

## G L Bajaj Institute of Management and Research

PGDM Batch

Academic Session 2021-22

Mid Term Quiz

Batch **2020-22**

Subject Name **Digital & Social Media Marketing**

Subject Code **PGM-09**

Name of Student

Maximum Marks: 40

Marks Obtained

Note:

1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. There is no negative marking for wrong answer.
3. Tick mark the correct answer.

Q1 Which of these are the best keyword type for an e-com business?

- A Single Word Keywords
- B MisSpelled Keywords
- C Profit based Keywords
- D Location based Keywords

Answer Key :c

Q2 Which factors best define a Niche Keyword?

- A more than 25000 results on SERP
- B less than 25000 results on SERP as well as less than 1000 average searches per month
- C more than 25000 results on SERP and more than 1000 average searches per month
- D less than 25000 results on SERP and more than 1000 average searches per month

Answer Key :d

Q3 Which of these do not define the goal of SEO in online marketing?

- A High SERP Ranking
- B More Traffic
- C Keyword Research
- D Better Quality of Traffic

Answer Key: c

Q4 Which of the following are factors to monitor for SEO success?

- A SERP Ranking
- B Content
- C Outward Links
- D Ads on Website

Answer Key: b

Q5 Which of the following are not a factor of SEO success in Linking category?

- A Pages that are Backlinked
- B Quality of Links
- C Relevant Link Text
- D Number of Backlinks

Answer Key: a

Q6 Which one is the most important SEO Success Factor?

- A HTML
- B Content
- C Social Linking
- D Individually none are more or less important

Answer Key: d

Q7 A business by the name of 'Silks', is selling party wear for men and has an e-commerce website, which of the following represent a primary, a secondary and a tertiary keyword?

- A Silks, Party-wear, Party clothes
- B Party-wear, Party wear for women, Party wear for Men
- C Both A and B
- D None of the above

Answer Key: a

Q8 What is the acceptable threshold of keyword density for any content?

- A 2%
- B 3%
- C 5%
- D 10%

Answer Key: b

Q9 Mr. Ramandas is concerned about the page and domain authority of his website, as a manager employed in his business, what are the factors you will guide him to focus on?

- A SERP ranking on various search engines
- B Age, Popularity and Size
- C Length of content on each page of website
- D Keyword density

Answer Key: b

Q10 Which of these are not part of Link Building Strategy?

- A Social Bookmarking
- B UGC
- C Guest Posting
- D Emailers to existing audience

Answer Key :d

Q11 Which of these is not a part of the 10 laws of social media

- A Law of Listening

- B Law of Patience
- C Law of Value
- D Law of Reach

Answer Key :d

Q12 Select the correct ranking of social media platforms based on the increasing order of age group primarily active in these platforms. For eg. X > Y means Y has older audience compared to X.

- A Facebook > Instagram > TikTok > Twitter
- B TikTok > Facebook > Twitter > Instagram
- C TikTok > Instagram > Facebook
- D Instagram > Facebook > TikTok

Answer Key: c

Q13 In the Edgerank Algorithm, which one is defines the closeness of a user with a certain topic

- A Edge Weight
- B Affinity
- C Time Decay
- D All of the Above

Answer Key: b

Q14 Select the order of Weight from high to low, in the Edgerank Algorithm?

- A Text, Link, Images, Videos
- B View, Like, Comment, Tag, Share
- C Videos, Images, Link, Text
- D 10 Likes, 25 Likes

Answer Key: c

Q15 While optimizing a social media platform, which of the following are a factor of well optimized platforms?

- A Vanity URL
- B Engaging Audience
- C Replying to comments
- D Facebook Insight activation

Answer Key: a

Q16 A political party is focused on increasing it's followers and the campaign includes sharing high quality research on the current social topics. Which platform will work best to share these researches?

- A Facebook
- B Instagram
- C Twitter
- D LinkedIn

Answer Key: c

Q17 Which of the following is an optimized Twitter Handle name?

- A ankit-kashyap-125687
- B bhuvanrajofficial
- C shbandatweets

D bhuvan-raj-official-90

Answer Key: b

Q18 A News channel is using Twitter to increase their reach and awareness. What will you advise them regarding the length of their tweets?

- A 140-170 characters
- B 120-130 characters
- C 200-210 characters
- D 90-100 characters

Answer Key: b

Q19 How many tweets must be done to optimize the reach on Twitter?

- A 11 tweets a day
- B 15 tweets per day
- C to be tested with a specific number of tweets and optimize till the reach is maximized
- D Can not determine

Answer Key :c

Q20 What is the significance of creating a post schedule for social media marketing?

- A Helps in keeping the content trendy
- B Not needed for Twitter and LinkedIn Posting
- C Helps in understanding the highest performing posts
- D Helps in planning the campaigns in advance

Answer Key :d

Q21 You have a successful business with 5 stores across Delhi NCR. You are selling children clothing. You want to create an e-commerce website that can generate more traffic for your business and expand the business across India.

- A Agree with the Manager and start purchase based ads on Search Engines
- B Disagree with the Manager and wait till the website is ready
- C Wait till the website is ready, however start Awareness Ads on Social Media
- D Run Awareness Ads on Social Media and Purchase Ads on Search Engines

Answer Key: c

Q22 Facebook is used for Awareness, Branding, Selling and Story Telling. In a similar way what is Instagram used for?

