PREVIEW QUESTION BANK

Module Name : imb24-mg55 Gamification as a Business Strategy-ENG
Exam Date : 18-May-2024   Batch : 15:00-18:00

Sr. No.	Client Question ID	Question Body and Alternatives	Marks	Negative Marks
		Objective Question		
1	15472001	MMORPGs ? 1. Massively multiplayer online role-playing games 2. Massively multiplayer offline role-playing games 3. Massively multiplayer operating role-playing games 4. Massively multiplayer occurring role-playing games A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
		Objective Question		
2	15472002	What capability does Augmented Reality (AR) bring to the fashion and beauty industry? 1. Virtual shopping carts 2. Virtual try-ons and fittings 3. Online payment systems 4. Social media integration A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
		Objective Question		
3	15472003	Gamification often incorporates game-like elements to motivate consumers. Which of the FOLLOWING is LEAST likely to be used? 1. Point systems that reward desired actions 2. Progress bars that track completion towards a goal 3. Complicated rule sets with multiple levels of complexity 4. Leaderboards that showcase top performers A1 : 1	2.0	0.00

A2 : 2

A3 : 3

A4 : 4

Objective Question				
4	15472004	Gamification in consumer marketing: Future or Fallacy? 1. Gamification is a guaranteed path to marketing success. 2. Gamification can be a powerful tool but needs strategic use. 3. Gamification is a passing fad with limited effectiveness. 4. Gamification is unethical and should not be used in marketing. A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00

Objective Question				
5	15472005	Gamification can be a successful marketing strategy because it leverages which of the following human tendencies? 1. The need for social validation and belonging 2. The desire for competition and achievement 3. The tendency to follow authority figures and influencers 4. The preference for informative and educational content A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00

Objective Question				
6	15472006	A potential drawback of gamification in consumer marketing is: 1. Increased brand awareness and positive brand perception 2. Creation of a more engaging and interactive marketing experience 3. Customers feeling a sense of accomplishment upon reaching goals 4. Inauthentic gamification that feels forced and disengaging A1 : 1	2.0	0.00

A2 : 2

A3 : 3

A4 : 4

Objective Question			
7	15472007	Which of the following is NOT a common game element used in gamification for consumer marketing? 1. Points awarded for completing tasks or purchases 2. Badges that symbolize achievements or milestones 3. Levels that signify progress within a campaign 4. Real-world rewards for in-game accomplishments A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00

Objective Question			
8	15472008	Leaderboards in gamified marketing campaigns: 1. Display customer names and point totals publicly. 2. Help users track their individual progress only. 3. Are not commonly used due to privacy concerns. 4. Can be designed to showcase both individual and team achievements. A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00

Objective Question			
9	15472009	Which of the following is the BEST way to integrate a point system into a gamified marketing campaign? 1. Award an excessive amount of points for simple tasks. 2. Clearly define the point value for each desired action. 3. Make points redeemable for a wide variety of rewards. 4. Let points expire after a short period of inactivity. A1 : 1 A2 : 2	2.0	0.00

A3 : 3

A4 : 4

Objective Question					
10	15472010	During a gamified marketing campaign, users earn badges for completing specific challenges. What purpose do these badges serve? 1. To unlock exclusive discounts and product offers. 2. To publicly display a user's progress on social media. 3. To provide a sense of accomplishment and recognition. 4. To collect user data and personalize future marketing messages. A1 : 1 A2 : 2 A3 : 3 A4 : 4		2.0	0.00

Objective Question					
11	15472011	Imagine a fitness app that awards users points for every workout completed. These points contribute to a progress bar that fills up as the user gets closer to their monthly fitness goal. What element of gamification is this? 1. Points system 2. Management 3. Artificial intelligence 4. Reputation A1 : 1 A2 : 2 A3 : 3 A4 : 4		2.0	0.00

Objective Question					
12	15472012	Gamification can influence multiple marketing KPIs. Which of the following best describes the overall goal of using KPIs in gamified marketing? 1. To determine how many points users are accumulating 2. To identify the most popular badges awarded in the campaign 3. To measure the return on investment (ROI) of the gamification strategy 4. To track how many times users share the campaign on social media A1 : 1		2.0	0.00

		A2 : 2		
		A3 : 3		
		A4 : 4		

Objective Question

| 13 | 15472013 | In the context of gamification, what is an essential KPI to measure customer engagement?

1. Decrease in customer satisfaction
2. Increase in customer complaints
3. Growth in user participation and interaction
4. Reduction in customer interactions

A1 : 1

A2 : 2

A3 : 3

A4 : 4 | 2.0 | 0.00 |

Objective Question

| 14 | 15472014 | In the context of corporate training, what is the primary purpose of incorporating storytelling and narratives into gamified modules?

1. Entertainment value
2. Enhancing emotional engagement
3. Speeding up the learning process
4. Eliminating the need for assessments

A1 : 1

A2 : 2

A3 : 3

A4 : 4 | 2.0 | 0.00 |

Objective Question

| 15 | 15472015 | What metric assesses the long-term impact of gamification on employee performance and productivity?

