

MASTER OF COMMERCE
SECOND SEMESTER [SPECIAL REPEAT]
BASICS OF DIGITAL MARKETING
MOOCs
[USE OMR SHEET]

**SET
A**

Duration: 1.30 hrs.

Full Marks: 35

Choose the correct answer from the following:

1 × 35 = 35

- Which of the following is not a type of digital marketing tool?
 - Email marketing
 - Social media marketing
 - Video marketing
 - Print advertising
- The largest contributors to the digital media industry is/are:
 - FMCG
 - E-commerce
 - Both A & B
 - None of these
- Artificial Intelligence (AI) includes:
 - Dell-e
 - Chat
 - GPT chat
 - All of these
- On which of the following basis buyers are divided in psychographic segmentation
 - Loyalty status
 - Life style
 - Values
 - Both b & c
- _____ plays a major role in better content creation.
 - Icon
 - Keyword
 - Description
 - None of these
- Which of the following is not a part of marketing mix?
 - Product
 - Purpose
 - Place
 - Price
- Which of the following is a type of digital marketing activity?
 - E mail marketing
 - Social web marketing
 - Both a & b
 - None of these
- What does SEO stands for?
 - Search Engine optimal
 - Social Engine Optimal
 - Search Engine Optimization
 - Social Engine Optimization
- There are _____ major types of digital trafficking
 - 2
 - 3
 - 4
 - 6
- Which of the following is also known as 'pay per sale'?
 - Cost per acquisition
 - Cost per sale
 - Cost per click
 - Cost per lead

11. Direct marketing is more _____ as compared to other marketing method
 - a. Expensive
 - b. Cost effective
 - c. Not useful
 - d. Aggressive
12. Which of the following is involved in the digital marketing process
 - a. RSA
 - b. Voice Broadcasting
 - c. Podcasting
 - d. All of these
13. Which of the following is not a social media platform?
 - a. Facebook
 - b. Google
 - c. Twitter
 - d. Instagram
14. Which of the following is the form of mobile marketing?
 - a. Text
 - b. Voice call
 - c. Graphic
 - d. All of these
15. Interactive marketing strategy use
 - a. One-way communication channel
 - b. Two-way communication channels
 - c. Three-way communication channels
 - d. All of these
16. Which of the following does not fall under ethical code?
 - a. Customer loyalty
 - b. Respect for colleagues
 - c. Lifestyle
 - d. Competence
17. Value and ethics shape the _____
 - a. Corporate unity
 - b. Corporate discipline
 - c. Corporate culture
 - d. Corporate differences
18. Which of the following is an ethical concern in digital marketing?
 - a. Data privacy and security
 - b. Targeted advertising
 - c. User engagement
 - d. Social media protection
19. Which principle emphasizes that digital marketers should be transparent about their data collection and usage practices?
 - a. Informed consent
 - b. Behavioral targeting
 - c. SEO
 - d. CRM
20. The discomfort caused by post purchase conflict is called _____
 - a. Dissatisfaction
 - b. Cognitive dissonance
 - c. Post purchase behaviour
 - d. Buyer's remorse
21. Buying relevant keyword and Paid search marketing is about bidding
 - a. True
 - b. False
 - c. Maybe
 - d. May not be
22. Which platform can be used by advertisers and purchase ad impressions across ad exchanges?
 - a. demand-side platform
 - b. supply side platform
 - c. Ad network
 - d. None
23. Which capabilities are offered by Web Content Management Tools?
 - a. Centralized version control
 - b. Simplification through templates
 - c. Integration with enterprise applications
 - d. all

24. Which design approaches help in building sites that are optimized for various screen sizes?
- Mobile optimized design
 - Responsive web design
 - Progressive enhancement
 - Adaptive web design
25. Profits related to a new product in its introductory stage of profit related to new product
- negative
 - positive
 - higher
 - declining
26. Which way of consumers feel or perceive towards an actual product or potential market offering
- sales concept
 - product images
 - product idea
 - customer management
27. _____ behavior Highly involved consumer buying behavior while perceiving significant differences between brands
- complex behavior
 - variety seeking behavior
 - dissonance reducing behavior
 - habitual behavior
28. customer is _____, If customer's expectations and products performance matches
- satisfied
 - dissatisfied
 - delighted
 - none of these
29. Stages such as conviction stage, liking stage, preference stage, and actual purchase stage are all of the process called
- channeling
 - buyer readiness
 - channel designing
 - strategic
30. When the new developed product concept is tested, the next immediate step is to
- market strategy
 - testing technique
 - intermediaries
 - logistic network
31. stage in which purchase intention is transformed in to purchase decision is called
- need recognition
 - information search
 - purchase decision
 - both b and c
32. Customers in growth stage of life cycle of products are classified as
- innovators
 - early adopters
 - middle majority customers
 - laggards
33. Considering non-personal communication channels, magazines, direct mail and newspapers are considered as
- online media
 - print media
 - broadcast media
 - display media
34. Many consumer products are a key difference between B2C and B2B marketing which is reflected in web design through _____.
- referencing needs of companies of different sizes
 - the status of the business in the purchase decision process
 - different feature stories appealing to different members
 - different navigation options appealing to different members

35. search page engine optimization refers to _____
- a. Programming keywords into a website
 - b. each page of a website for design
 - c. amount of links coming into your website
 - d. The number of search engine sites a website

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