

# Model Question Paper-1 with effect from 2022-23 (CBCS Scheme)

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## Sixth Semester B.E. Degree Examination DIGITAL MARKETING

TIME:01Hour

Max.Marks:50

Note: 01. Answer all the following questions.

		Marks
Q.01	What is the primary purpose of digital marketing? a) To build a physical presence b) To reach and engage customers through digital channels c) To print more advertisements d) To reduce online presence	1*50=50
Q.02	Digital marketing is different from traditional marketing because: a) It is only for social media b) It uses digital technologies and internet c) It uses physical billboards d) It focuses only on TV ads	
Q.03	Which of the following is NOT a digital marketing channel? a) Email marketing b) Social media c) Newspaper advertising d) SEO	
Q.04	What does SWOT stand for? a) Strength, Weakness, Options, Trends b) Strength, Weakness, Opportunities, Threats c) System, Work, Options, Training d) Strategy, Work, Operations, Timing	
Q.05	A well-optimized website mainly improves: a) Printing quality b) Server load c) Online visibility and ranking d) File size	
Q.06	Content management in digital marketing is important for: a) Reducing the website traffic b) Managing and updating digital content efficiently c) Decreasing customer interaction d) Increasing the cost of marketing	
Q.07	In SWOT analysis, 'Threats' refer to: a) Internal positive factors b) External challenges c) Future sales d) Customer loyalty	
Q.08	Which tool is often used for web design? a) MS Expression Web b) MS Excel c) Adobe Reader d) Notepad only	
Q.09	Target group analysis helps marketers to: a) Reduce their working hours b) Understand their potential customers c) Hire more employees	

<b>Q.10</b>	<p>One advantage of digital marketing over real (traditional) marketing is:</p> <ul style="list-style-type: none"> <li>a) Higher cost</li> <li>b) Difficult tracking</li> <li>c) Real-time analytics</li> </ul>	
<b>Q.11</b>	<p>The main goal of SEO is to:</p> <ul style="list-style-type: none"> <li>a) Increase website loading speed</li> <li>b) Improve a website's visibility on search engines</li> <li>c) Decrease website traffic</li> <li>d) Create offline content</li> </ul>	
<b>Q.12</b>	<p>Writing SEO content mainly involves:</p> <ul style="list-style-type: none"> <li>a) Using complex language</li> <li>b) Stuffing keywords without meaning</li> <li>c) Using relevant keywords naturally</li> <li>d) Writing very short articles</li> </ul>	
<b>Q.13</b>	<p>Google AdWords is now known as:</p> <ul style="list-style-type: none"> <li>a) Google Ads</li> <li>b) Google Business</li> <li>c) Google Campaign</li> <li>d) Google SEO</li> </ul>	
<b>Q.14</b>	<p>SEO content writing focuses on:</p> <ul style="list-style-type: none"> <li>a) Audience engagement and search engine ranking</li> <li>b) Only making the text long</li> <li>c) Using images only</li> <li>d) Deleting keywords</li> </ul>	
<b>Q.15</b>	<p>In SEO, keywords are:</p> <ul style="list-style-type: none"> <li>a) Random words inserted into text</li> <li>b) Words that users type into search engines</li> <li>c) Hidden words not shown to readers</li> <li>d) Irrelevant topics</li> </ul> <p>Answer: b) Words that users type into search engines</p>	
<b>Q.16</b>	<p>Which of the following improves SEO ranking?</p> <ul style="list-style-type: none"> <li>a) Plagiarized content</li> <li>b) High-quality backlinks</li> <li>c) Hidden text</li> <li>d) Overuse of keywords</li> </ul> <p>Answer: b) High-quality backlinks</p>	
<b>Q.17</b>	<p>Google AdWords campaigns are primarily used for:</p> <ul style="list-style-type: none"> <li>a) Offline advertisements</li> <li>b) Paid search engine marketing</li> <li>c) SEO optimization</li> <li>d) Blogging</li> </ul>	
<b>Q.18</b>	<p>When creating a Google AdWords account, the first step is:</p> <ul style="list-style-type: none"> <li>a) Building a website</li> <li>b) Setting up a Google account</li> <li>c) Posting on social media</li> <li>d) Printing advertisements</li> </ul>	
<b>Q.19</b>	<p>CRM stands for:</p> <ul style="list-style-type: none"> <li>a) Customer Resource Management</li> <li>b) Customer Relationship Management</li> <li>c) Critical Resource Management</li> <li>d) Consumer Risk Management</li> </ul>	
<b>Q.20</b>	<p>The purpose of CRM is to:</p> <ul style="list-style-type: none"> <li>a) Attract more competitors</li> <li>b) Manage company expenses</li> <li>c) Manage and improve customer relationships</li> <li>d) Block user access</li> </ul>	

