

National Testing Agency

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Basics of Digital Marketing

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Basics of Digital Marketing 1

Section Id :	864351481
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Sub-Section Id : 864351494
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Question Number : 1 Question Id : 8643517432 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

1. Creation, Delivery
2. Making, Pricing
3. Selling, Advertising
4. Using, Servicing

Options :

- 86435122481. 1
- 86435122482. 2
- 86435122483. 3
- 86435122484. 4

Question Number : 2 Question Id : 8643517433 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Edge score
2. Affinity score
3. Time decay
4. None of the above

Options :

- 86435122485. 1
- 86435122486. 2
- 86435122487. 3
- 86435122488. 4

Question Number : 3 Question Id : 8643517434 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- 1. Marketing Research
- 2. Targeting
- 3. Positioning
- 4. Segmentation

Options :

- 86435122489. 1
- 86435122490. 2
- 86435122491. 3
- 86435122492. 4

Question Number : 4 Question Id : 8643517435 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- 1. Paid Media
- 2. Owned Media
- 3. Earned Media
- 4. Organic Media

Options :

- 86435122493. 1

86435122494. 2

86435122495. 3

86435122496. 4

Question Number : 5 Question Id : 8643517436 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Facebook prioritizes content displayed on your wall using an algorithm called

1. Shared Content
2. Edge Rank
3. Quality Rank
4. Quality Score

Options :

86435122497. 1

86435122498. 2

86435122499. 3

86435122500. 4

Question Number : 6 Question Id : 8643517437 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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?

1. Place of residence
2. Income
3. Age
4. Gender

Options :

86435122501. 1

86435122502. 2

86435122503. 3

86435122504. 4

Question Number : 7 Question Id : 8643517438 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... 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.

1. Fans
2. Purchase Fans
3. Advocate Fans
4. Super Fans

Options :

- 86435122505. 1
- 86435122506. 2
- 86435122507. 3
- 86435122508. 4

Question Number : 8 Question Id : 8643517439 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Demand
2. Need
3. Want
4. Customer

Options :

- 86435122509. 1
- 86435122510. 2
- 86435122511. 3
- 86435122512. 4

Question Number : 9 Question Id : 8643517440 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... is the father of Modern Marketing.

1. Peter Drucker
2. Philip Kotler
3. Lester Wunderman
4. Abraham Maslow

Options :

- 86435122513. 1
- 86435122514. 2
- 86435122515. 3
- 86435122516. 4

Question Number : 10 Question Id : 8643517441 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Fans
2. Advocate Fans
3. Super Fans
4. Purchase Fans

Options :

- 86435122517. 1
- 86435122518. 2
- 86435122519. 3
- 86435122520. 4

Question Number : 11 Question Id : 8643517442 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Paid Media
2. Earned Media
3. Powerful Media
4. Owned Media

Options :

- 86435122521. 1
- 86435122522. 2
- 86435122523. 3
- 86435122524. 4

Question Number : 12 Question Id : 8643517443 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Sponsored Content
2. Sponsored InMail
3. Email Campaign
4. Email Marketing

Options :

- 86435122525. 1
- 86435122526. 2
- 86435122527. 3
- 86435122528. 4

Question Number : 13 Question Id : 8643517444 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Awareness
2. Interest
3. Action
4. Advocacy

Options :

- 86435122529. 1
- 86435122530. 2
- 86435122531. 3
- 86435122532. 4

Question Number : 14 Question Id : 8643517445 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Midroll advertising
2. Bumper advertising
3. TrueView advertisements
4. None of the above

Options :

- 86435122533. 1
- 86435122534. 2
- 86435122535. 3
- 86435122536. 4

Question Number : 15 Question Id : 8643517446 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Display Advertising
2. Outbound Marketing
3. Segmentation
4. Social Media Marketing

Options :

- 86435122537. 1
- 86435122538. 2
- 86435122539. 3
- 86435122540. 4

Question Number : 16 Question Id : 8643517447 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Crisis response strategies must start by assessing the cause of crisis. Online Reputation Management (ORM) illustrates that the crisis could be a consequence of _____ or integrity of the brand.

