

MCQs Digital Media Marketing -307						
S.No.	Questions	A	B	C	D	Ans
1	Which social network is considered the most popular for business to business marketing?	Facebook	Orkut	Ryze	LinkedIn	D
2	What is unique about digital media marketing?	Can combine all form of communication	Generates contacts quickly	Interactive communication	All of the above	D
3	Which of the following is the method through which advertisers attempt to drive traffic to	MPC	Banner	CDC	SEO	D
4	Which of the following is not a standard in online advertising?	Referral Links	Dynamic Banner	Signal	Banner	C
5	Where is the digital marketing commonly takes place ?	Social Media	Traditional Media	Print Media	None	A
6	What is the full form of SEO ?	Search Ethics Optimzation	Search Engine Optimzation	Search Equity Optimzation	Search Eric Optimzation	B
7	Measuring and tracking the performance of marketing efforts on web is called	Web Racus	Web Station	Web Browsing	Web Analytics	D
8	What is the process to generate more traffic on web	SEM	SEP	SEQ	SEU	A
9	Social Media campaign includes the following softwares or applications?	Bing	yahoo	Facebook	webportal	C
10	Who is the CEO of Twitter ?	Mc Luhan	Richard Flair	Jack Dorsey	Ellen Jose	C
11	Web Audience Measurement (WAM) is an audience measurement and website analytics tool	internet usage	TRP	show division	flag	A
12	Google Analytics can be understood as a	Moderate Service	Free Service	Paid Service	None of these	B
13	When was the Facebook found ?	2002	2003	2001	2004	D
14	Which one of these is not a social media site ?	Twitter	Instagram	Google	Skype	C
15	Which one of these is not a photo sharing social media platform ?	Instagram	Snapchat	Pinterest	Youtube	D
16	_____can tell you that How many people visit the website ?	Google Analytics	Zoom	RAM	String	A
17	E- mail marketing is also a form of	Measure Marketing	Digital Marketing	Offline	Degree	B
18	What is the full form of SEM ?	Search Engine Mask	SourceEngine Machine	Search Engine Marketing	Search Exit Marketing	C

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19	It is important to determine audience demographics and develop targeted ads when	Digital Media	Traditional Media	Communication	None	A
20	_____was launched in year 2003	LinkedIn	Instagram	Twitter	Whatsapp	A
21	Second stage of development in internet	Web 3.0	Web2.0	Web 1.0	None	B
22	Digital marketing process is a comprehensive way to	to establish offline	manufacture business	promote the business online	to get visible only	C
23	Visibility is reaching out to your	company	potential customers	agency	data	B
24	Which platform has full rights to edit and delete the	Juggle Platform	Regonal Platform	PaidPlatform	Owned Platform	D
25	Earned visiblity in digital media marketing include	WOM(Word of Mouth)	Paid Ads	Paid Search	Paid Content	A
26	Blogs comes under	Traditional Platform	Paid Platform	Owned Platform	Earned Platform	C
27	Which increases the chances of turning the visitors into leads and final conversions	Non Qualiy traffiic	Quality Traffic	Assumed Traffic	Static Traffic	B
28	Use of social media in digital marketing is	social conversion	social media optimization	social platform	socal sites	B
29	_____ is a paid advertisement on digital media	Pay per click	Router	WOM	None	A
30	Which rule applies in engaging the traffic	The Rule of 30 seconds	The Rule of Visibility	The rule of Goal	The Rule of 59 seconds	D

Subjective Questions:

- 31 Define Social Influencers.
- 32 Describe ZMOT.
- 33 Discuss about E-Commerce.
- 34 Write about WAM .
- 35 What is the role of social media in digital