1. Short-term Engagement Rate
2. Retention Rate
3. Gamification ROI
4. Participation Quotient | 2.0 | 0.00 |

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
16	15472016		2.0	0.00

How does gamification contribute to promoting sustainable health practices among individuals?

1. By emphasizing individual competition
2. Focusing on short-term health goals
3. Incorporating social support and collaboration
4. Ignoring the psychological aspects of behavior change

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
17	15472017		2.0	0.00

Gamification

Drawing from the perspectives of the game designer Jane McGonigal, video games have the potential to highlight individual strengths and can assist users in achieving their objectives, boosting motivation, and fostering creativity . While typical or traditional video games are designed solely for entertainment purposes, when video games are employed as instruments for learning crucial (serious) knowledge and skills, they are recognized as serious games. Therefore, game-based learning involves the utilization of intentionally designed game-based strategies, primarily focused on providing impactful educational encounters. These pedagogical techniques encompass serious video games and gamification. The core objective is to promote instructive goals, accomplished through the creation of captivating and interactive learning experiences that inspire students to successfully accomplish assignments and projects. Therefore, these techniques capitalize on human psychology's affinity for achievement, competition, and intrinsic motivation, employing the principles of games to encourage participation and enhance user experiences . Despite the different definitions proposed, according to Deterding , the term gamification more properly refers to a dynamic approach that involves the seamless integration of various gaming elements into a context that, under ordinary circumstances, might not be associated with traditional gaming activities. Although a common point of convergence is the presence of simulation elements, unlike games, gamification approaches should not implicate the intention of creating a game. In other words, gamification does not necessarily rely on video games. Activities can be "gamified" by simulating game design mechanics and narratives in an analogous manner.

According to Jane McGonigal, what is the potential of video games in terms of user benefits?

1. Solely for entertainment
2. Highlighting individual strengths, achieving objectives, boosting motivation, and fostering creativity
3. Limited to fostering competition
4. Intrinsic motivation only

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

18	15472018		2.0	0.00

Gamification

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How are video games recognized when employed for learning crucial knowledge and skills?

1. Entertainment games
2. Serious games
3. Traditional games
4. Casual games

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

19	15472019		2.0	0.00

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What is the core objective of game-based learning?

1. Entertainment purposes
2. Boosting motivation and fostering creativity
3. Solely for competition
4. Providing impactful educational encounters

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
20	15472020		2.0	0.00

Gamification

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What do game-based strategies in education encompass?

1. Only serious video games
2. Gamification
3. Both serious video games and gamification
4. Traditional teaching methods

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
21	15472021		2.0	0.00

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According to Deterding et al., how is gamification defined?

1. The intention of creating a game
2. Solely relying on video games
3. Seamless integration of gaming elements into unconventional contexts
4. Exclusively simulation elements

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
22	15472022		2.0	0.00

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How do gamification approaches differ from games, as mentioned by Deterding et al.?

1. They rely on video games
2. They simulate game design mechanics and narratives
3. They lack simulation elements
4. They focus on traditional gaming activities

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

23	15472023		2.0	0.00

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What is the primary emphasis of gamification?

1. Creating standalone video games
2. Achieving entertainment goals
3. Simulating game design mechanics
4. Dynamic integration of gaming elements into unconventional contexts

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
24	15472024		2.0	0.00

Gamification

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What is the intended outcome of gamification activities?

1. Solely for entertainment purposes
2. Emphasizing traditional gaming activities
3. Simulating game design mechanics
4. Transforming routine tasks into engaging experiences

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

25	15472025		2.0	0.00

Gamification

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How does gamification differ from serious video games in terms of obstacles in healthcare, according to the narrative?

1. Higher production costs
2. Limited access to technology
3. Specific time commitments for gameplay
4. Seamless integration into daily routines

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

26	15472026		2.0	0.00

Gamification

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In the medical field, what has seamlessly integrated gamification elements into educational platforms over the last decade?

1. Professional entertainment games
2. Standalone video games
3. Dedicated devices
4. Routine tasks and activities

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

27	15472027		2.0	0.00

What does digital literacy encompass in the context of gamification?

1. Reading and writing skills
2. Understanding and utilizing digital technologies
3. Playing traditional board games
4. Memorization of game rules

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

28	15472028		2.0	0.00

In the context of game literacy, what does the term "game mechanics" refer to?

1. The physical components of a board game
2. The rules and interactions that define gameplay
3. The players' physical abilities
4. The soundtrack of a video game

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

29	15472029		2.0	0.00

How can gamification enhance corporate training programs?

1. By making training programs more monotonous
2. By decreasing employee engagement
3. By providing a competitive and interactive learning environment
4. By discouraging collaboration among employees

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

30	15472030		2.0	0.00

How can gamification be integrated into a business strategy to enhance customer engagement and loyalty?

1. By offering discounts
2. Through interactive games and challenges
3. By reducing product variety
4. Through traditional advertising

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

31	15472031		2.0	0.00

What is one key advantage of using gamification in business strategy?