1. Strategy
2. Objective
3. Competence
4. Management

Options :

- 86435122541. 1
- 86435122542. 2
- 86435122543. 3
- 86435122544. 4

Question Number : 17 Question Id : 8643517448 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

_____.

1. Denial
2. Rebuttal
3. Bolstering
4. Inoculation

Options :

- 86435122545. 1
- 86435122546. 2
- 86435122547. 3
- 86435122548. 4

Question Number : 18 Question Id : 8643517449 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The main characteristics of traditional marketing :

1. Multiple messages
2. Passive engagement & One to many messaging
3. Inbound strategy
4. Cost Effectiveness

Options :

- 86435122549. 1
- 86435122550. 2
- 86435122551. 3
- 86435122552. 4

Question Number : 19 Question Id : 8643517450 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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 :

1. Yes... But
2. Come Clean
3. Polish Halo
4. Manipulation

Options :

- 86435122553. 1
- 86435122554. 2
- 86435122555. 3
- 86435122556. 4

Question Number : 20 Question Id : 8643517451 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Awareness
2. Engagement
3. Leads & Sales
4. Advocacy

Options :

- 86435122557. 1
- 86435122558. 2
- 86435122559. 3
- 86435122560. 4

Question Number : 21 Question Id : 8643517452 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Sending messages to the mobile device
2. Giving customers a source to scan and receive detailed information.
3. Giving customers a replacement to the website link.
4. Directing customers to the Appstore to download an App.

Options :

- 86435122561. 1
- 86435122562. 2
- 86435122563. 3
- 86435122564. 4

Question Number : 22 Question Id : 8643517453 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Search Engine Optimization (SEO)
2. Contextual Advertising
3. Digital Asset Optimization (DAO)
4. Pay Per Click (PPC)

Options :

- 86435122565. 1
- 86435122566. 2
- 86435122567. 3
- 86435122568. 4

Question Number : 23 Question Id : 8643517454 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. location-based targeting
2. wide coverage
3. mass distribution
4. interest group setting

Options :

- 86435122569. 1
- 86435122570. 2
- 86435122571. 3
- 86435122572. 4

Question Number : 24 Question Id : 8643517455 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Compatibility with different platforms
2. Customer centric design
3. Fast download and low data consumption
4. Easy navigation

Options :

- 86435122573. 1
- 86435122574. 2
- 86435122575. 3
- 86435122576. 4

Question Number : 25 Question Id : 8643517456 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following refers to Unsolicited Electronic Messages?

1. Opt-in Email
2. Consent Marketing
3. Spam
4. Opt-Out Email

Options :

- 86435122577. 1
- 86435122578. 2
- 86435122579. 3
- 86435122580. 4

Question Number : 26 Question Id : 8643517457 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. To target the most popular devices
2. To make a customer centric design
3. Putting the user's needs first
4. Enhancing the customer's experience

Options :

- 86435122581. 1
- 86435122582. 2
- 86435122583. 3
- 86435122584. 4

Question Number : 27 Question Id : 8643517458 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Near Field Communication and Mobile wallets are the applications of

1. Virtual Reality
2. Augmented Reality
3. Virtual Drive
4. Virtual Currencies

Options :

- 86435122585. 1
- 86435122586. 2
- 86435122587. 3
- 86435122588. 4

Question Number : 28 Question Id : 8643517459 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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?

1. Need recognition
2. Search for information
3. Evaluation of alternatives
4. Purchase

Options :

- 86435122589. 1
- 86435122590. 2
- 86435122591. 3
- 86435122592. 4

Question Number : 29 Question Id : 8643517460 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Click to call
2. Click to reach
3. Click to connect
4. None of the above

Options :

- 86435122593. 1
- 86435122594. 2
- 86435122595. 3
- 86435122596. 4

Question Number : 30 Question Id : 8643517461 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. It is paid
2. It is controlled by the marketer
3. It is always positive
4. It is not controlled by the marketer

Options :

- 86435122597. 1
- 86435122598. 2
- 86435122599. 3
- 86435122600. 4

Question Number : 31 Question Id : 8643517462 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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

1. Advocacy
2. Accuracy
3. Immediacy
4. Nuance

Options :

- 86435122601. 1
- 86435122602. 2
- 86435122603. 3
- 86435122604. 4

Question Number : 32 Question Id : 8643517463 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. The Demographic Environment
2. The Cultural Environment
3. The Economic Environment
4. The Natural Environment

Options :

- 86435122605. 1
- 86435122606. 2
- 86435122607. 3
- 86435122608. 4

Question Number : 33 Question Id : 8643517464 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Applicability
2. Accessibility
3. Acceptability
4. Reliability

Options :

- 86435122609. 1
- 86435122610. 2
- 86435122611. 3
- 86435122612. 4

Question Number : 34 Question Id : 8643517465 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Cost based pricing strategy is also called

