

Time Allotted: 1 Hour 30 Minutes | Full Marks: 60

The figures in the margin indicate full marks.

Instruction

The candidate should indicate the correct Roll Number, Registration No., Course, Question Booklet Series, Question Booklet SET on the OMR Answer-Sheet otherwise the Answer-Sheet will not be evaluated and the candidate will be solely responsible for it.

Each question has four alternative answers. The candidate has to darken only one circle/bubble on the Answer-Sheet using black/blue ballpoint pen indicating the correct answer as shown below. If more than one answer / option is found darkened, then the question will be treated wrong and will not be evaluated.

Example: Correct Method: ○●○○ Wrong Method: ⊠⊘◉◑

Answer *all* the questions 2×30 = 60

Choose the correct option

1. _____, social media, mobile apps, and other digital channels are all examples of digital marketing.

   (A) Search Engines (B) Websites (C) Emails (D) All of these

2. Content marketing aims to _____.

   (A) To drive profitable customer action (B) Distract defined audience

   (C) Lose defined audience (D) None of these

3. Which social network is considered the most popular for social media marketing?

   (A) Twitter (B) Facebook (C) LinkedIn (D) Whatsapp

4. What is the purpose of influencer marketing in online marketing?

   (A) To increase social media engagement (B) To generate leads or sales

   (C) To improve search engine ranking (D) All of these

5. What is WordPress?

   (A) It is a software used to press text

   (B) It is a text formatting software

   (C) It is a CMS (Content Management System)

   (D) It is a mail service

6. What are web analytics?

(A) Online methods for performing usability tests through the cloud

(B) Web-based methods for performing analysis of video records and electronic logs of user interaction

(C) Web-based methods for performing statistical analysis of data, using tools such as SPSS

(D) Online methods for analysing and visualising patterns of visiting a website, viewing

7. What is full form of PPC pages?

(A) Per Pay click (B) Pay Per click (C) Prize Per click (D) Both (A) and (B)

8. CPC formula is _____.

(A) Advertising Cost/Number of clicks (B) Number of Clicks/Advertising cost

(C) Advertising Cost/Percentage of clicks (D) Percentage of Clicks/Advertising cost

9. The most common user identification technique is via _____.

(A) Sessions (B) Cookies (C) Segmentation (D) Page views

10. Digital marketing plan is a document that outlines a company's goals for _____ products and services online and how they expect to connect with them.

(A) Selling (B) Promoting (C) Buying (D) Packaging

11. The POEM is a marketing methodology used by digital marketing experts to formulate the social media marketing strategy, and it stands for _____.

(A) Published, Owned and Earned Media (B) Paid, Owned and Earned Media

(C) Paid, Online, and Earned Media (D) Paid, Owned, and Electronic Media

12. _____ is one of the most common ways of buying digital media.

(A) CPM (B) CPC (C) CPL (D) CPA

13. Facebook was founded by _____.

(A) Jack Dorsey (B) Noah Glass (C) Biz Stone (D) Mark Zuckerberg

14. The small messages that can be read and written on Twitter are known as _____.

(A) Tweeks (B) Tweezers (C) Tweets (D) Twit This

15. In addition to searching for jobs, staying connected with professionals, and recruiting new employees, _____ also helps us promote our business with advice from experienced employees.

(A) LinkedIn (B) Facebook (C) Instagram (D) Twitter

16. A notable feature of _____ is the disappearance of messages and content.

(A) Facebook (B) YouTube (C) Snapchat (D) None of these

17. The search engine results pages display your ad above organic results when users search for related _____.

(A) Tags (B) Meta tags (C) Key Words (D) Pages

18. What is the name of Facebook's Analytics tools?

(A) Facebook Analytics (B) Edge Rank

(C) Page Rank (D) Insights

19. Which one of the following is an example of Paid Media?

(A) Work-of-mouth marketing (B) Social Media Pages owned by a brand

(C) Viral Marketing (D) Search Engine Marketing

20. _____ is a type of Facebook Ads that automatically promotes your products to people who have visited your website or app.

(A) Page Post Engagement (B) View Content

(C) Lead Ads (D) Dynamic Product Ads.

21. Google was launched in the year _____.

(A) 1997 (B) 1998 (C) 1999 (D) 2000

22. Display advertising uses which of the following elements to market products or services.

(A) Video (B) Image (C) Text (D) All of these

23. Which of the following content types or twitter allows you to connect multiple tweets together to share a longer piece of content?

(A) Test (B) Live streaming (C) Threads (D) Polls

24. Which metric in YouTube Analytics sees how long viewers are watching your videos and which parts of your videos are keeping them engaged?

(A) Playback locations (B) Traffic sources

(C) Audience retention (D) Subscriber and watchtime

25. _____ is an AI algorithm that helps Google understand the intent behind a user's query and return more relevant results.

(A) Core updates (B) Panda

(C) Rank Brain (D) Mobile First Indexing

26. _____ is a SEO technique that increases your search engine ranking.

(A) Web Analytics (B) Cookies (C) CMS (D) Link Building

27. The nature of Digital Marketing is _____.

(A) Dynamic (B) Demographic (C) Static (D) Behavioural

28. _____ is a metric showing the amount of value generated by your investments in social media.

(A) Googlebot (B) SEO (C) Facebook Insights (D) Social Media ROI

29. Short, edited video clips that are shared on Instagram is known as

(A) Like videos (B) IGTV (C) Reels (D) Stories

30. _____ is the practice by which companies send informational and product-focused content via an emailed letter to a subscriber list that has companies potential and existing customers.

(A) Email Marketing (B) Newsletter Marketing

(C) Mobile Marketing (D) Affiliate Marketing

अंग्रेजी प्रश्नों को देखें।

ইংরেজী প্রশ্ন দেখো।

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