

**BACHELOR OF BUSINESS ADMINISTRATION
SIXTH SEMESTER
E-MARKETING
BBA – 605A**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

1. Which of the following is the correct depiction of Digital Marketing?
 - a. E-mail Marketing
 - b. Social Media Marketing
 - c. Web Marketing
 - d. All of the above
2. Which statement is true?
 - a. Web 1.0 allowed users to find the information but didn't allow sharing.
 - b. Web 1.0 allowed users to interact with other users and businesses.
 - c. Both
 - d. Neither a nor b
3. Digital Marketing has been around us since the very beginning. It started in the year _____.
 - a. 1980
 - b. 2000
 - c. 1995
 - d. 1990
4. Which of the following is NOT one of the five stages of the buyer decision process?
 - a. Need recognition
 - b. Brand identification
 - c. Information search
 - d. Purchase decision
5. Which of the following is FALSE about digital marketing?
 - a. It cannot be done offline.
 - b. It can only be done offline
 - c. It requires electronic devices for promoting goods and services.
 - d. It can be understood as online marketing, web marketing, and e-mail marketing.
6. _____ is/are the main component(s) of digital marketing.
 - a. SEO
 - b. SMO
 - c. SEM
 - d. All of the above
7. The reason why digital products are best suited for Business Consumer e-commerce is that they:
 - a. Can be mass-customized and personalized
 - b. Are commodities like products
 - c. Can be delivered at the time of purchase
 - d. All of the above

8. Disadvantages of selling digital products
 - a. Low overhead costs
 - b. High profit margins
 - c. Competing with free content
 - d. None of the above
9. _____ is/are part(s) of SEO.
 - a. Off-Page
 - b. On-Page
 - c. Both A and B
 - d. None of the above
10. RSA stands for
 - a. Rich site summery
 - b. Random search summery
 - c. Rapid search memory
 - d. Rate search memory
11. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment?
 - a. B2B
 - b. B2C
 - c. P2P
 - d. C2B
12. _____ is the largest global online auction website.
 - a. e-bay
 - b. Alibaba.com
 - c. Wal-mart
 - d. Reliance fresh
13. Which of the following is not a user of B2C E-commerce?
 - a. Distributor
 - b. Publishers
 - c. Manufacturers
 - d. None of the above
14. When a customer clicks on your PPC ad, they arrive on your ____ page.
 - a. Home
 - b. About
 - c. Landing
 - d. Contact
15. What are the two types of targeting that can be done with PPC advertising?
 - a. Reaching people by demography and reaching people by interest
 - b. Reaching new prospects and reaching prior visitors (Remarketing)
 - c. Reaching people who search and people who visit websites
 - d. Reaching people through Retargeting and Remarketing
16. What is the word limit for classified advertisement?
 - a. 50 words
 - b. 75 words
 - c. 100 words
 - d. 150 words
17. Which is not a type of classified advertisement?
 - a. Lost and found
 - b. Tolet
 - c. Tour and travel
 - d. Event on annual function
18. We use ____ to display our latest content, our working hours, and also our location on a map so that our audience can get to know us better.
 - a. Twitter
 - b. Instagram
 - c. Facebook
 - d. Snapchat
19. What is the full form of SMO?
 - a. Social Media Optimal
 - b. Search Media Optimal
 - c. Search Media Optimization
 - d. Social Media Optimization

20. What is the full form of SEO?
- a. Search Engine Optimal
 - b. Social Engine Optimization
 - c. Search Engine Optimization
 - d. Social Engine Optimal

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

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| 1. a) Define e-marketing. | 2+8=10 |
| b) Write different techniques of e-marketing. | |
| 2. a) What is the difference between digital marketing and traditional marketing? | 5+5=10 |
| b) Features of e marketing. | |
| 3. a) Explain various types of digital products. | 5+5=10 |
| b) What are the problems of E- marketing? | |
| 4. a) Define E-customers. | 2+8=10 |
| b) What are various phobias an e-customer usually has while doing online shopping? | |
| 5. a) Write various types of E-Markets. | 8+2=10 |
| b) Give one example of B2C. | |
| 6. a) Write short notes on E-malls. | 2+8=10 |
| b) Write short notes on E-storefront. | |
| 7. a) Define email marketing. | 2+8=10 |
| b) Describe how email marketing strategy should be planned effectively. | |
| 8. a) Write short notes on classified advertisement. | 5+5=10 |
| b) Write short note on blogging. | |

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