

PG DEPARTMENT OF COMMERCE (CA)

QUESTION BANK

COURSE: M.Com (CA)

SEMESTER : II

SUBJECT CODE: 18PCC208

SUBJECT: DIGITAL MARKETING

K1 LEVEL

1. _____ Exchange is a co-operative effort that support the use and development of information and communication
 - A. Scientific
 - B. Knowledge**
 - C. Common
 - D. Transfer
2. _____ behavior can also be forward looking
 - A. Online businessman
 - B. Marketing persons
 - C. Online consumer**
 - D. Online customer
3. _____ is a form of internet marketing
 - A. Search engine marketing**
 - B. Social media marketing
 - C. Online marketing
 - D. Content marketing
4. _____ are system based on the internet that is able to create, accelerate and transmit product value from produce to the terminal
 - A. Channels of digital marketing**
 - B. Social media
 - C. Search engine
 - D. SEM
5. State the SEO important one
 - A. Organic search**
 - B. Increasing visibilities
 - C. Reach
 - D. Conversations
6. Important function of marketing channel of distributing

- A. Information provider
- B. Price stability
- C. Promotion's
- D. All the above**

7. Zero level channel marketing give one examples

- A. Zell
- B. Cell
- C. Dell online**
- D. Direct mails

8. Type of channel distributing

- A. Consumer channels
- B. Manufactures to retails
- C. Wholesaler to retailer to consumer
- D. All the above**

9. Digital marketing development since _____

- A. 1990 and 2000**
- B. 1980 and 1990
- C. 2000 and 2003
- D. 1985 and 1999

10. Digital platform are increasing in corporate into

- A. Productivity
- B. Customer satisfaction
- C. Marketing plans**
- D. Business plans

11. The main focuses of the BBC website is in which category

- A. Media or published
- B. Transactional**
- C. Relation building
- D. None of the above

12. Delivering e-mail based customer support is an example

- A. **Satisfying customer requirements**
 - B. Anticipating customer requirements
 - C. Identifying customer requirements
 - D. All the above
13. Marketing is the management process responsible for _____ anticipating & satisfying customer requirement profitability
- A. Supplying
 - B. Listening
 - C. **Researching**
 - D. Identifying
14. What are the areas to utilize your keywords to optimize website ranking
- A. Trade shows
 - B. Upon
 - C. **Meta tag**
 - D. Call extension
15. _____ Make it easy for publishers and marketing to build mobile-friendly web pages
- A. **Accelerated mobile pages**
 - B. Expansive
 - C. Promote extension
 - D. Web page content
16. The most essential keywords, it should cover the _____
- A. Strategy
 - B. Powerful headline
 - C. **Long tail of search**
 - D. Link
17. Most of the search engines use programs called _____
- A. **Spiders to index websites**

- B. Target market
- C. Doorway page
- D. Keyword stuffing

18. The website of a business to business company which does not sell online belongs in website?

- A. Media or publisher
- B. Transactional
- C. Relationship-building**
- D. Social network

19. The main emphasis of the Amazon website belong in which category?

- A. Social network
- B. Transactional**
- C. Media or publisher
- D. Brand-Publisher

20. The benefit of digital marketing that involves interactivity with web users for example through survey and polls ,is known as the _____ benefit

- A. Sizzle
- B. Sell
- C. Serve
- D. Speak**

21. _____ Is a digital communications technique which involves Improving visibility and monitoring

- A. Display Advertising
- B. Email marketing
- C. None of the above
- D. E-PR**

22. You have heard about the concept of a display advertising campaign. Choose element from that would form part of such a plan_____.

