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Courses

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Edit Mode is: ON

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Tests, Surveys and Pools Tests Test Canvas: End Sem Exam 11 July 10:00 AM

Test Canvas: End Sem Exam 11 July 10:00 AM

Question Settings

You can edit, delete or change the point values of test questions on this page. If necessary, test attempts will be regraded after you submit your changes.

Description

Program name: B.Tech CSE + ECRA,

Course Name: Digital Marketing,

Course Codes: CSER3004,

END Semester EXAM, July 2020

All Questions are Compulsory.

The test contains a mix of 30 objective and subjective questions.

No hyperlinks or external reference allowed, (If any case of hyperlink is found, you may be marked for UFM).

Instructions

All Questions are Compulsory.

The test contains a mix of 30 objective and subjective questions.

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may be marked for UFM).

Total Questions 30

Total Points 100

Number of

9

Attempts

Select: All None Select by Type: - Question Type -

Points Update and Regrade Hide Question Details

	r: What are on-page and off-page optimiz	
	140	
Question	What are on-page and off-page optimization?	
Answer		
Short Ansv	ver: What are the different types of SEO P	Poi
Question	What are the different types of SEO Practices?	
Answer		
Short Ansv	ver: Online marketing preferred more than	Ро
Question	Online marketing preferred more than offline marketing. Justify	
Answer		
		Po
	er: Can you explain about Google Adwords? Can you explain about Google Adwords?	Po
Question	er: Can you explain about Google Adwords? Can you explain about Google Adwords?	Po
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Question Answer		
Question Answer	Can you explain about Google Adwords?	
Question Answer hort Answe	Can you explain about Google Adwords? er: Name some channels to promote digital	
Question Answer hort Answer Question Answer	Can you explain about Google Adwords? Pr: Name some channels to promote digital Name some channels to promote digital marketing?	Po
Question Answer hort Answer Question Answer	Can you explain about Google Adwords? er: Name some channels to promote digital	Po
Question Answer hort Answer Question Answer	Can you explain about Google Adwords? Pr: Name some channels to promote digital Name some channels to promote digital marketing?	Po

 \Box

Question	Explain the limitations of Online Marketing.	
Answer		
hort Answe	r: Can you mention any biggest challenge	Poi
Question	Can you mention any biggest challenge in your digital marketing	g career so to
Answer		
		Poi
hort Answe	r: What are the measures one should take	
Question	What are the measures one should take up for keeping him/hers with the news and latest trends in the field of Digital Marketing?	
Answer		
Short Answ	er: How are you going to set up-track-ana	Ро
Short Answ Question	er: How are you going to set up-track-ana How are you going to set up-track-analyze whether a campaign was a success?	
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Question Answer Short Answ Question Answer	How are you going to set up-track-analyze whether a campaign was a success? er: Can you explain the impact of Ad rank	Po
Question Answer Short Answ Question Answer	How are you going to set up-track-analyze whether a campaign was a success? er: Can you explain the impact of Ad rank Can you explain the impact of Ad rank on cost per click?	Poi you conduct Poi
Question Answer Short Answ Question Answer	How are you going to set up-track-analyze whether a campaign was a success? er: Can you explain the impact of Ad rank Can you explain the impact of Ad rank on cost per click? choice: What does SEO stand for ?	Po

Search Engine Optimization
Site Efficiency Optimization
Search Engine Overflow

13. Multiple Choice: This refers to branded software appli...

where and when they want it:

Points: 1

This refers to branded software applications for mobile devices that consumers use to access added-value information, customer service and/or entertainment

