

Quiz - 1: Digital Marketing (MCA - 128)

MCA - 2nd Semester (Batch: 2023-25)

Time: 20 Minutes

Max. Marks: 20

Roll Number Name:

1. Which of the following is not the owned form of media? (1)
 - a) Official website of the company
 - b) Microsite
 - c) Sponsored advertisements
 - d) Twitter handle
2. Twitter is useful for which of the following digital landscape? (1)
 - a) Online reputation management
 - b) Information dissemination
 - c) Customer acquisition
 - d) Brand building
3. Which of the following is not a characteristic of digital marketing? (1)
 - a) Uni-directional
 - b) Real time
 - c) Push and pull medium
 - d) Measurability
4. What was the biggest positive takeaway of dotcom era? (1)
 - a) Digital marketing was used
 - b) Digital marketing was defined
 - c) No establishment of digital marketing
 - d) None of these
5. Which of the following is the correct formula for calculating CTR? (1)
 - a) $(\text{Total Clicks on Ad} / \text{Total Impressions}) * 100$
 - b) $(\text{Total Impressions} / \text{Total Clicks on Ad}) * 100$
 - c) $(\text{Total Impressions} + \text{Total Clicks on Ad}) * 100$
 - d) $(\text{Total Clicks on Ad} = \text{Total Impressions}) * 100$
6. In, marketing messages are packaged with information pre-configured for a particular set of users. (1)
 - a) shift
 - b) pull
 - c) push
 - d) None of these
7. Traditional marketing is considered as (1)
 - a) Pray and spray
 - b) Spray and pray
 - c) Multidirectional
 - d) None of these
8. Which of the following refers to AIDA model of marketing? (1)
 - a) Alternate, Internet, Desire, Action
 - b) Awareness, Interest, Desire, Action
 - c) Awareness, Internet, Digital, Advocacy
 - d) Awareness, Interest, Decision, Advocacy
9. is most appropriate for advocacy and word of mouth post purchase. (1)
 - a) Company website
 - b) Social media
 - c) Microsite
 - d) Newspaper
10. The decade of 1990s was fueled by advertising. (1)
 - a) search
 - b) display
 - c) social media
 - d) None of these
11. Which of the following model is used for signups achieved? (1)
 - a) Fixed cost
 - b) CPM
 - c) CPC
 - d) CPL
12. Your client wants to increase the number of people visiting his/her website. When analyzing the data for his search campaign, which metric do you most want to improve? (1)
 - a) Click through Rate
 - b) Conversion Rate
 - c) Impressions
 - d) Converted Click
13. As a marketer at an e-commerce site, you found that people are visiting your website and keeping their products in cart, but not buying. What would you do to increase conversions? (1)
 - a) Track the social media profiles of users who visited the website and message them.
 - b) Launch remarketing ads suggesting completion of the transaction process.
 - c) Launch usage of better web analytic tools and start using premium versions.
 - d) Do cross selling.
14. Which of the following platform can be apt for customer engagement? (1)
 - a) LinkedIn
 - b) YouTube
 - c) Google
 - d) Blomberg
15. Suppose you own a page and a user visits multiple links in your website. Which of these will increase? (1)
 - a) Visitors count
 - b) Page views count
 - c) Link count
 - d) Backlink count
16. If an advertiser chooses to show their placements only on pages that relate to a specific topic or category, this is known as (1)
 - a) Behavioural targeting
 - b) Audience targeting
 - c) Contextual targeting
 - d) Retargeting
17. Which was the first full-text web search engine? (1)
 - a) Excite
 - b) Altavista
 - c) Yahoo
 - d) WebCrawler
18. On which website the first banner ad was displayed? (1)
 - a) Microsoft
 - b) HotWired
 - c) HotMail
 - d) GotMail
19. As a new marketer at established footwear firm, which of the following captions would you prefer the most? (1)
 - a) Click on this ad to buy shoes
 - b) Limited period offer
 - c) Continue to receive more discount
 - d) Satisfaction guaranteed
20. Which of the following media is considered as an asset of the company? (1)
 - a) Owned
 - b) Earned
 - c) Paid
 - d) None of these