National Testing Agency

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Basics of Digital Marketing-1

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Question Number : 1 Question Id : 60348911568 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Depending on the digital marketing strategy, the company might choose a combination of media platforms. In each of these platforms, the company has to identify a mix of Paid, _____, and Owned media to meet their objectives.

1. Earned
2. Available
3. Advertising
4. Free

Options :

60348943871. 1

60348943872. 2

60348943873. 3

60348943874. 4

Question Number : 2 Question Id : 60348911569 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A company which is aiming to make more people to buy their product using the digital platform will best define the _____ as conversion in the 6M strategy framework.

1. Mission
2. Market
3. Media
4. Message

Options :

60348943875. 1

60348943876. 2

60348943877. 3

60348943878. 4

Question Number : 3 Question Id : 60348911570 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Segmentation for the purpose of crafting a digital marketing campaign can be done using the age, income and gender of perspective customers. Such segmentation is best explained as using _____ parameters.

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

Options :

60348943879. 1

60348943880. 2

60348943881. 3

60348943882. 4

Question Number : 4 Question Id : 60348911571 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Identifying the budget based on how much the competition is spending on advertising is called as _____ based budgeting.

1. Marginal Analysis
2. Objective and Task based
3. Comparative Parity
4. Percentage of Sales

Options :

60348943883. 1

60348943884. 2

60348943885. 3

60348943886. 4

Question Number : 5 Question Id : 60348911572 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

While choosing the media platform for digital strategy formulation. The first element is to evaluate the ____ of the target segment on the platform.

1. Relevance
2. Size
3. Growth
4. Engagement

Options :

60348943887. 1

60348943888. 2

60348943889. 3

60348943890. 4

Question Number : 6 Question Id : 60348911573 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The 5C framework used for environmental scanning evaluates the Context, Company, Customers, ____, and Competitors.

1. Collaborators
2. Complementors
3. Change
4. None of the above

Options :

60348943891. 1

60348943892. 2

60348943893. 3

60348943894. 4

Question Number : 7 Question Id : 60348911574 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943895. 1

60348943896. 2

60348943897. 3

60348943898. 4

Question Number : 8 Question Id : 60348911575 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

_____ is any paid form of non personal communication about an organization, about a product, a service or an idea by an identified sponsor.

1. Sales Promotion
2. Personal Selling
3. Advertising
4. Trade Promotion

Options :

60348943899. 1

60348943900. 2

60348943901. 3

60348943902. 4

Question Number : 9 Question Id : 60348911576 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943903. 1

60348943904. 2

60348943905. 3

60348943906. 4

Question Number : 10 Question Id : 60348911577 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943907. 1

60348943908. 2

60348943909. 3

60348943910. 4

Question Number : 11 Question Id : 60348911578 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943911. 1

60348943912. 2

60348943913. 3

60348943914. 4

Question Number : 12 Question Id : 60348911579 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943915. 1

60348943916. 2

60348943917. 3

60348943918. 4

Question Number : 13 Question Id : 60348911580 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

.... is carried out to check the kind of content already exists.

1. Content Pillar
2. Content Creation
3. Content Calendar
4. Content Audit

Options :

60348943919. 1

60348943920. 2

60348943921. 3

60348943922. 4

Question Number : 14 Question Id : 60348911581 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 options

Options :

60348943923. 1

60348943924. 2

60348943925. 3

60348943926. 4

Question Number : 15 Question Id : 60348911582 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

.... is an activity for prospective customers to participate in a virtual space, log into a platform where brand/product can now give information. An expert from the company side can now talk about product detail with all the prospective customers.

1. Chat Forum
2. Webinar
3. Discussion Forum
4. Seminar

Options :

60348943927. 1

60348943928. 2

60348943929. 3

60348943930. 4

Question Number : 16 Question Id : 60348911583 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Companies constantly try to manage the negative information being spread in the social media space by addressing false news or negative news. These are generally understood as part of the ____ activity.