- A Awareness, Selling and Branding
- B Awareness, Branding and Story Telling
- C Branding
- D Bringing Traffic to the website through stories

Answer Key: b

Q23 Which of the following is the correct statement for Instagram?

- A Adding links in posts is not an option in Instagram
- B Add 3-5 hashtags on instagram posts
- C Increase the traffic to website with Instagram Stories
- D It helps in sharing stories about your team

Answer Key: a

- Q24 For Branding and brand association, which of the following plays no role?
- A Standardize the color palette
  - B Standardize the fonts
  - C Design content with the branding color theme only
  - D Post minimum 3 times per day

Answer Key: d

- Q25 Insights available on Facebook and Instagram give information about which of the following?
- A User Demographics
  - B User Ids who visited your page
  - C Reach of competitors posts
  - D None of the above

Answer Key: a

- Q26 In which of the following Google Tools can we create and upload sitemaps for our business websites?
- A Google Ads
  - B Google Search Console
  - C Google My Business
  - D Google Analytics

Answer Key: b

- Q27 For activating Google Ads and Google Analytics which of the following is the first step?
- A Verification of pages that needs to be advertised
  - B Adding code to start tracking traffic on website
  - C Verification of the ownership of the website domain
  - D All of the above

Answer Key: c

- Q28 Which of these can Google Search Console help you to do?
- A It helps you increase your social media following
  - B It helps you understand which keywords people are searching for on Google
  - C It helps you optimise your Google My Business listing
  - D It helps you run A/B tests on your home page

Answer Key :b

- Q29 Mr. Yashwin needs to contact a student's parents to congratulate the student on improved progress. However, their first language is German and they are not fully fluent in English. What is the quickest action he could do to p
- A Post the message text on Google+ to see if someone can help translate it to German
  - B Use Gmail to send a message around the school to search for a student who can help translate the email to German
  - C Use Google Search to find someone local offering German translation services to help with the email
  - D Search the Chrome Web Store for the Google Translate extension for Chrome. Use the extension to provide a German version of the text within the email

Answer Key :d

- Q30 Calculate the budget for the following campaign. Revenue Expected: INR 50,00,000, Unit Price: INR 5,000, assume the standard CTR and conversion ratios. CPC = INR 15
- A INR 15,00,000
  - B INR 10,50,000
  - C INR 7,00,000
  - D INR 7,50,000

Answer Key :d

- Q31 In the above campaign, if the profit margin is 20%. Is this campaign profitable or loss making?
- A Profitable
  - B Need more information
  - C Loss making
  - D Can not predict

Answer Key :a

- Q32 You are a manager of a bank and have been given the responsibility to improve the quality of leads being generated by the website. Which of the following do not impact your decision?
- A Age group of the Target Audience
  - B Income Group of the Target Audience
  - C Religion of the Target Audience
  - D Location of the Target Audience

Answer Key :c

- Q33 What is a benefit of online advertising with Google AdWords?
- A Advertisers can identify the Internet Protocol (IP) address of users who are searching for products
  - B Ads can include up to 50 characters for the first three lines of ad text
  - C Ads are displayed to users who are searching for a particular product or service
  - D Advertisers can pay to place their websites in the natural search results

Answer Key: c

- Q34 What's one benefit of creating multiple ad groups?
- A You can target specific ad groups into various Google networks
  - B You can break up keywords and ads into related themes
  - C You can set different budgets for each ad group
  - D You can pause specific keywords if they are not performing well

Answer Key: b

- Q35 An online retail company is based in the NCR but ships to customers all over the India. If this company wants to serve Tamil language ads to Tamil speaking users, which targeting option should be refined?
- A Language targeting
  - B Regional targeting
  - C Ad scheduling
  - D Demographic targeting

Answer Key: a

- Q36 An advertiser wants to achieve the top position in paid search results. Which recommendations would improve the likelihood of top ad position?
- A Improve Quality Score and increase cost-per-click (CPC)

- B Decrease cost-per-click (CPC) and increase daily budget
- C Decrease cost-per-click (CPC) and decrease daily budget
- D Improve Quality Score and decrease cost-per-click (CPC)

Answer Key: a

Q37 An advertiser wants to allocate additional budget to advertising a new product line. In order to accomplish this goal, the advertiser should create:

- A an ad group specific to the product line with a higher daily budget
- B additional text ads that specifically feature the product line
- C a campaign with a separate daily budget specific to the product line
- D an ad group specific to the product line with targeted ad text

Answer Key: c

Q38 Your text ad includes the phrase "Your friend has a crush on you, See more!". Why could your ad be disapproved according to AdWords policies?

- A Ads can not simulate email inbox notifications or fake "friends/crush" requests.
- B Ads can not contain that amount of characters
- C Ads can not contain the phrase "See more!"
- D Ads can not contain exclamation points (!).

Answer Key: b

Q39 Your text ad includes the phrase "Your friend has a crush on you, See more!". Why could your ad be disapproved according to AdWords policies?

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Answer Key: b

Q40 What is the max CPC (cost per click) ?

- A amount an advertiser is required to pay to achieve top ad position
- B actual amount an advertiser pays for each click on an ad
- C most an advertiser is willing to pay for each click on an ad
- D amount an advertiser must pay to outbid competitors

Answer Key: c







dia. Your Marketing manager tells you to start advertisements for selling before the website is ready. What should be your course of action?

roduce an effective email on his own?