National Testing Agency

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Basics of Digital Marketing

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Basics of Digital Marketing

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Question Number : 1 Question Id : 70959730239 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Marketing is the activities, set of institutions and processes that are involved in the _____, communication, _____ and exchange of offerings which have value for customers, clients, partners, and the society at large

a. Creation, Delivery

b. Making, Pricing

c. Selling, Advertising

d. Using, Servicing

Question Number : 2 Question Id : 70959730240 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Facebook prioritizes content from close friends or associates to be displayed to users. This is based on the

_____.

a. Edge score

b. Affinity score

c. Time decay

d. None of the above

Question Number : 3 Question Id : 70959730241 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process of dividing heterogeneous markets to smaller homogenous groups is called _____.

a. Marketing Research

b. Targeting

c. Positioning

d. Segmentation

Question Number : 4 Question Id : 70959730242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A brand page on Facebook can be best explained as _____ type of media.

a. Paid Media

b. Owned Media

c. Earned Media

d. Organic Media

Question Number : 5 Question Id : 70959730243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Facebook prioritizes content displayed on your wall using an algorithm called ....

a. Shared Content

b. Edge Rank

c. Quality Rank

d. Quality Score

Question Number : 6 Question Id : 70959730244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Marketers do segmentation based on demographic profiles of customers. Which among the following are not attributes used for demographic segmentation?

a. Place of residence

b. Income

c. Age

d. Gender

.... are the ones who are only sharing content, who are commenting on your content, who are liking on the content, making sure the content reaches to a larger set of people, their friends and friends of friends.

a. Fans

b. Purchase Fans

c. Advocate Fans

d. Super Fans

.... is want for specific product backed by an ability to pay.

a. Demand

b. Need

c. Want

d. Customer

.... is the father of Modern Marketing.

a. Peter Drucker

b. Philip Kotler

c. Lester Wunderman

d. Abraham Maslow

. A set of people who might be purchasing frequently from you is a ....

a. Fans

b. Advocate Fans

c. Super Fans

d. Purchase Fans

Question Number : 11 Question Id : 70959730249 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

During the session on introduction to digital marketing, POEM framework was introduced. Which among the following is not a media format discussed during the class.

a. Paid Media

b. Earned Media

c. Powerful Media

d. Owned Media

Question Number : 12 Question Id : 70959730250 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

LinkedIn provides a good platform for advertising. The available options of advertising enable marketers to send emails to members, this is made possible with the _____.

a. Sponsored Content

b. Sponsored InMail

c. Email Campaign

d. Email Marketing

Question Number : 13 Question Id : 70959730251 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. AIDAA framework speaks of consumer buying behavior. The stage which illustrates consumers sharing positive/negative reviews after product consumption is called _____.

a. Awareness

b. Interest

c. Action

d. Advocacy

Question Number : 14 Question Id : 70959730252 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Small non-skippable advertisements in the beginning of a YouTube video are called _____.

a. Midroll advertising

b. Bumper advertising

c. TrueView advertisements

d. None of the above

Question Number : 15 Question Id : 70959730253 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Email campaigns wherein the organization sends out information to a list of customers without them seeking such information is an example of _____.

a. Display Advertising

b. Outbound Marketing

c. Segmentation

d. Social Media Marketing

Crisis response strategies must start by assessing the cause of crisis. The session on ORM illustrated that the crisis could be a consequence of _____ or integrity of the brand.

a. Strategy

b. Objective

c. Competence

d. Management

The strategy wherein a brand can use social media to communicate about a bad situation before their reputation is tarnished by the spread of misinformation can be termed as _____.

a. Denial

b. Rebuttal

c. Bolstering

d. Inoculation

. The main characteristics of traditional marketing : ....

a. Multiple messages

b. Passive engagement & One to many messaging

c. Inbound strategy

d. Cost Effectiveness

. In case the crisis is true, severity is high, impact is long term, and you are the one who's responsible, you should plausibly try to accept the situation. This element is known as :

a. Yes... But

b. Come Clean

c. Polish Halo

d. Manipulation

Question Number : 20 Question Id : 70959730258 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What outcomes are most often used to measure the level of success of digital marketing activities?

a. Awareness

b. Engagement

c. Leads & Sales

d. Advocacy

Question Number : 21 Question Id : 70959730259 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Many a times marketers use QR codes as part of their mobile marketing effort. Such QR codes are used for all of the below except _____.

a. Sending messages to the mobile device

b. Giving customers a source to scan and receive detailed information.

c. Giving customers a replacement to the website link.

d. Directing customers to the Appstore to download an App.