1. Product Driven
2. Customer Driven
3. Economy Driven
4. Cost Driven

Options :

- 86435122613. 1
- 86435122614. 2
- 86435122615. 3
- 86435122616. 4

Question Number : 35 Question Id : 8643517466 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Usability
2. Accessibility
3. Findability
4. Affordability

Options :

- 86435122617. 1
- 86435122618. 2
- 86435122619. 3
- 86435122620. 4

Question Number : 36 Question Id : 8643517467 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Content is not relevant
2. Website is not compatible with different devices
3. The website takes a long time to load
4. The website is well structured

Options :

- 86435122621. 1
- 86435122622. 2
- 86435122623. 3
- 86435122624. 4

Question Number : 37 Question Id : 8643517468 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Usability
2. Accessibility
3. Findability
4. Affordability

Options :

- 86435122625. 1
- 86435122626. 2
- 86435122627. 3
- 86435122628. 4

Question Number : 38 Question Id : 8643517469 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Relevant to the page
2. Lesser with regard to competition
3. Limited to the number of searches
4. Driving greater conversion

Options :

- 86435122629. 1
- 86435122630. 2
- 86435122631. 3
- 86435122632. 4

Question Number : 39 Question Id : 8643517470 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Approach
2. Philosophy
3. Guide
4. Technique

Options :

- 86435122633. 1
- 86435122634. 2
- 86435122635. 3
- 86435122636. 4

Question Number : 40 Question Id : 8643517471 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An estimated searches happen on Google.

1. 73%
2. 80%
3. 82%
4. 75%

Options :

- 86435122637. 1
- 86435122638. 2
- 86435122639. 3
- 86435122640. 4

Question Number : 41 Question Id : 8643517472 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Cost effective
2. Measureable
3. Always Voluntary
4. Customizable

Options :

86435122641. 1
86435122642. 2
86435122643. 3
86435122644. 4

Question Number : 42 Question Id : 8643517473 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Shopify website is an example of _____.

1. SEO Platform
2. e-Commerce website solution
3. Payment Gateway
4. Social Media

Options :

86435122645. 1
86435122646. 2
86435122647. 3
86435122648. 4

Question Number : 43 Question Id : 8643517474 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Targeted emails
2. Engaging emails
3. Unsolicited emails
4. Structured emails

Options :

86435122649. 1

86435122650. 2

86435122651. 3

86435122652. 4

Question Number : 44 Question Id : 8643517475 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Sourcing
2. Indexing
3. Multiplying
4. Calculating

Options :

86435122653. 1

86435122654. 2

86435122655. 3

86435122656. 4

Question Number : 45 Question Id : 8643517476 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Lead Management emails
2. Regulatory emails
3. Personalized emails
4. Transaction Confirmation emails

Options :

- 86435122657. 1
- 86435122658. 2
- 86435122659. 3
- 86435122660. 4

Question Number : 46 Question Id : 8643517477 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Website compatibility
2. Website structure
3. Google crawler indexing
4. Off page optimization

Options :

- 86435122661. 1
- 86435122662. 2
- 86435122663. 3
- 86435122664. 4

Question Number : 47 Question Id : 8643517478 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which is one of the oldest methods of online marketing?

1. Social marketing
2. Social media marketing
3. Email marketing
4. Digital media marketing

Options :

86435122665. 1

86435122666. 2

86435122667. 3

86435122668. 4

Question Number : 48 Question Id : 8643517479 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Keyword 'density' is known as the _____.

1. Percentage of images to text on the website
2. Ratio of the number of times the keyword is used in every 100 words of content
3. Ratio of total keyword searches on Google for every 100 customers
4. Percentage of keywords used by you as opposed to the competition.

Options :

86435122669. 1

86435122670. 2

86435122671. 3

86435122672. 4

Question Number : 49 Question Id : 8643517480 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Welcome emails
2. Lead management emails
3. Spam emails
4. Newsletters

Options :

- 86435122673. 1
- 86435122674. 2
- 86435122675. 3
- 86435122676. 4

Question Number : 50 Question Id : 8643517481 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Search Engines are very critical in digital marketing Eco space because

1. You get hold of the customer right at the time that the customer is searching for a product.
2. It alerts the manufacturer about the rising demand of the product.
3. It displays very beneficial offers for the customer.
4. You get complete information about the searched term.