Q.21	<p>A good Facebook business page should:</p> <ul style="list-style-type: none"> <li>a) Be updated regularly</li> <li>b) Ignore messages</li> <li>c) Delete comments</li> <li>d) Hide posts</li> </ul>	
Q.22	<p>Web analytics helps in:</p> <ul style="list-style-type: none"> <li>a) Improving page load time</li> <li>b) Understanding customer behaviour</li> <li>c) Managing office employees</li> <li>d) Coding new websites</li> </ul>	
Q.23	<p>Keeping up with posts on social media means:</p> <ul style="list-style-type: none"> <li>a) Posting rarely</li> <li>b) Engaging consistently with audience</li> <li>c) Ignoring audience feedback</li> <li>d) Posting once a year</li> </ul>	
Q.24	<p>Facebook Ads allow businesses to:</p> <ul style="list-style-type: none"> <li>a) Increase organic search</li> <li>b) Target specific audiences</li> <li>c) Avoid online promotion</li> <li>d) Remove followers</li> </ul>	
Q.25	<p>In Web Analytics, 'bounce rate' refers to:</p> <ul style="list-style-type: none"> <li>a) Number of pages visited</li> <li>b) Visitors leaving the site without any interaction</li> <li>c) Increase in website speed</li> <li>d) Visitors staying longer</li> </ul>	
Q.26	<p>Integrating Instagram with a website helps in:</p> <ul style="list-style-type: none"> <li>a) Reducing traffic</li> <li>b) Enhancing social proof and engagement</li> <li>c) Slowing down the website</li> <li>d) Hiding brand information</li> </ul>	
Q.27	<p>The primary tool for Facebook page analysis is:</p> <ul style="list-style-type: none"> <li>a) Google Maps</li> <li>b) Facebook Insights</li> <li>c) YouTube Analytics</li> <li>d) Twitter Metrics</li> </ul>	
Q.28	<p>A Facebook "Post Reach" means:</p> <ul style="list-style-type: none"> <li>a) Number of times an ad is clicked</li> <li>b) Number of unique users who saw the post</li> <li>c) Total cost of advertisement</li> <li>d) Number of posts made per day</li> </ul>	
Q.29	<p>Business pages on Facebook allow:</p> <ul style="list-style-type: none"> <li>a) Only personal communication</li> <li>b) Running ad campaigns</li> <li>c) Only viewing posts</li> <li>d) Creating personal blogs</li> </ul>	
Q.30	<p>Social media marketing success depends mainly on:</p> <ul style="list-style-type: none"> <li>a) Number of apps installed</li> <li>b) Engagement and consistent posting</li> <li>c) Website coding skills</li> <li>d) Ignoring customer feedback</li> </ul>	