- A. Customer definition**
- B. Content mapping
- C. Software testing

23. What is the term used to describe when a customer arrives at a specific webpage and completes a pre-defined action?

- A. Conversion**
- B. Calculation
- C. Tracking

24. What does the term CPM refer to?
- A. Cost per hundred
 - B. Cost per million**
 - C. Cost per thousand
25. What does the term CPA refer to?
- A. Cost-per-ad
 - B. Cost-per-analysis
 - C. Cost-per-acquisition**
26. You have been running promotion using NFC technology what kind of marketing in this? Choose one of the following.
- A. Search
 - B. Mobile**
 - C. Social
 - D. Display
27. View the illustrations shown and identify the ad format indicated with the green arrow. Choose the one of the following.
- A. leader board**
 - B. Info graphic
 - C. Skyscraper
 - D. Button Ad
28. What are the ads that increase in size on “mouse over” called? Choose one of the following.
- A. Expandable ads**
 - B. Banner ads
 - C. Dynamic ads
 - D. Floating ads.
29. What is the terms given ads that generally placed between web change’s masthead and content.
- A. Button ads
 - B. Skyscraper ads
 - C. Leader board ads**
 - D. MPU ads
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B. Skyscraper ads
C. Leader board ads
D. MPU ads
34. Does social media affect SEO?
A. It can but indirectly
B. It can but directly
C. It can but not possible
D. It can if possible
35. Should I pay for social media advertising
A. In probably
B. Probably
C. Immediately
D. Installment
36. Explain MMS
A. Media Message Service
B. Message Media Service
C. Multimedia Message Service
D. None of the above
37. _____ is the social media platform of choice for over a Billion people world wide.
A. Whats App

B. Public

C. Twitter

D. YouTube

38. Digital marketing can reach targeted _____ more effectively.

A. Producer

B. Seller

C. Buyer

D. Customer

39. Digital marketing is available in_____.

A. 27/4

B. 24/7

C. 7/24

D. 27/4

40. _____ web development and hosting are some of the most useful platform for online marketing.

A. Search engine

B. SEO

C. System engine operation

D. PPY

41. The digital marketing is divided into _____ segments.

A. 5

B. 6

C. 2

D. 3

42. Of the following website function, which is the most important?

A. Having free reports, downloads, etc.

B. Describing the services your company provides.

C. Capturing email addresses of visitors.

D. Having contact information on every page.

43. The best way to promote a business with social media is.

A. To advertise your company, services, and products.

B. To collect as many contacts as possible.

C. Offer a lot of helpful and free information.

D. Invite potential clients to visit your website.

44. On page search engine optimization refers to

A. Programming each page of a website.

B. Evaluating each page of a website for design.

C. The amount of links coming into your website.

D. The amount of search engine sites a website is submitted to.

45. The best way to improve search engine ranking is with

A. video

B. A Blog

C. Having at least 500 words of text per page.

D. Using a lot of graphics per page.

46. A digital marketing _____ and _____ a product brand.

A. Direct advertising, awareness.

B. Internet, brand

C. Direct, indirect

D. None of the above

47. A digital marketing _____ product of a company.

A. Indirect

B. Specific

C. Direct

D. None of the above

48. A digital marketing only apply to your_____.

- A. Business
- B. Product
- C. Website**
- D. All the above

49. A digital marketing development since _____ and _____.

- A. 1990s,2000s**
- B. 2001s, 2002s
- C. 2003s, 2004s
- D. All the above

50. Its combinations of quality, service and price

- A. Marketing triad
- B. Customer value triad**
- C. Customers satisfaction triad
- D. Service quality triad

51. The key customer market consists of

- A. Government markets
- B. Business markets
- C. Consumer markets
- D. All of the above**

52. _____ Buy products & _____ use product

- A. Consumer & Customer
- B. Consumer & Consumer**
- C. Buyers& Sellers
- D. Sellers & Customers

53. A _____ is an elaborated version of the idea expressed in consumer terms.

- A. Selling concept

B. Buying concept

C. Product concept

D. Demand concept

54. Which one of the following factors relates to family that influences consumer behavior

A. Cultural

B. Social

C. Personal

D. Business

55. The skimming, penetration, bargaining and bounding are decided in the _____ of marketing mix strategy

A. Price decision

B. Place decision

C. Product decision

D. Promotion decision

56. Which of the following is not a part of marketing communication mix

A. Tele-marketing

B. Public relations

C. Sales promotions

D. Advertising

57. The _____ -identifies the product (or) brand

A. *Contains*

B. Advertisement

C. Label

D. Icon

58. What is the last stage of the consumer decision process?

A. Problem recognition

B. Post purchase behavior

C. Alternative evaluation

D. Purchase

59. A necked solution in flexible market consists of those services and product element that

A. All segment members value

B. Some segment members value

C. No one values

D. None of the above

60. “Guerillas against guerillas” highlight which from of marketing

A. Marketing

B. Marketing

C. Local marketing

D. None of the above

61. _____ involves purchase from various source & assemble at one place involves creation & maintenance of the stock of goods purchase & _____ involves transfer of ownership of the goods