Options :

- 86435122677. 1
- 86435122678. 2
- 86435122679. 3
- 86435122680. 4

Question Number : 51 Question Id : 8643517482 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

_____.

1. Pilot testing
2. Concept testing
3. A/B testing
4. Beta testing

Options :

- 86435122681. 1
- 86435122682. 2
- 86435122683. 3
- 86435122684. 4

Question Number : 52 Question Id : 8643517483 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Increase the website structure
2. Get free social media accounts
3. Generate more backlinks to your website
4. Identify suitable influencers

Options :

- 86435122685. 1
- 86435122686. 2
- 86435122687. 3
- 86435122688. 4

Question Number : 53 Question Id : 8643517484 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Marketing channels
2. Marketplaces
3. Shopping environment
4. None of the above

Options :

- 86435122689. 1
- 86435122690. 2
- 86435122691. 3
- 86435122692. 4

Question Number : 54 Question Id : 8643517485 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. It can position your website on the SERP without paying money
2. It allows social media handles to know more about your company
3. You can control the advertisement on search engine in this way
4. Customers pay more for SEO enabled websites.

Options :

- 86435122693. 1
- 86435122694. 2
- 86435122695. 3
- 86435122696. 4

Question Number : 55 Question Id : 8643517486 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Email campaigns
2. Remarketing
3. Social media communities
4. Adwords campaigns

Options :

- 86435122697. 1
- 86435122698. 2
- 86435122699. 3
- 86435122700. 4

Question Number : 56 Question Id : 8643517487 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Adwords Keyword Planner Tool
2. Google Analytics
3. Brainstorming
4. Google Autocomplete

Options :

- 86435122701. 1
- 86435122702. 2
- 86435122703. 3
- 86435122704. 4

Question Number : 57 Question Id : 8643517488 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Mailing
2. Messaging
3. Writing
4. eCommerce

Options :

- 86435122705. 1
- 86435122706. 2
- 86435122707. 3
- 86435122708. 4

Question Number : 58 Question Id : 8643517489 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

- _____.
1. Search engines are cheap mediums of advertising
 2. Large number of customers start their purchase process from a search engine
 3. Search engines have global reach
 4. Large number of customers don't see TV ads anymore

Options :

- 86435122709. 1
- 86435122710. 2
- 86435122711. 3
- 86435122712. 4

Question Number : 59 Question Id : 8643517490 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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 _____.

1. Space constraints
2. Demand of products
3. Ability to provide services
4. Real estate costs

Options :

- 86435122713. 1
- 86435122714. 2
- 86435122715. 3
- 86435122716. 4

Question Number : 60 Question Id : 8643517491 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Spending happens only when there is lead generation.
2. Customer see the ad and search engines get money.
3. They have greater reach.
4. They are easier to measure and quantify.

Options :

- 86435122717. 1
- 86435122718. 2
- 86435122719. 3
- 86435122720. 4

Question Number : 61 Question Id : 8643517492 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Advertising
2. Analytics
3. Advertorial
4. Performance

Options :

- 86435122721. 1
- 86435122722. 2
- 86435122723. 3
- 86435122724. 4

Question Number : 62 Question Id : 8643517493 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Webrooming
2. Showrooming
3. Omnichannel
4. Multichannel

Options :

- 86435122725. 1
- 86435122726. 2
- 86435122727. 3
- 86435122728. 4

Question Number : 63 Question Id : 8643517494 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Publishing
2. Navigation
3. Pushing
4. Show rooming

Options :

- 86435122729. 1
- 86435122730. 2
- 86435122731. 3
- 86435122732. 4

Question Number : 64 Question Id : 8643517495 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Cost Per Action/Acquisition
2. Cost Per Mille
3. Cost Per Click
4. Cost Per View

Options :

- 86435122733. 1
- 86435122734. 2
- 86435122735. 3
- 86435122736. 4

Question Number : 65 Question Id : 8643517496 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Marketplace
2. Direct to customer
3. Content provider
4. Full service provider

Options :

- 86435122737. 1
- 86435122738. 2
- 86435122739. 3
- 86435122740. 4

Question Number : 66 Question Id : 8643517497 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Keynote
2. Terminology
3. Keyword
4. Wordsmith

Options :

- 86435122741. 1
- 86435122742. 2
- 86435122743. 3
- 86435122744. 4

Question Number : 67 Question Id : 8643517498 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Content provider
2. Full service provider
3. C2C sales
4. Direct to customer

Options :

