

CBCS SCHEME



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Question Paper Version : B

Fourth Semester B.E./B.Tech. Degree Examination, June/July 2025 Digital Marketing

Time: 1 hrs.]

[Max. Marks: 50

INSTRUCTIONS TO THE CANDIDATES

1. Answer all the **fifty** questions, each question carries one mark.
2. Use only **Black ball point pen** for writing / darkening the circles.
3. **For each question, after selecting your answer, darken the appropriate circle corresponding to the same question number on the OMR sheet.**
4. Darkening two circles for the same question makes the answer invalid.
5. **Damaging/overwriting, using whiteners** on the **OMR** sheets are strictly prohibited.

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1. Which of the following is not a part of the digital transformation framework?
a) Customer satisfaction
b) Process Excellence
c) Operational Excellence
d) Organizational Efficiency.
 2. Which of the following technologies are leading the digital innovation in marketing?
a) Big Data and cloud computing
b) Ray Tracing
c) Multicore Processing
d) Multithread Rendering
 3. Which of the following is an example of online computing?
a) Gaming Network b) News Channel c) Mobile App d) All of these
 4. _____ are a part of the digital innovation trend in India.
a) Video Ads
b) Telegram channels
c) Twitter spaces
d) Reddit Threads
 5. A blueprint for a process followed by a company over a period of significant changes due to the evolution in existing business conditions is called as _____.
a) Digital Innovation Framework
b) Digital Transformation Framework
c) Digital Excellence Framework
d) Digital Success Framework.

6. Which of the following is not a type of model of branded co-creation communities?
 - a) Branded challenges on niche crowd – sourcing platform
 - b) Branded co-creation challenge platforms
 - c) On-going co-creation communities
 - d) Upcoming co-creation communities.
7. Which of the following is a challenge for digital marketing?
 - a) Creating engagement with users
 - b) Cyber security
 - c) Generating leads
 - d) Achieving a proper ROI
8. The blending between personal and corporate use of technology products and software is known as _____.
 - a) IT Consumerisation
 - b) Technology Commercialization
 - c) Software Testing
 - d) Software Debugging
9. _____ is the planned and sustained effort to establish and maintain good will and mutual understanding between an organization and its public.
 - a) Public relations
 - b) Marketing
 - c) Customer Relationship Management
 - d) Customer service
10. The involvement of consumers into the innovation process of a company to generate value is called _____.
 - a) Recreation
 - b) Co-creation
 - c) Innovation
 - d) Public relation
11. An important model for thinking about organization design is _____.
 - a) Jonathan Gilbert's Spring Model
 - b) Jay Galbraith's Star Model
 - c) Ash Ketchum's Spoke Model
 - d) None of these
12. Which of the following is not a tool used in e-PR?
 - a) Online Press Releases
 - b) Article Marketing
 - c) Online Newsletters
 - d) Viral videos on social media
13. Which of the following is not a step in Reputation Management process?
 - a) Monitoring
 - b) Assessing
 - c) Analyzing
 - d) Influencing
14. Which of the following is a monitoring tool used by ORM professionals?
 - a) Google Adwords
 - b) Hoot Suite
 - c) Technocratic
 - d) Social citation
15. Average Revenue Per sale is given by _____.
 - a) Revenue / Profit Margin
 - b) Revenue / Number of transactions
 - c) Number of transactions / Revenue
 - d) Profit Margin / Revenue

16. Which of the following is not on ROI tool?
a) Hub spot b) Oracle Eloqua c) Free CRM d) ROI Master
17. Allowable Acquisition cost is defined as _____
a) The price paid to the market for acquiring new customers.
b) The price paid to the digital marketing service provider for acquiring the keywords.
c) The price paid to acquire the company of a competitive brand.
d) None of these.
18. Digital transformation is defined as _____
a) The use of new technologies to radically improve performance or reach of enterprise.
b) The use of new technologies to transform from analogue to digital platform
c) The use of new technologies to enhance consumer experience
d) None of these.
19. Which of the following statements is not true?
a) Digital transformation results in increased customer engagement and improved customer conversion.
b) The four P's of marketing are Product, Price, Promotion and Place.
c) Cultivating corporate culture is not a trait of digital leadership.
d) Traditional public relation includes journalists from a 500 – contact database.
20. Which of the following is not a feature of e-PR?
a) Direct as well as indirect outreach
b) Different approach by different organizations
c) Interconnectedness.
d) Direct control by consumers.
21. Which one of the following statements is true?
a) Listed In works best for B2B organizations
b) Pinterest is great for driving traffic to your product catalogue on your website
c) Face book is excellent for businesses that operate in the consumer market.
d) All of these
22. Which metrics would accurately indicate the success of the latest Facebook post?
a) Likes and click-through
b) Impressions & click –through
c) Reach and engagement
d) Sessions and page views.
23. What is the name for Facebook's ranking algorithm?
a) Like Rank b) Face Rank c) Page Rank d) Edge Rank
24. Which of the following are the steps involved in creating a blog?
a) Finding an idea → choosing a headline → Selecting imagery → Providing links → Final posting
b) Finding an idea → Selecting imagery → choosing a headline → Providing links → Final posting
c) Finding an idea → Selecting Imagery → Choosing a headline → Final posting → Providing links
d) None of these
25. Which of the following is an important matrix to track for youtube marketing success?
a) Impressions b) Likes c) Shares d) All of these