A. Selling & buying

B. Assembling & selling

C. Buying & assembling

D. Assembling & buying

62. “Buying it now” refers to which one of the following options

A. Advertising

B. Personal selling

C. Publicity

D. Sales promotion

63. What are 4”ps” in marketing

A. Product ,price ,population ,promotion

B. Production ,price ,place , promotion

C. Product ,price ,place , promotion

D. Product ,price , population ,promotion

64. What is the full from of ‘SBU?’

A. Strategic buyer’s unit

B. Static business utility

C. Supportive buyer’s utility

D. Strategic business utility

65. Which one of the following comes under the category of Veblen goods?
- A. Convenience goods
 - B. Conspicuous goods**
 - C. Specialty goods
 - D. Industrial goods
66. Out of 4ps in the marketing mix three are product, promotion, and price, which is the 4th p.
- A. Purpose
 - B. Place**
 - C. Pursuit
 - D. Promotion
 - E. Plan
67. Which one of the following factor's relates to family that influence consumer behavior
- A. Cultural
 - B. Social
 - C. Personal**
 - D. Business
68. The skimming, penetration, bargaining and bundling are decided in the _____ of the marketing mix strategy
- A. Price decision**
 - B. Place decision
 - C. Product decision
 - D. Promotion decision
69. Which of the following is not a part of marketing communication mix?
- A. Telemarketing**
 - B. Public relation's
 - C. Sales promotion
 - D. Advertising
70. Products that are relatively inexpensive and are purchased frequently with minimal effort can be classified ad_____ products
- A. Shopping
 - B. Convenience**
 - C. Industrial
 - D. Specially
71. The physical distribution involves which activities?
- A. Sales for costing**
 - B. Retail warehouse

- C. Customer service
- D. All the above

72. Price is the only element in the marketing mix that produces

- A. Revenue**
- B. Fixed cost
- C. Expenses
- D. Variable cost

73. What is the last stage of the consumer decision process

- A. Problem recognition
- B. Post purchase behavior**
- C. Alternative evaluation
- D. Purchase

74. One of the key tasks of marketers is ____ and to create consumer perceptions that the product is worth purchasing

- A. To make products easily visible and available
- B. To promote sales of products
- C. To differentiate their products from those of the competitors**
- D. To do marketing surveys

75. A transition in which the organization is the marketing an initial purchase of an item to be used to perform a new job refers to which of the following purchase?

- A. Straight rebuy purchase
- B. Delayed purchase
- C. New task purchase**
- D. Modified rebuy purchase

76. While buying milk which kind of behavior is displayed by a person?

- A. Extensive problem solving behavior
- B. Reutinizized buying behavior**
- C. Variety seeking behavior
- D. None of the above

77. The promotion “P” of marketing is also known as _____.

- A. Product Differentiation
- B. Distribution
- C. Cost
- D. Marketing Communication.**

78. In marketing theory, every contribution from the supply chain adds _____ to the product.

- A. **Value**
- B. Costs
- C. Convenience
- D. Ingredients.

79. Marketing managers should adapt the marketing mix to _____ and

Constantly monitor value changes and differences in both domestic and global markets.

- A. Sales strategies
- B. Marketing concepts
- C. **Cultural values**
- D. Brand images

80. If performance meets consumer expectations, the consumer is _____.

- A. Delighted
- B. **Satisfied**
- C. Disappointed
- D. Surprised.

81. Marketing is both an “art” and a “science” there is constant tension between the formulated side of marketing and the _____ side.