Answer Apps

Question

WAP

Viral

IVR

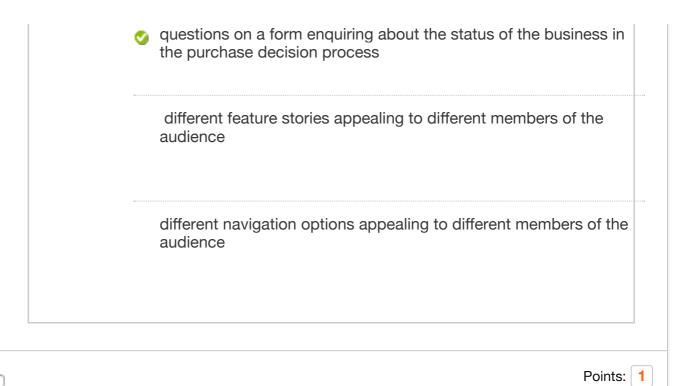
Points: 1

14. Multiple Choice: The best way to promote a business wi...

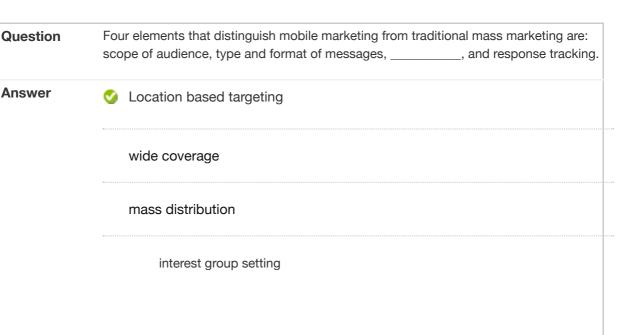
Question	The best way to promote a business with social media is
Answer	To advertise your company, services and products
	To collect as many contacts as possible
	Offer a lot of helpful and free information

=	Points oice: Marketing that moves away from a
Question	Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:
Answer	Digital marketing.
	Interactive marketing.
	Direct marketing.
	Electronic marketing.
	Point
Multiple Ch 	oice: A longer decision making process
Question	A longer decision making process than for many consumer products is a key difference between B2C and B2B marketing which is reflected in web design through

Invite potential clients to visit your website



17. Multiple Choice: Four elements that distinguish mobi...



18. Multiple Choice: A portal which is normally run by a c...

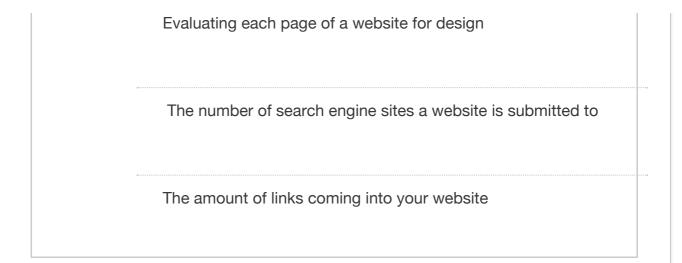
Question
A portal which is normally run by a consortium of buyers in order to establish an efficient purchasing environment is a:

Answer

B2B independent e-marketplace.

Points: 1

	supplier-oriented marketplace.
	vertical and horizontal e-marketplace.
Multiple Ch	Poin
Question	is an example of business-to-business services offered Google where revenue is generated through the application running as part of a customer's website.
Answer	Google Search application providing online website search services for website owners
	Google Apps Business Application Suite
	YouTube Brand Channel
	Google AdWords pay per click sponsored link advertising
Multiple Ch	Poin page search engine optimization
Question	On page search engine optimization refers to
	Programming keywords into a website



21. Essay: Two Questions at the end of Case Stud...

Points: 20

Question

Two Questions at the end of Case Study [CASE STUDY] Maybanking-Marketing using Mobile Banking Apps

With the growth of a distinct trend of Internet savvy, mobile savvy, tech-savvy customers, companies have to be very competitive to remain attractive to customers to feature in their consideration set.