Question Number : 22 Question Id : 70959730260 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

An advertising model used in which advertisers pay their host only when their sponsored ad or link is clicked, is called: ....

a. Search Engine Optimization (SEO)

b. Contextual Advertising

c. Digital Asset Optimization (DAO)

d. Pay Per Click (PPC)

Question Number : 23 Question Id : 70959730261 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Four elements that distinguish mobile marketing from traditional mass marketing are : Scope of Audience, type and formats of messages, ... and response tracking.

a. location-based targeting

b. wide coverage

c. mass distribution

d. interest group setting

Question Number : 24 Question Id : 70959730262 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which among the following is most important while designing a mobile enabled website.

a. Compatibility with different platforms

b. Customer centric design

c. Fast download and low data consumption

d. Easy navigation

Question Number : 25 Question Id : 70959730263 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following refers to unsolicited electronic messages?

a. Opt-in email

b. Consent Marketing

c. Spam

d. Opt-Out email

Question Number : 26 Question Id : 70959730264 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The first and most important element while designing an application is.................

a. To target the most popular devices

b. To make a customer centric design

c. Putting the user's needs first

d. Enhancing the customer's experience

Question Number : 27 Question Id : 70959730265 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Near Field Communication and Mobile wallets are the applications of ....

a. Virtual Reality

b. Augmented Reality

c. Virtual Drive

d. Virtual Currencies

Question Number : 28 Question Id : 70959730266 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following stages of the 5-stage decision making model was associated with comparing products in the e-commerce platform?

a. Need recognition

b. Search for information

c. Evaluation of alternatives

d. Purchase

Question Number : 29 Question Id : 70959730267 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Many mobile websites have opportunities to call the manufacturers service center by clicking a button on the mobile website. Such buttons are called _____.

a.   Click to call

b.   Click to reach

c.   Click to connect

d.   None of the above

Question Number : 30 Question Id : 70959730268 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Word of Mouth is known to be informal consumer to consumer communication. Which of the following attributes also is associated with word of mouth.

a. It is paid

b. It is controlled by the marketer

c. It is always positive

d. Interactive process

Question Number : 31 Question Id : 70959730269 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You're sitting in a coffee shop with a group of friends, and suddenly you make plans to watch a movie. The first thing that you will do is take your mobile phone and search for which are the movies out there. This critical factor is called ....

a. Advocacy

b. Accuracy

c. Immediacy

d. Nuance

Question Number : 32 Question Id : 70959730270 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Study of human population in context of gender, race and occupation is called

  a. The Demographic Environment

  b. The Cultural Environment

  c. The Economic Environment

  d. The Natural Environment

Question Number : 33 Question Id : 70959730271 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In reference to a mobile app development, the first one is need fulfillment, the second is integration, the third is simplicity, the fourth is interactivity, the fifth is ...., and the last one is security and control.

  a. Applicability

  b. Accessibility

  c. Acceptability

  d. Reliability

Question Number : 34 Question Id : 70959730272 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Cost based pricing strategy is also called ....

  a. Product Driven

  b. Customer Driven

  c. Economy Driven

  d. Cost Driven

Question Number : 35 Question Id : 70959730273 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Which among the following was not discussed as a key area of website design?

  a. Usability

  b. Accessibility

  c. Findability

  d. Affordability

Question Number : 36 Question Id : 70959730274 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The bounce rate of a website can increase for all of the following cases except _____.

  a. Content is not relevant

  b. Website is not compatible with different devices

  c. The website takes a long time to load

  d. The website is well structured

Question Number : 37 Question Id : 70959730275 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A Website is catering content to disabled or differently-abled, ... is the important element such website

a. Usability

b. Accessibility

c. Findability

d. Affordability

Question Number : 38 Question Id : 70959730276 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Keywords in the long tail were characterized by the following except _____.

a. Relevant to the page

b. Lesser with regard to competition

c. Limited to the number of searches

d. Driving greater conversion

Question Number : 39 Question Id : 70959730277 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The user centered design is a design ....that prioritizes the user's needs and wants about all the other things that are important to the company or marketer as such.

a. Approach

b. Philosophy

c. Guide

d. Technique

Question Number : 40 Question Id : 70959730278 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. An estimated .... searches happen on Google.

a. 73%

b. 80%

c. 82%

d. 75%

Question Number : 41 Question Id : 70959730279 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which among the following is NOT a key advantage of email campaigns?

a. Cost effective

b. Measureable

c. Always Voluntary

d. Customizable

Question Number : 42 Question Id : 70959730280 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Search Engines are very critical in digital marketing eco space because ....

a. You get hold of the customer right at the time that the customer is searching for a product.

b. It alerts the manufacturer about the rising demand of the product.

c. It displays very beneficial offers for the customer.

d. You get complete information about the searched term.