- A. behavior
- B. creative
- C. **management**
- D. selling

82. is the major objective of any marketing activity in the world because marketing completes with the real sale of goods and services bought or acquired by the seller or when intermediary has been affected.

- A. Marketing
- B. **Selling**
- C. Assembling
- D. Transportation

83. It up holds the importance of customer in the whole value creation process. The D.A.R.T highlights this aspect in a vivid manner.

- A. **Contemporary Model**
- B. Conventional Model

- C. Both a & b
- D. None of the above

84. Select an appropriate definition of Want

- A. Consumer Needs
- B. Needs backed by buying power
- C. Needs directed to the product**
- D. Basic human requirements

85. -----is the father of modern marketing?

- A. Peter Drucker.**
- B. Philip Kotler
- C. Lester Wunderman.
- D. Abraham Maslow

86. Marketing is a process which aims at?

- A. Production.
- B. Profit making
- C. Stratification of customer needs.**
- D. Selling products

87. The key customer markets consist of?

- A. Governments markets.
- B. Business markets
- C. Consumer markets.
- D. All of the above**

88. Testing before launching a product known as?

- A. Cid test.
- B. Concept test
- C. Market test
- D. Test marketing**

89. When a company distributes its products through a channel structure that includes one or More Resellers, this is known as _____.

- A. Indirect marketing**
- B. Direct marketing
- C. Multi-level marketing
- D. Integrated marketing

90. In marketing theory, every contribution from the supply chain adds _____ to the product.

- A. **Value**
- B. Costs
- C. Convenience
- D. Ingredients

91. Institutional markets consist of people who buy products and services for personal use.

- A. True
- B. **False**

92. The most basic level of a product is called the:

- A. **Core product.**
- B. Central product.
- C. Fundamental product.
- D. Augmented product.

93. _____ is the act of obtaining a desired object from someone by offering something in return.

- A. Marketing myopia
- B. Selling
- C. **Exchange**
- D. Delivery

94. If actual performance exceeds the expected performance of the product, then customer is _____

- A. Satisfied
- B. Dissatisfied
- C. **Delighted**
- D. Neutral

95. Adding new features to a product is advocated by which of the approaches _____

- A. **Product approaches**
- B. Production approaches
- C. Marketing approaches
- D. Selling approaches

96. _____ markets are made up of members of the distribution chain.

- A. Consumer
- B. Business to business
- C. **Channel**

97. Many people want BMW, only few are able to buy this is an example of

- A) Need
- B) Want
- C) Demand**
- D) Status

98. Marketing is both an art and a science there is constant tension between the formulated side of marketing and the _____side

- A) Behaviors
- B) Creative
- C) Management**
- D) Selling

99. _____ is the major objective of any marketing activity in the world because marketing completes with the real sale of goods & service bought or acquired by the seller or when

- A) Marketing
- B) Selling
- C) Assembling
- D) Transporting**

100. Today marketing must be understood in a new sense that can be characterized as:

- A) Get there first with the most
- B) Management of youth demand
- C) Satisfying customer need
- D) Telling selling**

K2 LEVEL

1. Define marketing.

According to Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit.

2. What do you mean by market?

A market is an actual or nominal place where forces of demand and supply operate, and where buyers and sellers interact (directly or through intermediaries) to trade goods, services, or contracts or instruments, for money or barter.

3. Define the term Exchange.

To give something in return for something received; make an exchange.

4. What do you mean by selling?

Selling is an exchange of goods or services for money.

5. What are the four 'P's in marketing?

The four P's are the categories involved in the marketing of a good or service and they include

- product
- Price
- place and
- promotion.

6. What are the 7 'P's in marketing?

- Product
- Prices
- Promotion
- Place
- Packaging
- People
- Positioning.

7. Define product line.

A product line is a group of related products produced by one manufacturer, for example products that are intended to be used for similar purposes or to be sold in similar types of shops.

8. Define product mix.

The Product Mix also called as Product Assortment, refers to the complete range of products that is offered for sale by the company.

9. Define pricing.

Pricing is the method of determining the value a producer will get in the exchange of goods and services.

