

## QUESTION BOOKLET SERIES



সমানো মন্ড: সমিতি: সমানী

UNIVERSITY OF NORTH BENGAL

B.A. VAC 2nd Semester Examination, 2024

## QUESTION BOOKLET

## SET-III

## UDIMVAC1202B-VAC

## DIGITAL MARKETING

Time Allotted: 1 Hour 30 Minutes

Full Marks: 60

*The figures in the margin indicate full marks.***Instruction**

The candidate should indicate the correct Roll Number, Registration No., Course, Question Booklet Series, Question Booklet SET on the OMR Answer-Sheet otherwise the Answer-Sheet will not be evaluated and the candidate will be solely responsible for it.

Each question has four alternative answers. The candidate has to darken only one circle/bubble on the Answer-Sheet using black/blue ballpoint pen indicating the correct answer as shown below. If more than one answer / option is found darkened, then the question will be treated wrong and will not be evaluated.

Example: Correct Method: ○ ● ○ ○ Wrong Method: ✗ ✓ ⊙ ⊙

**Answer all the questions**

2×30 = 60

**Choose the correct option**

- Online market \_\_\_\_\_ is the division of large consumer groups into small groups.  
(A) Targeting (B) Positioning (C) Segmentation (D) All of these
- \_\_\_\_\_ focuses to attract maximum traffic or customers towards the website  
(A) Email Marketing (B) Search Engine Optimization  
(C) Direct Marketing (D) All of these
- Google was launched in the year  
(A) 1997 (B) 1998 (C) 1999 (D) 2000
- \_\_\_\_\_ does not fall under the category of digital marketing  
(A) TV (B) Bill Board (C) Radio (D) All of these
- Using story-based elements to share marketing messages in a targeted fashion is known as —  
(A) Community-based marketing (B) Brand marketing  
(C) Content marketing (D) Platform-based marketing
- \_\_\_\_\_ helps users to discover and follow conversations and topics that are relevant to their interests  
(A) Reels (B) Hashtags (C) Stories (D) Automation

7. In \_\_\_\_\_ the advertiser pays when click is made on an ad  
(A) Cost per lead (B) Cost per Mille  
(C) Fixed cost pricing model (D) Cost per click
8. Name the techniques of search engine optimization  
(A) on-page SEO (B) off-page SEO (C) both (A) and (B) (D) None of these
9. The nature of digital marketing is \_\_\_\_\_  
(A) Dynamic (B) Demographic (C) Static (D) Behavioural
10. The term 'digital marketing' used in the —  
(A) 1980s (B) 1990s (C) 2000s (D) 2010s
11. The full form of CMS is —  
(A) Content marketing system (B) Content management system  
(C) Content maintenance system (D) All of these
12. Which of the following is the most common delivery channel in terms of mobile marketing?  
(A) Graphics (B) Search engine marketing  
(C) Voice call (D) Text
13. A hyperlink on the firm's website  
(A) Out bound link (B) Inbound link (C) IFTTT link (D) KPI link
14. Which of the following is a key performance indicator (KPI) to analyse Facebook and Instagram page?  
(A) Engagement (B) Impression (C) Reach (D) All of these
15. Which of the following is a functional element of a website?  
(A) Speed (B) Colours (C) Layout (D) Shapes
16. Which of the following is a part of SEO?  
(A) keyword search (B) link building  
(C) technical optimization (D) all of these
17. Which of the following is not a web analytic tool?  
(A) Canva (B) Crazyegg (C) Hubspot (D) Google Analytics
18. Which of the following social media platforms is best suited for professional networking and career development.  
(A) Instagram (B) LinkedIn (C) Twitter (D) Facebook
19. Search Engine Marketing comes under the purview of \_\_\_\_\_ media  
(A) Paid (B) Owned  
(C) Earned (D) None of the options
20. In youtube analytics, \_\_\_\_\_ helps to see where your viewers are coming form.  
(A) Playback locations (B) Audience retention  
(C) Subscriber and watch time (D) Traffic sources



21. Pages that are linked from other search engine is known as —  
(A) crawled pages (B) indexed pages (C) unindexed pages (D) root pages
22. How many main pillars of digital marketing?  
(A) 2 (B) 3 (C) 4 (D) 5
23. Digital marketing is becoming very popular due to the  
(A) increase in internet users (B) increase in mobile phone users  
(C) increase in digital content consumption (D) all of these
24. What is the name of Facebook's analytic package?  
(A) Princeps (B) Viewership (C) Discover (D) Insights
25. Google sends crawlers also called  
(A) spiders (B) bots (C) both A and B (D) none of these
26. Youtube launched in —  
(A) 2005 (B) 2006 (C) 2007 (D) 2008
27. Keywords are used in the  
(A) title (B) description (C) tags (D) all of these
28. ROI stands for  
(A) return on income (B) risk on investment  
(C) result on investment (D) return on investment
29. A notable feature of \_\_\_\_\_ is the disappearance of messages and content  
(A) Facebook (B) Youtube (C) Snapchat (D) All of these
30. This attempts to improve rankings for relevant keywords in search results by improving a website's structure and content:  
(A) SEM (B) SST (C) SFA (D) SEO

সব প্রশ্নের ইংরাজী প্রশ্ন দেখ।

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