Question Number : 43 Question Id : 70959730281 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

One of the main reasons for consumers to mark an email as spam is _____ .

a. Targeted emails

b. Engaging emails

c. Unsolicited emails

d. Structured emails

Question Number : 44 Question Id : 70959730282 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Google goes in a sequential pattern like Web Crawling, ..., Processing, Calculates relevancy and retrieves results.

a. Sourcing

b. Indexing

c. Multiplying

d. Calculating

Question Number : 45 Question Id : 70959730283 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.... are used to make the customer move from one stage to the other in a customer funnel.

a. Lead Management emails

b. Regulatory emails

c. Personalized emails

d. Transaction Confirmation emails

Question Number : 46 Question Id : 70959730284 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A parent-child hierarchy was discussed in class in the context of _____.

a. Website compatibility

b. Website structure

c. Google crawler indexing

d. Off page optimization

Question Number : 47 Question Id : 70959730285 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which is one of the oldest methods of online marketing?

a. Social marketing

b. Social media marketing

c. Email marketing

d. Digital media marketing

Question Number : 48 Question Id : 70959730286 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

. Keyword density is known as the _____.

a. Percentage of images to text on the website

b. Ratio of the number of times the keyword is used in every 100 words of content

c. Ratio of total keyword searches on google for every 100 customers

d. Percentage of keywords used by you as opposed to the competition.

Question Number : 49 Question Id : 70959730287 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

5 Emails you register for and receive them at a fixed frequency are ....?

a. Welcome emails

b. Lead management emails

c. spam emails

d. Newsletters

Question Number : 50 Question Id : 70959730288 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Search Engines are very critical in digital marketing Eco space because ....

a. You get hold of the customer right at the time that the customer is searching for a product.

b. It alerts the manufacturer about the rising demand of the product.

c. It displays very beneficial offers for the customer.

d. You get complete information about the searched term.

Question Number : 51 Question Id : 70959730289 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The method of testing the performance of emails before the full-fledged campaign is called ____ .

a. Pilot testing

b. Concept testing

c. A/B testing

d. Beta testing

Question Number : 52 Question Id : 70959730290 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Using social media in unison to SEO methods is essential so as to _____ .

a. Increase the website structure

b. Get free social media accounts

c. Generate more backlinks to your website

d. Identify suitable influencers

Question Number : 53 Question Id : 70959730291 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In the class introducing e-commerce; Kirana stores, organized retail stores and online stores were introduced as examples of _____ .

a. Marketing channels

b. Marketplaces

c. Shopping environment

d. None of the above

Question Number : 54 Question Id : 70959730292 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

SEO was found to be a very important part of digital marketing due to the fact that _____ .

a.   It can position your website on the SERP without paying money

b.   It allows social media handles to know more about your company

c.   You can control the advertisement on search engine in this way

d.   Customers pay more for SEO enabled websites.

Question Number : 55 Question Id : 70959730293 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In e-commerce shopping contexts, customers who browse some products on the platform but fail to purchase immediately can be targeted later through social media platforms using _____.

a. Email campaigns

b. Remarketing

c. Social media communities

d. Adwords campaigns

Which among the following is a method of offline keyword research?

a. Adwords Keyword Planner Tool

b. Google Analytics

c. Brainstorming

d. Google Autocomplete

. You are able to shop anytime and anywhere using an .... platform.

a. Mailing

b. Messaging

c. Writing

d. eCommerce

Search Engine marketing is a very important tool in the digital marketing toolkit because _____.

a. Search engines are cheap mediums of advertising

b. Large number of customers start their purchase process from a search engine

c. Search engines have global reach

d. Large number of customers don't see TV ads anymore

During the session on e-commerce some limitations of physical stores were discussed. These limitations were identified as the factors which become distinct advantage of online stores. These limitations did NOT include _____.

a. Space constraints

b. Demand of products

c. Ability to provide services

d. Real estate costs

Question Number : 60 Question Id : 70959730298 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

CPC campaigns are more effective than CPM campaigns because of _____.

a. Spending happens only when there is lead generation.

b. Customer see the ad and search engines get money.

c. They have greater reach.

d. They are easier to measure and quantify.