1. Advertising
2. Online Reputation Management
3. Public Relations
4. Selling

Options :

60348943931. 1

60348943932. 2

60348943933. 3

60348943934. 4

Question Number : 17 Question Id : 60348911584 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 a e-commerce platform.

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

Options :

60348943935. 1

60348943936. 2

60348943937. 3

60348943938. 4

Question Number : 18 Question Id : 60348911585 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Some e-commerce companies use search engines to provide information in the form of ads when customers are searching for different products. Such ads service are based on the ___ identified for the product or category.

1. Price
2. Keywords
3. Manufacturer
4. None of the options

Options :

60348943939. 1

60348943940. 2

60348943941. 3

60348943942. 4

Question Number : 19 Question Id : 60348911586 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

.... provide a platform wherein buyers and sellers come together and interact with one another, make a transaction happen.

1. Intermediaries
2. Full service providers
3. C2C sales
4. Direct to customer

Options :

60348943943. 1

60348943944. 2

60348943945. 3

60348943946. 4

Question Number : 20 Question Id : 60348911587 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 to share information. Such platforms are called _____.

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

Options :

60348943947. 1

60348943948. 2

60348943949. 3

60348943950. 4

Question Number : 21 Question Id : 60348911588 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

The ecommerce platform not just focus on the products in the................, but also focus on products that are available on the long tail.

1. Shot Foot
2. Short Head
3. Heat Map
4. Shelf Space

Options :

60348943951. 1

60348943952. 2

60348943953. 3

60348943954. 4

Question Number : 22 Question Id : 60348911589 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943955. 1

60348943956. 2

60348943957. 3

60348943958. 4

Question Number : 23 Question Id : 60348911590 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

60348943959. 1

60348943960. 2

60348943961. 3

60348943962. 4

Question Number : 24 Question Id : 60348911591 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Which among the following was NOT discussed as a benefit of e-commerce?

1. Convenience
2. Information
3. Instant gratification
4. Price advantage

Options :

60348943963. 1

60348943964. 2

60348943965. 3

60348943966. 4

Question Number : 25 Question Id : 60348911592 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

One important parameter to evaluate the performance of email campaigns is using the Click-Through Rate (CTR). CTR is often calculated as _____ / _____.

1. Number of people opening the email / Number of emails sent
2. Number of people clicking on links in emails / Number of emails sent
3. Number of spam emails / Number of emails sent
4. Number of people forwarding emails / Number of emails sent

Options :

60348943967. 1

60348943968. 2

60348943969. 3

60348943970. 4

Question Number : 26 Question Id : 60348911593 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943971. 1

60348943972. 2

60348943973. 3

60348943974. 4

Question Number : 27 Question Id : 60348911594 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943975. 1

60348943976. 2

60348943977. 3

60348943978. 4

Question Number : 28 Question Id : 60348911595 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

60348943979. 1

60348943980. 2

60348943981. 3

60348943982. 4

Question Number : 29 Question Id : 60348911596 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348943983. 1

60348943984. 2

60348943985. 3

60348943986. 4

Question Number : 30 Question Id : 60348911597 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Users will feel easy to use a website and will be satisfied from its usage if the design of the website has incorporated _____ elements.

1. User experience
2. Platform adaptability
3. Rich media
4. Geo-location

Options :

60348943987. 1

60348943988. 2

60348943989. 3

60348943990. 4

Question Number : 31 Question Id : 60348911598 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A .... is a self contained program or a piece of software that is designed to fulfill a particular purpose.

1. Mobile App
2. Social App
3. Mobile Phone
4. Mobile OS

Options :

60348943991. 1

60348943992. 2

60348943993. 3

60348943994. 4

Question Number : 32 Question Id : 60348911599 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 that are out there. This critical factor is called.....................

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

Options :

60348943995. 1

60348943996. 2

60348943997. 3

60348943998. 4

Question Number : 33 Question Id : 60348911600 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Paid media on mobile platforms can be best illustrated by the following.