26. The word “blog” is a shortened version of _____.
a) Web blog b) Web log c) We log d) Vlog
27. The live video advertising product that lets broadcasters and right holders to share live TV clips and video content on X (properly known as Twitter)in real time is _____.
a) Twitter stream b) Twitter spaces c) Twitter Amplify d) None of these
28. An instagram and campaign’s success can be reviewed using _____.
a) Facebook Ad Manager
b) Instagram Insight
c) Google Analytics
d) All of these
29. Which of the following is not a type of youtube video ad?
a) In-stream ads
b) Outstream ads
c) Bumper ads
d) Embedded ads.
30. Pinterest promoted pins are _____.
a) Regular pins that one pays to be placed where people are most likely to see them.
b) Regular pins that are promoted to the premium status.
c) Regular pins that are advertised on third party websites.
d) Pins that are posted by social media influencers.
31. Digital Marketing has been around us since the _____.
a) 1980s b) 2000s c) 1970s d) 1990s
32. Which of the following is not a digital marketing channel?
a) Social Media Marketing
b) Email Marketing
c) Search Engine Marketing (SEM)
d) Television ads.
33. Which of the following is not a good practice in digital marketing?
a) Focusing on mobile optimization of the brand’s website.
b) Personalizing content offerings.
c) Relying too heavily on automation.
d) Customer engagement through social media.
34. Which among the following is a type of an email used in email marketing?
a) News letter emails.
b) Lead nurturing emails
c) Promotional emails
d) All of these
35. Location is an unique feature of mobile marketing because, _____.
a) It enables the brands to understand their customer
b) It allows the brands to customize the marketing manages to suit the needs of the users of a particular location.
c) It allows the brands to convey their location to the user.
d) It allows the brands to run different campaigns based on the location of the mobile user.

36. Which of the following is considered to be a good return on Investment (ROI) ratio in digital marketing?
a) 1:5 b) 5:1 c) 1:2 d) 2:1
37. Which of the following does not emphasize the need for email marketing?
a) Email marketing has a high ROI
b) Email marketing is highly targeted and personalized
c) Overdose of emails can cause audience to unsubscribe
d) Email marketing performance is easy to track and analyze.
38. Which of the following is not a challenge in mobile marketing?
a) Overcoming ad blocking
b) Choosing a proper channel
c) Landing page optimization
d) Reaching a wider audience
39. Which of the following is a disadvantage of traditional marketing?
a) Traditional Marketing is done through TV, billboards and newspapers
b) Traditional marketing is less targeted as compared to digital marketing
c) Traditional marketing provides physical copies of promotional materials.
d) Traditional marketing cannot reach the local audiences easily.
40. Which of the following technologies will not have a major impact on digital marketing in the future?
a) Artificial Machine Learning
b) Artificial Intelligence
c) Machine Learning
d) Virtual Reality
41. Which of the following is not a reason for choosing a digital marketing channel?
a) To create brand awareness
b) To negotiate business on public platforms
c) For sales generation
d) To educate potential customers
42. SERP stands for _____
a) Search Engine Resource Page
b) Search Engine Result Page.
c) Search Engine Reference Page
d) Search Engine Referred Page.
43. Which of the following come under strategic drivers of mobile marketing?
a) Context b) Time sensitivity c) Expanded permission marketing d) All of these
44. Which of the following is not a type of mobile marketing?
a) VMS
b) Mobile Applications
c) Mobile Banner Advertising
d) Print Media Advertising.

45. Which of the following is not a type of digital marketing channel?
a) Search Engine Marketing
b) Mobile Marketing
c) Game Based Marketing
d) Call Based Marketing.
46. Web analytics provides actionable data that shows what is working and what is not.
a) True b) False c) It depends d) Never
47. Which of the following is a central objective of gamification as a marketing tool?
a) To boost sales and increase project
b) To establish professional relationships
c) To generate potential leads.
d) All of these
48. Which of the following will create the most engaging experience for the audience?
a) Video based marketing
b) Gamification based marketing
c) Mobile marketing
d) Email marketing
49. Which of the following is not a pricing model in digital marketing?
a) Cost Per Click (CPC)
b) Cost Per Mille (CPM)
c) Cost Per Acquisition/ Action (CPA)
d) Cost Per Second.
50. Which of the following is a proper sequence of stages in online target marketing?
a) Segmentation→Positioning→Targeting
b) Segmentation→Targeting→Positioning
c) Positioning→Targeting→Segmentation
d) Positioning→Segmentation→Targeting.
