

## Quiz - 2: Digital Marketing (MCA - 128)

MCA - 2<sup>nd</sup> Semester (Batch: 2023-25)

Time: 15 Minutes

Max. Marks: 15

Roll Number ... .. Name: ... ..

1. If you are selling a bike and advertising it on automobile (1) websites, this method is ... ..
  - a) placement targeting
  - b) keyword targeting
  - c) re-marketing
  - d) display targeting
2. A platform through which publisher manage their ad impression (1) inventory and maximize revenue from digital media is known as ... ..
  - a) SSP
  - b) DMP
  - c) DSP
  - d) Ad Exchange
3. What do you think about the top position in search engine (1) results' page can show your ad if there is no any other ad?
  - a) Yes, it will show the ad as there is no any other ad.
  - b) No, it will show the ad of the most recent bidder in that case.
  - c) No, if it does not have the ad rank greater than the threshold.
  - d) Yes, the availability of the slot is the only deciding factor.
4. When a banner advertisement is marked as viewed? (1)
  - a) 100% of the banner should be viewed for 1 seconds
  - b) 75% of the banner should be viewed for 1 second
  - c) 50% of the banner should be viewed for 1 second
  - d) Number of repeated viewers increases by 20%
5. Which of the following is correct in context to opt-in email (1) marketing?
  - a) Opt-out approach is legal and good practice.
  - b) In double opt-in, two emails are sent for verification.
  - c) In opt-out, people are automatically put in the list to receive the emails.
  - d) Single opt-in procedure helps to ensure that a third party is not able to subscribe someone else accidentally.
6. If an advertiser has the same keyword in two different ad (1) groups, the one to win a given auction will be the keyword with the ... ..
  - a) Highest maximum cost-per-click (CPC) bid
  - b) Most historical data in the account
  - c) Higher Quality Score
  - d) Highest Ad Rank
7. In order to better serve or attract customers who are using (1) mobile devices, it's important to ... ..
  - a) send users to the best and most attractive page of your website
  - b) send users to a mobile-friendly landing page
  - c) include your mobile number as your display URL
  - d) send users to a page full of attractive images and videos
8. In email marketing's success factors 'CRITICAL', what are the (1) meanings of two 'C's?
  - a) Critical and Content
  - b) CPC and CPM
  - c) Content and Clarity
  - d) Creative and Copy
9. What would be in ideal order for choosing keywords? (1)
  - a) Low traffic, low bid amount, low competition
  - b) High traffic, low bid amount, high competition
  - c) High traffic, low bid amount, low competition
  - d) High traffic, high bid amount, low competition
10. Which of the following does not explain why the click-through (1) rates are highest for search advertising among all platforms?
  - a) Pull Medium, user seeks the advertisement.
  - b) There is intent and interest curated.
  - c) More knowledge on whether the customer is interested.
  - d) Push Medium, users have to see the advertisements.
11. ... .. refers to marketing where marketing messages are (1) packaged with information pre-configured for a particular set of users.
  - a) Consumer-initiated contact
  - b) Medium-initiated contact
  - c) Push and pull medium
  - d) None of these
12. As a marketing manager at a recently launched start-up, what (1) would be your last choice for keywords?
  - a) Long-tail
  - b) Brand
  - c) Competition
  - d) Category
13. When a low-quality publisher disguises itself as a premium (1) publisher in a programmatic marketplace, it is called ... ..
  - a) ad spoofing
  - b) click fraud
  - c) pixel stuffing
  - d) domain spoofing
14. The real value in social media comes from ... .. (1)
  - a) what we say, not what we hear
  - b) what we hear, not what we say
  - c) what we think, not what we hear
  - d) what we do, not what we say
15. If one advertiser takes all the ad spaces on a page this type of (1) ad is known as ... .. ad.
  - a) Leaderboard
  - b) Skinning
  - c) Large rectangle
  - d) None of these