- 86435122745. 1
- 86435122746. 2
- 86435122747. 3
- 86435122748. 4

Question Number : 68 Question Id : 8643517499 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Maximum Acquisition
2. Maximum Click
3. Maximum Score
4. Maximum Bid

Options :

- 86435122749. 1
- 86435122750. 2
- 86435122751. 3
- 86435122752. 4

Question Number : 69 Question Id : 8643517500 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Intermediaries
2. Integrators
3. Processers
4. Valuator

Options :

- 86435122753. 1
- 86435122754. 2
- 86435122755. 3
- 86435122756. 4

Question Number : 70 Question Id : 8643517501 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Edge Rank
2. Page Rank
3. Search Rank
4. Result Rank

Options :

- 86435122757. 1
- 86435122758. 2
- 86435122759. 3
- 86435122760. 4

Question Number : 71 Question Id : 8643517502 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Buy the product immediately
2. Compare different products
3. Subscribe to the newsletter
4. View their individual shopping cart

Options :

- 86435122761. 1
- 86435122762. 2
- 86435122763. 3
- 86435122764. 4

Question Number : 72 Question Id : 8643517503 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... 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.

1. Gender based Targeting
2. Psychographic Targeting
3. Geo-Targeting
4. Behavioral Targeting

Options :

- 86435122765. 1
- 86435122766. 2
- 86435122767. 3
- 86435122768. 4

Question Number : 73 Question Id : 8643517504 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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?

1. 8.33
2. 71.42
3. 10.68
4. 28.35

Options :

- 86435122769. 1
- 86435122770. 2
- 86435122771. 3
- 86435122772. 4

Question Number : 74 Question Id : 8643517505 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

_____.

1. Showing the ad to a customer
2. Acquiring a new customer
3. Getting the customer to click on the ad
4. None of the above

Options :

- 86435122773. 1
- 86435122774. 2
- 86435122775. 3
- 86435122776. 4

Question Number : 75 Question Id : 8643517506 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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 an e-commerce platform.

1. Add to Favorites
2. Add to Cart
3. Add Button
4. Add Selected

Options :

- 86435122777. 1
- 86435122778. 2
- 86435122779. 3
- 86435122780. 4

Question Number : 76 Question Id : 8643517507 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Negative keyword matches are used to _____.

1. Show the advertisement along misspelled terms
2. Show the advertisement when the customer searches for the opposite term
3. Not show the advertisement when the customer searches for the exact term
4. Not show the ads when these keywords are present in the search term.

Options :

- 86435122781. 1
- 86435122782. 2
- 86435122783. 3
- 86435122784. 4

Question Number : 77 Question Id : 8643517508 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Contemporary
2. Entertaining
3. Relevant
4. Cost Effective

Options :

86435122785. 1

86435122786. 2

86435122787. 3

86435122788. 4

Question Number : 78 Question Id : 8643517509 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Extremely cheap
2. Extremely engaging
3. Simple and Easy to deliver
4. Focused on the social media platform

Options :

86435122789. 1

86435122790. 2

86435122791. 3

86435122792. 4

Question Number : 79 Question Id : 8643517510 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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?

1. Creating entertaining content
2. Creating relevant content
3. Creating content that is suitable to the medium used
4. Content that is long and exhaustive

Options :

- 86435122793. 1
- 86435122794. 2
- 86435122795. 3
- 86435122796. 4

Question Number : 80 Question Id : 8643517511 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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 _____.

1. Every time a customer clicks on the ad.
2. Every time a customer buys the product.
3. Every time the customer shares the ad on social media.
4. Every time the 1000 customers are shown the ad.

Options :

- 86435122797. 1
- 86435122798. 2
- 86435122799. 3
- 86435122800. 4

Question Number : 81 Question Id : 8643517512 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Raster Graphics
2. Vector Graphics
3. Infographics
4. Informatics

Options :

- 86435122801. 1
- 86435122802. 2
- 86435122803. 3
- 86435122804. 4

Question Number : 82 Question Id : 8643517513 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Influencer campaigns
2. Affiliate campaigns
3. Recommendation campaigns
4. Viral Marketing

Options :

- 86435122805. 1
- 86435122806. 2
- 86435122807. 3
- 86435122808. 4

Question Number : 83 Question Id : 8643517514 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No 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.

1. Content pillar
2. Content idea
3. Organizational Mission
4. None of the above

Options :

- 86435122809. 1
- 86435122810. 2
- 86435122811. 3
- 86435122812. 4

Question Number : 84 Question Id : 8643517515 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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.