Maybank, Singapore is a leading bank in Singapore which offers a wide spectrum of personal and corporate banking services, credit cards, loans, insurance, investments, deposits etc. The bank is committed to delivering seamless and innovative banking solutions for its customers. Singapore houses a young population, with a busy life, urban, metropolitan tastes and trendy lifestyles. These customers value convenience hugely, because of their busy schedules. Further, most smartphone users demonstrate significant usage of social networks and video and Singapore ranks very high on Mobile App usage. This has been recently proven in studies pertaining to changing consumer behaviour in the era of tablet and smartphone penetration amongst the population in Singapore.

This is where Maybank has played smart. It has made use of the domain of social media and mobile banking apps to remain ahead of competition.

Social Media:

Maybank is indulging in substantial social media activity involving promotional, organizational and relational content on a host of online platforms to entice the younger, affluent and upwardly mobile, aspirational segment of customers. With a robust presence on YouTube, Facebook, Google+ and LinkedIn, Maybank is trying to engage all population typologies – the professional as well as the elite. With posts ranging from golf to paths to prosperity to scholarship awards, to contests to Maybank cards, the company is trying to tap into all facets of life.

Maybank launched a Mobile Banking App which provides services such as:

- i. Quick transfers
- ii. Direct access to Frequently Asked Questions via the personalisation feature and
- iii. Access to the latest Facebook feeds
- iv. Facilitate peer to peer payments via text message

The App provides the following benefits - more touch points for the customers, enhances the reach of the bank, allows funds to be transferred quickly and easily using a single password by providing more banking options and convenience. The app is equipped with enterprise grade security, enabling secure transactions.

The apps offered by Maybank are compatible with iPhones, iPads, Android, and Windows Phone options.

Clearly, Maybank has geared up to offer a customer friendly experience which is fast becoming its differential positioning.

Questions

- 1. Contrast the app offered by Maybank with competing apps in the marketplace.
- 2. In the context of the Behavioural Internet Theory, apps use a combination of Friendly Technology and Flow to engage consumers. Comment

Answer

Points: 2

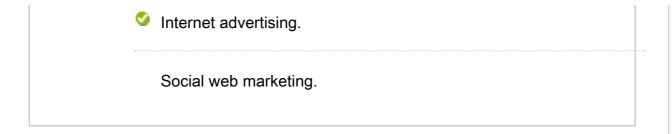


22. Multiple Choice: Marketing that moves away from a tran...

Question	Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as
Answer	Digital marketing
	Interactive marketing.
	Direct marketing.
	Electronic marketing.

Question	Which of the following is not a type of digital marketing activity?
Answer	e-marketing.
	Social marketing.
	Print advert.
	Internet marketing.
	Poin
Multiple Ch	oice: is the process of marketing
Question	is the process of marketing accomplished or facilitated via the use internet technologies (e.g. web, email, intranet, extranets).
Answer	Internet marketing
	Search marketing
	Search marketing e-marketing
	e-marketing Mobile marketing Poin
√lultiple Ch	e-marketing Mobile marketing
Multiple Ch	e-marketing Mobile marketing Poin
	e-marketing Mobile marketing Point oice: This form of advert delivered on soci This form of advert delivered on social platforms and social gaming

	internet advertising
	e-marketing
Multiple Ch	oice: The rise of has led
Question	The rise of has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. so channels and online communities).
Answer	website
	Social media
	web 1.0
	web platform.
/lultiple Ch	Point oice: A form of marketing communications
	A form of marketing communications that uses the internet for the purpose of
Question	advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:
Question Answer	



28. Multiple Choice: An advertising model in which adverti...

Points: 2

Question	An advertising model in which advertisers bid on keywords or phrases relevant to their target market, with sponsored/paid search engine listings to drive traffic to a website is called:
Answer	Search Engine Optimization (SEO).
	Contextual Advertising.
	Digital Asset Optimization (DAO).
	Pay Per Click (PPC).

29. Multiple Choice: A method of marketing by electronic m...

Points: 1

Question	A method of marketing by electronic mail wherein the recipient of the message has consented to receive it is called:
Answer	Search marketing.
	Internet advertising.
	Permission-based email marketing.
	Social web marketing.

