Roll No. ………………………............   Total Pages: _ _

Paper ID: DM002   **Course Code:** CCDM 2

| Digital Marketing Platforms |

Time Allowed: 2 Hours   **Max. Marks: 70**

Instructions for the Students

1. The question paper shall consist of 70 Multiple Choice questions.
2. All questions are compulsory. Each question carries 1 mark.
3. There will be no negative marking.

Q1. What is the primary goal of website marketing? a) Increasing website security b) Maximizing website visibility and engagement c) Minimizing page loading time d) Enhancing website aesthetics	Q2. What does SEO stand for? a) Social Engagement Optimization b) Search Engine Optimization c) Site Enhancement Operation d) Systematic E-commerce Outreach
Q3. Which tool is commonly used for keyword research and analysis? a) Social Media Analytics b) Email Marketing Tools c) Keyword Planner d) Graphic Design Software	Q4. What is the significance of proper keyword placement in on-page SEO? a) It improves website security b) It enhances the visual appeal of the website c) It helps search engines understand the content and improves rankings d) It reduces page loading time
Q5. Why is content optimization important for SEO? a) It makes the website load faster b) It improves the website's design c) It enhances the user experience and search engine rankings d) It minimizes the need for keyword usage	Q6. Which of the following is an example of an off-page website marketing strategy? a) Meta tag optimization b) Social media marketing c) Header tag usage d) Image compression techniques
Q7. What is a 404 error in the context of SEO? a) A server-related error b) An issue with website design c) A broken link or page not found error d) A content duplication problem	Q8. What is the primary purpose of link building in SEO? a) Increasing website loading speed b) Improving website aesthetics c) Enhancing website security d) Boosting search engine rankings and authority
Q9. Why is mobile optimization important for SEO? a) It only affects website aesthetics b) Mobile-friendly websites rank higher in mobile search results c) It reduces website security risks d) Mobile optimization has no impact on SEO	Q10. How does high-quality content contribute to SEO? a) It only makes the website visually appealing b) It increases website security c) It attracts more organic traffic and improves rankings d) High-quality content has no impact on SEO.

Q11. What is the primary goal of email marketing a) Enhancing website security b) Maximizing email open rates and conversions c) Minimizing email content length d) Reducing the frequency of email campaigns	Q12. What is the purpose of email automation in marketing? a) Increasing website aesthetics b) Sending targeted and personalized emails automatically c) Reducing the need for email segmentation d) Improving email open rates through manual efforts
Q13. What distinguishes an email-oriented promotional program? a) It solely relies on social media promotion b) It involves automated phone calls c) It focuses on promoting products or services through email campaigns d) It avoids using visuals in email content	Q14. Why is audience segmentation important in email marketing? a) It increases website security b) It allows for sending targeted and relevant content to specific groups c) It decreases the need for personalized emails d) It hinders the overall email marketing strategy
Q15. Which metric measures the percentage of recipients who opened an email? a) Click-through rate (CTR) b) Conversion rate c) Open rate d) Bounce rate	Q16. What is Mobile Marketing? a) Traditional advertising b) Marketing exclusively on desktops c) Promoting products and services through mobile devices d) Radio promotions
Q17. SMS Marketing primarily involves: a) Social media promotions b) Sending short text messages to target audiences c) Television advertisements d) Email campaigns	Q18. Mobile Applications for Marketing are primarily used for: a) Cooking recipes b) Providing weather updates c) Delivering promotional content and engaging users d) Playing games
Q19. What is the main advantage of SMS Marketing? a) Rich multimedia content delivery b) Immediate reach and high open rates c) Long-form communication d) Offline accessibility	Q20. Why are Mobile Applications important for Marketing? a) They only serve entertainment purposes b) Direct access to users, personalized experiences, and push notifications c) They are limited to gaming industries d) They are not relevant in modern marketing strategies
Q21. What is the primary goal of Search Engine Marketing (SEM)? a) Increasing organic traffic b) Enhancing website design c) Boosting paid search visibility d) Social media engagement	Q22. Which tool is commonly used for keyword research in SEM? a) Google Analytics b) Moz c) SEMrush d) Hootsuite
Q23. What does the term "CTR" stand for in the context of SEM? a) Click Through Rate b) Conversion Tracking Ratio c) Content Targeting Reach d) Customer Traffic Report	Q24. What is the purpose of A/B testing in SEM? a) Analysing Bounce Rate b) Comparing two versions to determine the better-performing one c) Assessing Social Media Engagement d) Identifying Backlink Opportunities