<b>Q.31</b>	<p>Facebook Ads can be targeted based on:</p> <ul style="list-style-type: none"> <li>a) Age</li> <li>b) Location</li> <li>c) Interests</li> <li>d) All of the above</li> </ul>	
<b>Q.32</b>	<p>A Facebook 'Ad Set' mainly defines:</p> <ul style="list-style-type: none"> <li>a) The creative content</li> <li>b) The targeting, budget, and schedule</li> <li>c) The company profile</li> <li>d) The business contact details</li> </ul>	
<b>Q.33</b>	<p>In Facebook Ads Manager, "Reach" measures:</p> <ul style="list-style-type: none"> <li>a) Unique users who saw the ad</li> <li>b) Total number of page likes</li> <li>c) Number of website domains</li> <li>d) Total sales made offline</li> </ul>	
<b>Q.34</b>	<p>Facebook Ads Visibility depends on:</p> <ul style="list-style-type: none"> <li>a) Ad relevance score</li> <li>b) Post frequency</li> <li>c) Customer complaints</li> <li>d) Website hosting</li> </ul>	
<b>Q.35</b>	<p>Facebook Ads allow retargeting of:</p> <ul style="list-style-type: none"> <li>a) First-time visitors</li> <li>b) Users who have interacted with the brand before</li> <li>c) Completely unrelated audiences</li> <li>d) Only offline customers</li> </ul>	
<b>Q.36</b>	<p>Which of these is a YouTube ad objective?</p> <ul style="list-style-type: none"> <li>a) Increase TV views</li> <li>b) Increase website hosting speed</li> <li>c) Drive brand awareness and reach</li> <li>d) Decrease app downloads</li> </ul>	
<b>Q.37</b>	<p>LinkedIn campaigns help in generating:</p> <ul style="list-style-type: none"> <li>a) Entertainment news</li> <li>b) Business leads and networking opportunities</li> <li>c) Daily job alerts</li> <li>d) Video games</li> </ul>	
<b>Q.38</b>	<p>YouTube channel analytics include:</p> <ul style="list-style-type: none"> <li>a) Revenue reports</li> <li>b) Traffic sources</li> <li>c) Audience retention</li> <li>d) All of the above</li> </ul>	
<b>Q.39</b>	<p>Facebook Ads Manager helps you manage:</p> <ul style="list-style-type: none"> <li>a) Blog writing</li> <li>b) Campaigns, ad sets, and ads</li> <li>c) Web hosting</li> <li>d) Payment gateways</li> </ul>	
<b>Q.40</b>	<p>The main goal of LinkedIn advertising is to:</p> <ul style="list-style-type: none"> <li>a) Entertain users</li> <li>b) Grow professional brand visibility</li> <li>c) Buy new equipment</li> <li>d) Reduce online presence</li> </ul>	

<b>Q.41</b>	<p>Cost estimating in a campaign means:</p> <ul style="list-style-type: none"> <li>a) Guessing the sales</li> <li>b) Calculating expected expenses</li> <li>c) Checking employee attendance</li> <li>d) Forecasting weather</li> </ul>	
<b>Q.42</b>	<p>What does "cost control" in budgeting involve?</p> <ul style="list-style-type: none"> <li>a) Increasing campaign prices</li> <li>b) Keeping costs within planned limits</li> <li>c) Ignoring expenses</li> <li>d) Spending without approval</li> </ul>	
<b>Q.43</b>	<p>In e-mail marketing, an effective subject line is:</p> <ul style="list-style-type: none"> <li>a) Very long and detailed</li> <li>b) Spam my and flashy</li> <li>c) Clear, relevant, and engaging</li> <li>d) Irrelevant to the content</li> </ul>	
<b>Q.44</b>	<p>E-mail segmentation helps in:</p> <ul style="list-style-type: none"> <li>a) Sending the same email to everyone</li> <li>b) Dividing the audience into targeted groups</li> <li>c) Hacking email addresses</li> <li>d) Deleting old e-mails</li> </ul>	
<b>Q.45</b>	<p>One benefit of e-mail marketing is:</p> <ul style="list-style-type: none"> <li>a) It is expensive</li> <li>b) It is outdated</li> <li>c) It provides direct communication</li> <li>d) It requires TV ads</li> </ul>	
<b>Q.46</b>	<p>In budgeting, cost budgeting focuses on:</p> <ul style="list-style-type: none"> <li>a) Increasing debt</li> <li>b) Estimating the total cost of activities</li> <li>c) Only employee salaries</li> <li>d) Opening new offices</li> </ul>	
<b>Q.47</b>	<p>In a good e-mail marketing campaign, Call-To-Action (CTA) should be:</p> <ul style="list-style-type: none"> <li>a) Hidden in the text</li> <li>b) Very confusing</li> <li>c) Clear and noticeable</li> <li>d) Missing altogether</li> </ul>	
<b>Q.48</b>	<p>An important e-mail campaign KPI (Key Performance Indicator) is:</p> <ul style="list-style-type: none"> <li>a) Open rate</li> <li>b) Office attendance</li> <li>c) TV ad ratings</li> <li>d) Cost of internet connection</li> </ul>	
<b>Q.49</b>	<p>Budgeting in digital marketing ensures:</p> <ul style="list-style-type: none"> <li>a) Wasting money</li> <li>b) Unlimited spending</li> <li>c) Proper fund allocation for maximum return</li> <li>d) Hiring celebrities</li> </ul>	
<b>Q.50</b>	<p>What is a drip campaign in e-mail marketing?</p> <ul style="list-style-type: none"> <li>a) A single welcome email</li> <li>b) Series of automated emails sent based on user behavior</li> <li>c) Social media posts</li> <li>d) Random newsletters</li> </ul>	