10. What is odd pricing?

When the price of a product is an odd number, such a pricing method is known as odd pricing. Example: Conventionally, Some Shoe Company fix the price of shoes and chappals by the method of odd pricing, e.g., Rs.399.95.

11. What is brand?

A brand is the idea or image of a specific product or service that consumers connect with, by identifying the name, logo, slogan, or design of the company who owns the idea or image.

12. What is Psychological Pricing?

When the price of a product is a round number, such a method of pricing is known as psychological pricing. For example, a product may be priced Rs.10 or Rs.15.

13. Define packaging.

The Packaging refers to all those activities related to designing, evaluating and producing the container for a product. Nowadays, the packaging is not limited to the protection of a product alone, but it has been used as a marketing tool for building the brand equity.

14. What is distributional channel?

A distribution channel is a chain of businesses or intermediaries through which a good or service passes until it reaches the final buyer or the end consumer.

15. Define personal selling.

Personal selling is also known as face-to-face selling in which one person who is the salesman tries to convince the customer in buying a product.

16. What is recruitment?

Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization.

17. What is advertisement?

Advertising is a marketing communication that employs an openly sponsored, non-personal message to promote or sell a product, service or idea.

18. What is online advertising?

Online marketing is a set of tools and methodologies used for promoting products and services through the internet.

19. What is market Segmentation?

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics.

20. What is retail marketing?

Retail marketing is the process by which retailers promote awareness and interest of their goods and services in an effort to generate sales from their consumers.

21. What is digital marketing?

Digital marketing is that all marketing activities that use digital devices.

22. Give examples for digital marketing?

Social media marketing and content marketing.

23. What is content marketing?

It is the practice of building goodwill with prospective customers by providing helpful content and resources often via a company website/blog.

24. What is social media marketing?

It is when a brand uses various social media platforms to both listen and respond to what the public is saying about their industry or brand.

25. Define marketing automation.

It is the practice of delivering relevant content to a prospective customer usually via email or similar platform.

26. What is email marketing?

It is probably one of the most common and oldest methods of digital marketing.

27. What does a digital marketer do?

A digital marketer is responsible for developing implementing and managing marketing campaigns that promote a company and its products and or services.

28. What is B2B digital marketing?

The B2B buyers are top managers or owners of their respective companies. They are more sophisticated and gain an in-depth understanding of the service being offered by the marketers from an organizational perspective.

29. What is B2C digital marketing?

In B2C digital marketing the digital marketing the digital marketers have to give priority to trust, security and brand loyalty.

30. State any two characteristics of digital marketing.

One of the key principles of digital marketing is creating an easy seamless. And convenient user experience for target audiences.

31. State any two advantages of digital marketing.

Internet marketing can reach targeted customers more effectively and marketing delivers immediate results

32. State any two disadvantages of digital marketing.

Promotion strategy can be copied and pictures or images can be used to mislead customers

33. Expand SEO?

Search Engine Optimization

34. Expand SEM?

Search Engine Marketing

35. What is pay per click advertising?

It is also known as cost per click, is an internet advertising model used to drive traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

36. What is affiliate marketing?

It is a type of performance based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

37. What is display advertising?

It is advertising on graphical screens on the internet. The primary goal of display marketing is to increase brand awareness and reach.

38. What is contextual marketing?

It is an online marketing model in which people are served with targeted advertising based on terms they search for or their recent browsing behavior.

39. List out few social media, where digital marketing is higher?

Facebook and twitter

40. State few channels of digital marketing.

Facebook, twitter, linkedln, instagram

41. State any two advantages of facebook marketing.

Facebook has a lot of users and Facebook ads are cheaper and longer

42. State any two disadvantages of facebook marketing.

Difficult in catching people's attention and negative comments are every where.

43. State any two advantages of social media marketing.

Target specific audience and powerful tool for brand engagement

44. state any two disadvantages of social media marketing.

Time consuming and risk of negative comments

45. State any two advantages of email marketing.

Flexible design and personalization and segmentation

46. State any two disadvantages of email marketing.

Threat of spam and undelivered emails

47. What is direct marketing?

The business of selling products or services directly to the public.