Q25. How does the Quality Score affect SEM campaigns?
   a) Determines the cost-per-click (CPC)
   b) Influences website loading speed
   c) Measures social media reach
   d) Evaluates email marketing effectiveness
	Q26. What is the primary purpose of display advertising?
	   a) Boosting organic search rankings
	   b) Generating leads through email campaigns
	   c) Increasing brand visibility through visuals
	   d) Improving website loading speed

Q27. Which metric is commonly used to measure the success of display advertising campaigns?
   a) Click Through Rate (CTR)
   b) Bounce Rate
   c) Cost Per Click (CPC)
   d) Email Open Rate
	Q28. What is the role of a retargeting strategy in display advertising?
	   a) Initial brand awareness
	   b) Re-engaging users who previously visited the website
	   c) Enhancing social media presence
	   d) Measuring website traffic

Q29. What does the term "impression" refer to in display advertising?
   a) The number of times an ad is clicked
   b) The cost incurred per click
   c) The number of times an ad is viewed
   d) The duration an ad is displayed on a webpage
	Q30. Which tool is commonly used for creating visual elements for display ads?
	   a) Google Analytics
	   b) Canva
	   c) SEMrush
	   d) Moz

Q31. What is the primary goal of Social Media Marketing (SMM)?
   a) Enhancing website design
   b) Increasing organic search rankings
   c) Building brand awareness and engagement
   d) Measuring email campaign effectiveness
	Q32. Which social media platform is known for its professional networking focus, making it suitable for B2B marketing?
	   a) Facebook
	   b) Instagram
	   c) LinkedIn
	   d) Twitter

Q33. How has the evolution of social media impacted marketing strategies?
   a) Decreased reliance on visual content
   b) Increased focus on traditional advertising
   c) Provided new channels for direct customer interaction
   d) Reduced the need for analytics tools
	Q34. What is a key characteristic of successful social media marketing campaigns?
	   a) Limited use of multimedia content
	   b) Ignoring audience feedback
	   c) Consistent and authentic communication
	   d) Targeting a broad and diverse audience

Q35. What type of skills are often valuable for a career in Social Media Marketing?
   a) Analytical and data interpretation
   b) Mastery of traditional advertising methods
   c) Exclusive focus on offline marketing channels
   d) Minimal interaction with customers
	Q36. What is the significance of creating customer profiles in social media marketing?
	   a) To limit the audience reach
	   b) To tailor content to specific demographics
	   c) To discourage customer engagement
	   d) To avoid personalized marketing strategies

Q37. How does social media behavior influence marketing strategy?
   a) It has no impact on marketing efforts
   b) It helps in understanding customer preferences and interests
   c) It reduces the need for engagement metrics
   d) It limits the use of multimedia content
	Q38. What is the role of engagement in social media marketing?
	   a) To discourage customer interaction
	   b) To minimize audience reach
	   c) To build relationships and brand loyalty
	   d) To avoid feedback and comments

Q39. How can businesses tailor their social media marketing strategy for different platforms?
a) By using the same content across all platforms
b) By ignoring platform-specific features
c) By understanding the unique characteristics of each platform
d) By avoiding visual content

Q40. What does the term "UGC" stand for in the context of social media marketing?
a) User-Generated Content
b) Universal Growth Campaign
c) Unstructured Google Content
d) Unified Goal Creation

Q41. Which social media platform is known for its character limit in posts, encouraging concise and focused content?
a) Facebook
b) Instagram
c) Twitter
d) YouTube

Q42. What type of content is primarily shared on Instagram?
a) Long-form articles
b) High-quality images and short videos
c) 140-character tweets
d) Live streaming events

Q43. What is the primary function of YouTube in terms of content sharing?
a) Microblogging
b) Image sharing
c) Video sharing
d) Instant messaging

Q44. Which social network is often associated with real-time updates and trending topics?
a) Facebook
b) Instagram
c) Twitter
d) WhatsApp

Q45. What is a key metric used to measure the success of a video on YouTube?
a) Likes and shares
b) Character count
c) Retweets
d) Views and watch time

Q46. What is the primary purpose of Facebook Business Manager in advertising campaigns?
a) Creating personal Facebook profiles
b) Managing business finances
c) Designing and monitoring advertising campaigns
d) Tracking weather patterns