Question Number : 61 Question Id : 70959730299 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.... programs typically give performance data on clicks, time, pages viewed, website paths and a

variety of other information.

a. Advertising

b. Analytics

c. Advertorial

d. Performance

Question Number : 62 Question Id : 70959730300 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The phenomenon wherein the customer visits a physical store to evaluate a product but buys the product from an online store is called _____.

a. Webrooming

b. Showrooming

c. Omnichannel

d. Multichannel

Question Number : 63 Question Id : 70959730301 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Selecting products and .... is one of the first and most important elements that make an online retailer successful.

a. Publishing

b. Navigation

c. Pushing

d. Show rooming

Question Number : 64 Question Id : 70959730302 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.... is a set fee advertiser pays to the publisher based on the number of visitors who make purchase through the advertisement. The action could be making a purchase, signing up for a newsletter, or asking for a follow-up call.

a. Cost Per Action/Acquisition

b. Cost Per Mille

c. Cost Per Click

d. Cost Per View

Question Number : 65 Question Id : 70959730303 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Some e-commerce companies focus on providing comparative information about different products in the marketplace. They would not ideally allow you to buy products from the platform but allow only share of information. Such platforms are called _____.

a. Marketplace

b. Direct to customer

c. Content provider

d. Full service provider

Question Number : 66 Question Id : 70959730304 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

.... is a word or phrase that the marketer bids upon and that matches with the user query.

a. Keynote

b. Terminology

c. Keyword

d. Wordsmith

Question Number : 67 Question Id : 70959730305 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Amazon, Flipkart etc. are e-commerce platforms which can be best explained as using _____ business model.

a. Content provider

b. Full service provider

c. C2C sales

d. Direct to customer

.... is the maximum amount of money that an advertiser is willing to pay each time a searcher clicks on an advertisement.

a. Maximum Acquisition

b. Maximum Click

c. Maximum Score

d. Maximum Bid

Value Net .... are the people involved in creating a seamless process behind the entire e-commerce platforms.

a. Intermediaries

b. Integrators

c. Processers

d. Valuator

.... is a value that Google assigns for pages and websites that it indexes, based on all the factor in its SEO Algorithm.

a. Edge Rank

b. Page Rank

c. Search Rank

d. Result Rank

Call to action is provided on search engine ads by e-commerce companies to help the customer's _____.

a. Buy the product immediately

b. Compare different products

c. Subscribe to the newsletter

d. View their individual shopping cart

.... allows you to specify where your ads will be shown or will not be shown based on

searcher's location, enabling more localized and personalized results.

a. Gender based Targeting

b. Psychographic Targeting

c. Geo-Targeting

d. Behavioral Targeting

Consider that you have spent 10,000 rupees on search engine advertising. You have received a total of 1200

impressions and 140 clicks to your e-commerce page. What is the CPC of the above example?

a. 8.33

b. 71.42

c. 10.68

d. 28.35

CPA model of SEM campaigns measure the amount of money required to be spent for _____.

a. Showing the ad to a customer

b. Acquiring a new customer

c. Getting the customer to click on the ad

d. None of the above

In a physical retail store, you're moving around with the cart, you can keep products in the cart but at the checkout you can still make a decision whether you want to drop certain products or modify your order. It is termed as .... in a e-commerce platform.

a. Add to Favorites

b. Add to Cart

c. Add Button

d. Add Selected

Negative keyword matches are used to _____.

a. Show the advertisement along misspelled terms

b. Show the advertisement when the customer searches for the opposite term

c. Not show the advertisement when the customer searches for the exact term

d. Not show the ads when these keywords are present in the search term.

Which of the following was NOT mentioned as a key factor while designing good content?

a. Contemporary

b. Entertaining

d. Relevant

d. Cost Effective

Rich media ads are very commonly used for their characteristics of being _____.

a. Extremely cheap

b. Extremely engaging

c. Simple and Easy to deliver

d. Focused on the social media platform

Companies should not just strive to make content, but also get engagement to such content. Which among the following was NOT discussed as a means to generate engagement?

a. Creating entertaining content

b. Creating relevant content

c. Creating content that is suitable to the medium used

d. Content that is long and exhaustive

Question Number : 80 Question Id : 70959730318 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Display advertising often uses CPM model for ad payment. CPM essentially requires the advertiser to pay for the ad _____.

a. Every time a customer clicks on the ad.

b. Every time a customer buys the product.

c. Every time the customer shares the ad on social media.

d. Every time the 1000 customers are shown the ad.