1. Minds and Opinions
2. Questions and Answers
3. Images and Videos
4. Audio and Animated Content

Options :

- 86435122813. 1
- 86435122814. 2
- 86435122815. 3
- 86435122816. 4

Question Number : 85 Question Id : 8643517516 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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?

1. Design content that is relevant to everyone in the market
2. Create content that is simple and easy to share
3. Identify and design content for each stage of the buying process
4. Identify the competition and emulate their content strategy

Options :

- 86435122817. 1
- 86435122818. 2
- 86435122819. 3
- 86435122820. 4

Question Number : 86 Question Id : 8643517517 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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.

1. Conversations & Relationships
2. Quality & Quantity
3. Content & Image
4. Video & Animation

Options :

- 86435122821. 1
- 86435122822. 2
- 86435122823. 3
- 86435122824. 4

Question Number : 87 Question Id : 8643517518 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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.

1. Surety
2. Uncertainty
3. Assertion
4. Denial

Options :

- 86435122825. 1
- 86435122826. 2
- 86435122827. 3
- 86435122828. 4

Question Number : 88 Question Id : 8643517519 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Referral
2. Seeding
3. Listening
4. Buying

Options :

- 86435122829. 1
- 86435122830. 2
- 86435122831. 3
- 86435122832. 4

Question Number : 89 Question Id : 8643517520 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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 _____.

1. Monetary Incentive
2. Product Trial
3. Recognition
4. Ability to sell the product

Options :

- 86435122833. 1
- 86435122834. 2
- 86435122835. 3
- 86435122836. 4

Question Number : 90 Question Id : 8643517521 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Referral rewards
2. Business reference
3. Affiliate marketing
4. Referral Rewards, Business Reference and Affiliate Marketing

Options :

- 86435122837. 1
- 86435122838. 2
- 86435122839. 3
- 86435122840. 4

Question Number : 91 Question Id : 8643517522 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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.

1. Viewpoint
2. Opinion
3. Suggestion
4. Exhibit

Options :

- 86435122841. 1
- 86435122842. 2
- 86435122843. 3
- 86435122844. 4

Question Number : 92 Question Id : 8643517523 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Informal customer to customer interaction about products/services/brands etc.
2. Marker controlled interactions between customers.
3. Influencer campaigns promoted by the marketers.
4. Advertisements shown on social media platforms.

Options :

- 86435122845. 1
- 86435122846. 2
- 86435122847. 3
- 86435122848. 4

Question Number : 93 Question Id : 8643517524 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

_____ 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.

1. Integrated Marketing communication
2. Internal Marketing
3. Marketing Coordination
4. Marketing Planning

Options :

- 86435122849. 1
- 86435122850. 2
- 86435122851. 3
- 86435122852. 4

Question Number : 94 Question Id : 8643517525 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

..... 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.

1. Mobile Media
2. Earned Media
3. Over The Top Platform
4. Electronic Media

Options :

- 86435122853. 1
- 86435122854. 2
- 86435122855. 3
- 86435122856. 4

Question Number : 95 Question Id : 8643517526 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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.

1. Pull Strategy
2. Push Strategy
3. Interactive Strategy
4. Channel management

Options :

- 86435122857. 1
- 86435122858. 2
- 86435122859. 3
- 86435122860. 4

Question Number : 96 Question Id : 8643517527 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Social Metrics
2. Social Community
3. Social Screen
4. Social Influence

Options :

- 86435122861. 1
- 86435122862. 2
- 86435122863. 3
- 86435122864. 4

Question Number : 97 Question Id : 8643517528 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Micro
2. Macro
3. Internal
4. Global

Options :

- 86435122865. 1
- 86435122866. 2
- 86435122867. 3
- 86435122868. 4

Question Number : 98 Question Id : 8643517529 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Demographic
2. Psychographic
3. Behavioral
4. Geographic

Options :

- 86435122869. 1
- 86435122870. 2
- 86435122871. 3
- 86435122872. 4

Question Number : 99 Question Id : 8643517530 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

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

1. Content Engagement
2. Studio Space
3. Social Publishing
4. Social Metrics

Options :

- 86435122873. 1
- 86435122874. 2
- 86435122875. 3
- 86435122876. 4

Question Number : 100 Question Id : 8643517531 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Wikipedia and Quora are good example of

1. Social Communities
2. Social Publishing Sites
3. Social Entertainment Providers
4. Social Collaboration Sites

Options :

- 86435122877. 1
- 86435122878. 2
- 86435122879. 3
- 86435122880. 4