



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

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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

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Total Questions 30

Total Points 100

Number of Attempts 9

Select: [All](#) [None](#) | Select by Type:

Points

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Points: 5

1. Short Answer: What are on-page and off-page optimiz...

Question What are on-page and off-page optimization?

Answer



Points: 5

2. Short Answer: What are the different types of SEO P...

Question What are the different types of SEO Practices?

Answer



Points: 5

3. Short Answer: Online marketing preferred more than ...

Question Online marketing preferred more than offline marketing. Justify

Answer



Points: 5

4. Short Answer: Can you explain about Google Adwords?

Question Can you explain about Google Adwords?

Answer



Points: 5

5. Short Answer: Name some channels to promote digital...

Question Name some channels to promote digital marketing?

Answer



Points: 5

6. Short Answer: What are the different ways to promot...

Question What are the different ways to promote digital marketing?

Answer



7. Short Answer: Explain the limitations of Online Mar...

Points: 5

Question Explain the limitations of Online Marketing.

Answer

8. Short Answer: Can you mention any biggest challenge...

Points: 5

Question Can you mention any biggest challenge in your digital marketing career so far?

Answer

9. Short Answer: What are the measures one should take...

Points: 5

Question What are the measures one should take up for keeping him/herself updated with the news and latest trends in the field of Digital Marketing?

Answer

10. Short Answer: How are you going to set up-track-ana...

Points: 5

Question How are you going to set up-track-analyze whether a campaign you conducted was a success?

Answer

11. Short Answer: Can you explain the impact of Ad rank...

Points: 5

Question Can you explain the impact of Ad rank on cost per click?

Answer

12. Multiple Choice: What does SEO stand for ?

Points: 1

Question What does SEO stand for ?

Answer Site Engine Optimization

Search Engine Optimization

Site Efficiency Optimization

Search Engine Overflow



Points: 1

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

Question

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

Answer

Apps

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

Invite potential clients to visit your website



Points: 1

15. Multiple Choice: 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:

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.



Points: 1

16. Multiple Choice: A longer decision making process than many consumer products is a key difference between B2C and B2B marketing which is reflected in web design through _____

Question

A longer decision making process than many consumer products is a key difference between B2C and B2B marketing which is reflected in web design through _____

Answer

content referencing the needs of companies of different sizes

questions on a form enquiring about the status of the business in the purchase decision process

different feature stories appealing to different members of the audience

different navigation options appealing to different members of the audience



Points: 1

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

Question	Four elements that distinguish mobile marketing from traditional mass marketing are: scope of audience, type and format of messages, _____, and response tracking.
Answer	<input checked="" type="checkbox"/> Location based targeting wide coverage mass distribution interest group setting



Points: 1

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.

buyer-oriented marketplace.

.....
supplier-oriented marketplace.

.....
vertical and horizontal e-marketplace.



Points: **1**

19. Multiple Choice: _____ is an example of business-to-b...

Question _____ is an example of business-to-business services offered by 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



Points: **1**

20. Multiple Choice: On page search engine optimization re...

Question On page search engine optimization refers to

Answer Programming keywords into a website

Evaluating each page of a website for design

The number of search engine sites a website is submitted to

The amount of links coming into your website

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

Points: 20

Question

Two Questions at the end of Case Study
[CASE STUDY]
Maybank-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 transiers
- 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.

23. Multiple Choice: Which of the following is not&nb...

Points: 2

Question	Which of the following is not a type of digital marketing activity?
Answer	<p>e-marketing.</p> <p>Social marketing.</p> <p><input checked="" type="checkbox"/> Print advert.</p> <p>Internet marketing.</p>

24. Multiple Choice: _____ is the process of marketing ...

Points: 2

Question	_____ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).
Answer	<p><input checked="" type="checkbox"/> Internet marketing</p> <p>Search marketing</p> <p>e-marketing</p> <p>Mobile marketing</p>

25. Multiple Choice: This form of advert delivered on soci...

Points: 2

Question	This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:
Answer	<p>mobile marketing</p> <p><input checked="" type="checkbox"/> social media advertising</p>

internet advertising

e-marketing



Points: 2

26. Multiple Choice: The rise of _____ has led marke...

Question

The rise of _____ has led marketing to evolve away from a hierarchical one-sided mass communication model towards more participatory technologies (e.g. social channels and online communities).

Answer

website

social media

web 1.0

web platform.



Points: 2

27. Multiple Choice: A form of marketing communications th...

Question

A form of marketing communications that uses the internet for the purpose of advertising, aiming to increase website traffic and/or encourage product trial, purchase, and repeat purchase activity is called:

Answer

Search marketing.

E-mail marketing.

Internet advertising.

.....
Social web marketing.



Points: **2**

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

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). <input checked="" type="checkbox"/> Pay Per Click (PPC).



Points: **1**

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

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. <input checked="" type="checkbox"/> Permission-based email marketing. Social web marketing.

30. Multiple Choice: This is a form of targeted advertisin...

Points: 1

Question This is a form of targeted advertising, on websites, with advertisements selected and served by automated systems based on the content displayed to the user

Answer Contextual advertising.

Interactive marketing.

Internet advertising.

Direct marketing.

Select: [All](#) [None](#) | Select by Type:

Points

← OK