48. What is M-Commerce?

Commercial transactions conducted electronically by mobile phone.

49, State any two advantages of modern marketing.

Maximizes efficiencies through technology and automation.

Adapts to the changing technology and capitalizing on the benefits it offers.

50. State any two rules in modern marketing.

Focus on Me-Commerce rather than E-commerce and Mobile marketing is a must.

K3 LEVEL

1. Explain affiliate marketing?
2. Enumerate display advertising?
3. Explain contextual marketing?
4. Examine personal selling?
5. Explain digital marketing.
6. Examine pricing.
7. Explain training.
8. Examine advertising?
9. Enumerate about distribution channel?
10. Explain the concept of SEO?
11. Explain the concept of SEM?
12. Explain Pay-per click Advertising?
13. Explain market segmentation?
14. Explain marketing mix?
15. Explain product line?
16. Explain the benefits of market segmentation.
17. Show the criteria of market segmentation.
18. Explain the benefits of market segmentation.
19. Explain the characteristics of agricultural goods.
20. Explain the advantages of email marketing?
21. Explain the disadvantages of email marketing?
22. Explain the characteristics of email marketing?

23. Explain direct marketing.
24. Discuss the role of social media in digital marketing.
25. How marketing differs from advertising?
26. Explain the advantages of M-Commerce.
27. Explain the disadvantages of M-Commerce.
28. Explain the benefits of market segmentation.
29. Explain the characteristics of agricultural goods.
30. Classify the agricultural goods.
31. Categorize the problems in marketing of agricultural goods.
32. Compare the difference between manufacturing goods and agricultural goods.
33. Explain Recruitment.
34. Explain Product.
35. Explain selling?
36. Explain Branding?
37. Explain about Packaging?
38. Explain about Trademark?
39. Explain about Brand name?
40. Point out the objectives of marketing
41. Point out the elements of marketing mix.
42. Construct the problems of marketing mix.
43. Examine the benefits of marketing mix.
44. Describe the advantages of email marketing.
45. Describe the disadvantages of email marketing.
46. Explain about direct marketing?
47. Explain the various rules in modern marketing?
48. Explain M-Commerce.

49. Explain the advantages of modern marketing
50. Explain the problems of marketing mix.

K4 LEVEL

1. Construct the Evolution of marketing.
2. Point out the importance of marketing.
3. Examine the functions of marketing.
4. Point out the objectives of marketing
5. Point out the elements of marketing mix.
6. Construct the problems of marketing mix.
7. List out the benefits of marketing mix.
8. Analyze the characteristics of agricultural goods.
9. Find the benefits of market segmentation.
10. Show the criteria of market segmentation.
11. Demonstrate the benefits of market segmentation.
12. Summarize the characteristics of agricultural goods.
13. Classify the agricultural goods.
14. Categorize the problems in marketing of agricultural goods.
15. Compare the difference between manufacturing goods and agricultural goods.
16. What is digital marketing? Give examples.
17. Explain Content marketing.
18. Explain Social Media Marketing.

19. Differentiate Inbound marketing and digital marketing.
20. Explain B2B and B2C in digital marketing.
21. Explain the benefits of digital marketing?
22. Explain the drawbacks of digital marketing?
23. Explain the characteristics of digital marketing?
24. How do digital marketing differ from traditional marketing?
25. Explain Search Engine Optimization?
26. Explain Search Engine Marketing?
27. What are the strategies of digital marketing?
28. Explain influencer marketing?
29. Explain Pay per click.
30. Explain Affiliate marketing?
31. Explain display advertising?
32. Explain video marketing?
33. Explain contextual marketing?
34. Examine the channels of digital marketing?
35. Examine the advantages of face book marketing?
36. Examine the disadvantages of face book marketing?
37. Explain the advantages of display marketing?
38. Explain the advantages of email marketing?
39. Explain the disadvantages of email marketing?
40. Explain the characteristics of email marketing?
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45. Explain the disadvantages of M-Commerce.