Question Number : 81 Question Id : 70959730319 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

.... is an image with a lot of information associated with it. There are images or picture formats which have graphical representations, with different ways in which data has been captured. It give you stories and rich information.

a. Raster Graphics

b. Vector Graphics

c. Infographics

d. Informatics

Question Number : 82 Question Id : 70959730320 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Seeding campaigns were discussed in the context of social media marketing. These seeding campaigns included product seeding and _____.

a. Influencer campaigns

b. Affiliate campaigns

c. Recommendation campaigns

d. Viral Marketing

Question Number : 83 Question Id : 70959730321 Question Type : MCQ Option Shuffling : No Display Question Number : Yes
Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

Many brands identify _____ before starting the content creation process. This represents the core idea that unifies the content across platforms and is shared on all content created.

a. Content pillar

b. Content idea

c. Organizational Mission

d. None of the above

Rather than going to users with a questionnaire and trying to gather information in a quantitative nature, You can capture .... from all the text, users are providing on social media platforms.

a. Minds and Opinions

b. Questions and Answers

c. Images and Videos

d. Audio and Animated Content

One of the sessions described that content creation should be done keeping in mind the consumer's buying process. How best can marketers do such content creation?

a. Design content that is relevant to everyone in the market

b. Create content that is simple and easy to share

c. Identify and design content for each stage of the buying process

d. Identify the competition and emulate their content strategy

Social Media Platforms helps marketer to listen about what customers are trying to do, understand the customers better, talk to customers to have better conversations & relationships.

a. Conversations & Relationships

b. Quality & Quantity

c. Content & Image

d. Video & Animation

AB Testing or Split Testing is a method to reduce .... It helps you to do a split testing of multiple variations of the creative in the digital space.

a. Surety

b. Uncertainty

c. Assertion

d. Denial

In .... programs, we'll talk about referral rewards, business reference and affiliate marketing.

a. Referral

b. Seeding

c. Listening

d. Buying

Influencer campaigns can use people who are connected to a large number of people on social media. These influencers can be incentivized to share WOM for the brand. Such incentives could include the following except _____ .

a. Monetary Incentive

b. Product Trial

c. Recognition

d. Ability to sell the product

.... are the ways in which social media platforms are used by marketers to do referral programs.

a. Referral rewards

b. Business reference

c. Affiliate marketing

d. Referral Rewards, Business Reference and Affiliate Marketing

. Influencers are the people who generally are considered to have certain expertise about a domain or a category of products. Influencers are also known as .... leaders.

a. Viewpoint

b. Opinion

c. Suggestion

d. Exhibit

Word-of-Mouth can be best explained as _____.

a. Informal customer to customer interaction about products/services/brands etc.

b. Marker controlled interactions between customers.

c. Influencer campaigns promoted by the marketers.

d. Advertisements shown on social media platforms.

_____ is the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program that maximizes the impact on consumers and other end users in a minimal cost.

a. Integrated Marketing communication

b. Internal Marketing

c. Marketing Coordination

d. Marketing Planning

.... is generated on Social Media and most critical element of social media marketing wherein customers start talking about different things including brands and products that are in market.

a. Mobile Media

b. Earned Media

c. Over The Top Platform

d. Electronic Media

. Manufacturers use incentives to channel partners for e.g. provide higher margin to retailers, provide slotting fee to retailers etc. Such methods are best examples of _____ strategy.

a. Pull Strategy

b. Push Strategy

c. Interactive Strategy

d. Channel management

.... is a platform focuses on creating and managing communities of people.

a. Social Metrics

b. Social Community

c. Social Screen

d. Social Influence

_____ Environmental analysis is critical for strategy development. Specifically, the social, environmental, technological, legal and natural factors are evaluated here.

a. Micro

b. Macro

c. Internal

d. Global

Segmentation of the market based on the quantity of product purchased in a year is an example of _____ segmentation.

a. Demographic

b. Psychographic

c. Behavioral

d. Geographic

.... is where you create content and share all of this content so that people know about the kind of interests you have.

a. Content Engagement

b. Studio Space

c. Social Publishing

d. Social Metrics

Question Number : 100 Question Id : 70959730338 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical
Correct Marks : 1 Wrong Marks : 0

. Wikipedia and Quora are good example of ....

a. Social Communities

b. Social Publishing Sites

c. Social Entertainment Providers

d. Social Collaboration Sites