1. Increased operational costs
2. Decreased employee motivation
3. Enhanced user participation
4. Slower decision-making processes

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

32	15472032		2.0	0.00

How can gamification contribute to employee productivity in a business setting?

1. By eliminating all forms of competition
2. Through regular and lengthy training sessions
3. By incorporating elements of challenge and rewards
4. By avoiding feedback mechanisms

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

33	15472033		2.0	0.00

Which game element involves providing users with immediate feedback for their actions?

1. Mystery
2. Achievements
3. Feedback loops
4. Simplicity

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

34	15472034		2.0	0.00

In gamification, what is the term used for the visual representation of a user's progress?

1. Milestone
2. Progress bar
3. Obstacle
4. Avatar

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

| 35 | 15472035 | | 2.0 | 0.00 |

What is a potential benefit of using gamification in marketing campaigns?

1. Decreased user engagement
2. Increased brand indifference
3. Enhanced brand awareness and recall
4. Limited customer interaction

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

| 36 | 15472036 | | 2.0 | 0.00 |

In the context of marketing, how can gamification help in collecting valuable consumer data?

1. By avoiding user participation
2. Through traditional surveys only
3. By incorporating interactive elements and surveys
4. By relying solely on historical data

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

| 37 | 15472037 | | 2.0 | 0.00 |

Which industry has successfully utilized gamification for customer retention and engagement?

1. Healthcare
2. Agriculture
3. Aerospace
4. Telecommunications

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question			
38	15472038	How can gamification be adapted to suit the specific needs of different industries? 1. By using a one-size-fits-all approach 2. Through customization and industry-specific strategies 3. By ignoring industry trends 4. By avoiding technology integration A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
Objective Question			
39	15472039	What role can storytelling play in gamification when applied to industries like marketing? 1. No impact 2. Enhances user engagement and emotional connection 3. Slows down the marketing process 4. Increases customer resistance A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
Objective Question			
40	15472040		2.0	0.00

In gamification, what term refers to the emotional connection and positive experiences created for customers?

1. Customer indifference
2. Emotional disconnection
3. User engagement
4. Transactional satisfaction

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question					
41	15472041	What is one of the key business opportunities presented by gamification? 1. Decreased customer engagement 2. Limited scope for innovation 3. Enhanced user participation and motivation 4. Elimination of competition A1 : 1 A2 : 2 A3 : 3 A4 : 4		2.0	0.00
Objective Question					
42	15472042	How can gamification provide insights to businesses? 1. By avoiding customer feedback 2. By simplifying interactions 3. By limiting innovation 4. By analyzing user behaviors and preferences for informed decision-making A1 : 1 A2 : 2 A3 : 3 A4 : 4		2.0	0.00
Objective Question					
43	15472043			2.0	0.00

Effective game based learnig is ....

1. Competition
2. Engagement
3. Immediate rewards
4. Friendliness

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
44	15472044	Gamification should contain _____, which are the content or behavioral goals a student needs to achieve. 1. Learning facts 2. Student grades 3. Learning outcomes 4. Student outcomes A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
Objective Question				
45	15472045	The key purpose of gamification is .... 1. To offer creativity 2. To increase participants engagement 3. To make feedback more immediate 4. To allow participants a competitive edge A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00
Objective Question				
46	15472046		2.0	0.00

Which of the following is NOT a reason to gamify?

1. Increase engagement
2. Teaches choices
3. Teaches 21-century skills
4. Teaches digital literacy

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

| 47 | 15472047 | | 2.0 | 0.00 |

Match the Following

A	B
A. Inclusive experience for all users interacting	I A/B testing
B. Comparing different variations of gamified elements	II Accessibility Testing
C. Stability during peak engagement periods	III Cross Platform testing
D. Multiple channel presence of many brands	IV Stress Testing

1. (A) - (II), (B) - (I), (C) - (IV), (D) - (III)
2. (A) - (I), (B) - (II), (C) - (III), (D) - (IV)
3. (A) - (I), (B) - (II), (C) - (IV), (D) - (III)
4. (A) - (III), (B) - (IV), (C) - (I), (D) - (II)

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question

| 48 | 15472048 | | 2.0 | 0.00 |

In the context of gamification, what role does a "Spectator" persona typically play in engaging with a product or service?

1. Actively participates in challenges
2. Observes and influences others
3. Provides constructive feedback
4. Creates customized game elements

A1 : 1

A2 : 2

A3 : 3

A4 : 4

Objective Question				
49	15472049	Which game element is designed to create a sense of urgency and excitement by limiting the availability of a reward or opportunity? 1. Progress Bar 2. Time Pressure 3. Power-ups 4. Social Competition A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00

Objective Question				
50	15472050	How can using marketing personas enhance gamification's effectiveness in customer engagement? 1. By limiting the diversity of target audiences 2. By tailoring game elements to specific customer segments 3. By avoiding personalization to maintain broad appeal 4. By disregarding the emotional aspect of customer interactions A1 : 1 A2 : 2 A3 : 3 A4 : 4	2.0	0.00