Q47. How does the Facebook Pixel contribute to advertising campaigns?
a) It blocks ad impressions
b) It tracks user activity on a website for better ad targeting
c) It limits the reach of ads
d) It generates random ad content

Q48. What is the role of Custom Audiences in Facebook Business Manager?
a) Excluding all users from ad targeting
b) Creating targeted groups based on specific criteria
c) Preventing ad impressions
d) Disabling ad tracking

Q49. How does the Ad Manager within Facebook Business Manager help advertisers optimize campaigns?
a) By increasing ad costs
b) By limiting audience reach
c) By providing insights and analytics for better decision-making
d) By reducing the number of ad placements

50. What is the benefit of A/B testing within Facebook Business Manager?
a) It increases ad costs
b) It helps identify the best-performing ad variations
c) It limits audience reach
d) It disables ad tracking

Q51. What is the primary advantage of using virtual events in marketing?
a) Cost-effectiveness
b) Limited audience engagement
c) Inability to track analytics
d) Slow adoption by consumers

Q52. What is the key objective of content marketing?
a) Direct sales promotion
b) Building brand awareness and trust
c) Generating immediate revenue
d) Ignoring audience preferences

Q53. Which virtual marketing strategy involves creating a 3D simulated environment for users?
a) Virtual reality (VR)
b) Augmented reality (AR)
c) Social media marketing
d) Email marketing

Q54. n content marketing, what does the term "evergreen content" refer to?
a) Time-sensitive content
b) Content with a short shelf life
c) Long-lasting and relevant content
d) Content created without a strategy

Q55. How can augmented reality (AR) be utilized in virtual marketing?
a) Enhancing physical products with digital information
b) Sending traditional mailers
c) Creating static advertisements
d) Eliminating the need for social media presence

Q56. Which social media platform was the first to be launched?
a) Facebook
b) Twitter
c) MySpace
d) LinkedIn

Q57. What is a primary responsibility of a social media manager in a marketing team?
a) Coding website applications
b) Managing customer support calls
c) Creating and implementing social media strategies
d) Designing print advertisements

Q58. In which year did Instagram launch, allowing users to share photos and short videos?
a) 2005
b) 2010
c) 2012
d) 2016

Q59. What skill is crucial for a successful social media marketer?
a) Expertise in quantum physics
b) Proficiency in graphic design
c) Ability to write compelling content
d) Knowledge of ancient languages

Q60. Before becoming Facebook, what was the original name of the social media platform?
a) The Social Network
b) Facemash
c) Harvard Connect
d) Zuckerberg Connect

Q61. What is the primary goal of setting specific and measurable objectives in a social media marketing strategy?
a) To confuse competitors
b) To impress stakeholders
c) To provide flexibility
d) To track and evaluate performance

Q62. Which phase of the social media marketing funnel involves building brand awareness and engaging the audience?
a) Conversion
b) Awareness
c) Consideration
d) Retention

Q63. What is the significance of audience segmentation in social media marketing?
a) It limits reach
b) It allows for personalized targeting
c) It increases advertising costs
d) It eliminates the need for content variety

Q64. Which social media metric measures the number of times users take a desired action, such as clicking on a link or making a purchase?
a) Impressions
b) Click-through rate (CTR)
c) Engagement rate
d) Reach

Q65. How can user-generated content be leveraged in a social media marketing strategy?
a) By ignoring it
b) By moderating and sharing it
c) By competing with it
d) By hiding it from the audience

Q66. What is the term for addressing customer issues publicly on social media platforms?
a) Private messaging
b) Direct communication
c) Social media listening
d) Public response

Q67. Which social media platform is commonly used for real-time customer interactions through comments and direct messages?
  a) LinkedIn
  b) Twitter
  c) Pinterest
  d) Snapchat
	Q68. Why is responsiveness crucial in social media customer service?
	  a) To increase advertising costs
	  b) To improve brand reputation
	  c) To discourage customer feedback
	  d) To avoid customer engagement

Q69. What is the term for using automated responses to handle common customer inquiries on social media?
  a) Personalized interaction
  b) Chatbot integration
  c) Manual handling
  d) One-on-one communication
	Q70. How can businesses use social media for proactive customer service?
	  a) Ignore customer feedback
	  b) Respond only to negative comments
	  c) Address issues before customers complain
	  d) Restrict customer access to social media channels