1. Mobile applications focusing on CRM activities.
2. Mobile applications sending push notifications to customers.
3. Mobile applications displaying advertisement of a third party.
4. Mobile applications providing discount coupons.

Options :

60348943999. 1

60348944000. 2

60348944001. 3

60348944002. 4

Question Number : 34 Question Id : 60348911601 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 options

Options :

60348944003. 1

60348944004. 2

60348944005. 3

60348944006. 4

Question Number : 35 Question Id : 60348911602 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 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 :

60348944007. 1

60348944008. 2

60348944009. 3

60348944010. 4

Question Number : 36 Question Id : 60348911603 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Mobile Websites, Native Apps and Responsive websites are the three generic ....

1. Mobile Payments
2. Mobile Phones
3. Mobile Assets
4. Mobiles

Options :

60348944011. 1

60348944012. 2

60348944013. 3

60348944014. 4

Question Number : 37 Question Id : 60348911604 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348944015. 1

60348944016. 2

60348944017. 3

60348944018. 4

Question Number : 38 Question Id : 60348911605 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Mobile marketing enables marketers to provide targeted content to customers in the middle of a shopping experience. This is enabled by the integration of _____ to the campaign.

1. QR codes
2. USSD
3. Device OS
4. Geo-location

Options :

60348944019. 1

60348944020. 2

60348944021. 3

60348944022. 4

Question Number : 39 Question Id : 60348911606 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348944023. 1

60348944024. 2

60348944025. 3

60348944026. 4

Question Number : 40 Question Id : 60348911607 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

In case the crisis responsibility doesn't hold with you or it was a rumor which was completely untrue. Such a situation is known as ....

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

Options :

60348944027. 1

60348944028. 2

60348944029. 3

60348944030. 4

Question Number : 41 Question Id : 60348911608 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Online Reputation Management is all about increasing positive .... and decreasing or managing negative word of mouth.

1. Photography
2. Videography
3. Word of Mouth
4. Advertising

Options :

60348944031. 1

60348944032. 2

60348944033. 3

60348944034. 4

Question Number : 42 Question Id : 60348911609 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348944035. 1

60348944036. 2

60348944037. 3

60348944038. 4

Question Number : 43 Question Id : 60348911610 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

A brand facing a crisis situation due to misinformation spreading in the market can choose to respond to this by sharing more information about the positive elements of the brand, without actually addressing the misinformation. Such a strategy can be best explained as _____.

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

Options :

60348944039. 1

60348944040. 2

60348944041. 3

60348944042. 4

Question Number : 44 Question Id : 60348911611 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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.

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

Options :

60348944043. 1

60348944044. 2

60348944045. 3

60348944046. 4

Question Number : 45 Question Id : 60348911612 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Twitter can be used to evaluate potential crisis situations from the context of a brand by assessing the _____.

1. Trending Hashtags
2. Advertising expenditure
3. Number of followers
4. None of the options

Options :

60348944047. 1

60348944048. 2

60348944049. 3

60348944050. 4

Question Number : 46 Question Id : 60348911613 Question Type : MCQ Option Shuffling : No

Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

YouTube ads which are displayed in between videos is called _____.

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

Options :

60348944051. 1

60348944052. 2

60348944053. 3

60348944054. 4

Question Number : 47 Question Id : 60348911614 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

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

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

Options :

60348944055. 1

60348944056. 2

60348944057. 3

60348944058. 4

Question Number : 48 Question Id : 60348911615 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 :

60348944059. 1

60348944060. 2

60348944061. 3

60348944062. 4

Question Number : 49 Question Id : 60348911616 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 Wrong Marks : 0

Content shared by a particular user today versus content that has been shared by him a week ago, priority would be given to the content shared today. This factor is called ....

1. Time Decay
2. Time Slot
3. Time Bound
4. Timeliness

Options :

60348944063. 1

60348944064. 2

60348944065. 3

60348944066. 4

Question Number : 50 Question Id : 60348911617 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 2 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 options

Options :

60348944067. 1

60348944068. 2

60348944069. 3

60348944070. 4