

**FINAL EXAMINATION****COURSE : INTRODUCTION TO DIGITAL MARKETING****COURSE CODE : PMK2253****DURATION : 02 HOURS****INSTRUCTIONS TO CANDIDATES:**

1. This question paper consists of **THREE (3)** parts : PART A (20 questions)
: PART B (20 questions)
: PART C (04 questions)
2. Answer ALL questions from PART A, PART B and PART C.
 - i. Answer PART A in the Objective Answer Sheet.
 - ii. Answer PART B in the True/False answer sheet.
 - iii. Answer PART C in the answer booklet provided.
3. Please check to make sure that this examination pack consists of:
 - i. The Question Paper
 - ii. An Objective Answer Sheet
 - iii. An Answer Booklet
4. Do not bring any material into the examination hall unless permission is given by the invigilator.
5. Please write your answer using a ball-point pen.

MYKAD NO : _____**ID. NO. : _____****LECTURER : _____****SECTION : _____**

DO NOT OPEN THIS QUESTION PAPER UNTIL YOU ARE TOLD TO DO SO

The question paper consists of 08 printed pages

MAR2024/B/PMK2253

PART A: MULTIPLE CHOICE

Choose the BEST ANSWER.

1. **(1 point)**
What is an example of online advertising?
 - A. Billboard.
 - B. Telemarketing.
 - C. Signboard.
 - D. Social media marketing.

2. **(1 point)**
Banner ads refers to _____.
 - A. a short text or graphics to promote product or service
 - B. billboard that shows along the highway
 - C. paid advertisement if customer wants to view it
 - D. online and offline retainers

3. **(1 point)**
_____ encourage customers to save money and enjoy discounts while shopping.
 - A. Coupons
 - B. Email
 - C. Tracking
 - D. Pop up ads

4. **(1 point)**
_____ refers to the ability to provide customers an integrated, interactive experience, through both offline and online channels.
 - A. Multichannel
 - B. Omnichannel
 - C. Integrated channel
 - D. Online channel

5. **(1 point)**
Advertisements that use email are considered to be the most effective for the objective to _____.
 - A. reach audience at low cost
 - B. keep their price of product stable
 - C. build brand image
 - D. penetrate new market

6. (1 point)

SEO refers to the process of getting _____.

- A. traffic from the website, social media and blog
- B. traffic from the free, organic editorial or natural search result
- C. information to increase followers for the company
- D. prospect and customers to increase the profit of the company

7. (1 point)

The first step in keyword selection is _____.

- A. creating high quality backlinks from reputable websites
- B. optimizing on-page elements such as content and keywords
- C. setting and understanding overall goal
- D. engaging in influencer marketing to promote product

8. (1 point)

_____ involve optimizing content, meta tag, and other elements on your own site's pages.

- A. On pages SEO
- B. Off pages SEO
- C. Brand building
- D. Guest blogging

9. (1 point)

_____ refer to an important place to include relevant words for websites contents, as these are used within the search result when websites content is listed.

- A. Meta tags
- B. Meta descriptions
- C. URLs
- D. Website's history

10. (1 point)

_____ is the process of planning and implementing steps designed to improve organic search engine rankings.

- A. Off-page SEO
- B. Technical SEO
- C. SEO strategy
- D. Local SEO

11. **(1 point)**

What is the advantage of email as direct marketing?

- A. Increase sales.
- B. Decrease sales.
- C. Brand switching.
- D. Limited reach.

12. **(1 point)**

Marketers need to consider about _____ when they are using email as a medium for direct marketing to ensure they are able to gain the attention of the target market.

- A. content
- B. promotion
- C. marketing plan
- D. pricing strategy

13. **(1 point)**

Permission marketing is a marketing technique that _____.

- A. does not need permission from customers
- B. need to ask for permission from customers
- C. have to be done through off-line only
- D. need agreement from the business

14. **(1 point)**

In order to use _____ as a permission marketing, company need to have a good relationship with customers.

- A. express permission marketing
- B. implied permission marketing
- C. email marketing
- D. social media marketing

15. **(1 point)**

One of the disadvantages of using email as direct marketing is _____.

- A. short time
- B. unlimited reach
- C. undelivered email
- D. build brand loyalty

16. **(1 point)**
User generated content refers to _____.
- A. the sharing of information by unpaid contributors
 - B. the sharing of information by paid review
 - C. any promotion for the paid review
 - D. any promotion for the contributors
17. **(1 point)**
Some common forms of viral messages in viral marketing are _____.
- A. business emails and websites
 - B. memos and reports
 - C. memes, shares, likes and forwards
 - D. phone calls and voicemails
18. **(1 point)**
CRM uses data analysis about customers' history with a company to improve _____.
- A. quality of their products and services
 - B. price of their products and services
 - C. business relationships with supplier
 - D. business relationships with customers
19. **(1 point)**
It is important for marketers to maintain their blog regularly because it _____.
- A. build website traffic
 - B. can be time consuming
 - C. can take time to see result
 - D. needs to be marketed too
20. **(1 point)**
_____ will help a company by generating interest and the potential sale of a product or brand through messages that spread like a virus.
- A. Online public relation
 - B. Blogging
 - C. Multichannel marketing
 - D. Viral marketing

PART B: TRUE OR FALSE

Indicate whether the statement is True or False.

1. **(1 point)**
Pop-up ads are typically regarded as annoying and irritating, but browser settings are able to prevent them.
2. **(1 point)**
The primary focus of online advertising involves the use of the internet as a medium to obtain website traffic, target market and deliver marketing messages.
3. **(1 point)**
In pay-per-click advertising, companies are required to pay solely when customers view their advertisement.
4. **(1 point)**
The goal of online advertising includes discouraging customers to switch to your brand.
5. **(1 point)**
Email advertising is not considered a cost-effective method for reaching a global audience.
6. **(1 point)**
In the SEO process, traffic is primarily obtained from free search results.
7. **(1 point)**
Concern about algorithms, create a trusted and interesting need to be consider in how SEO works.
8. **(1 point)**
Achieving and maintaining a high ranking is not how SEO works.
9. **(1 point)**
Each of your pages and posts should have it own unique title, which includes the main keywords for the page.
10. **(1 point)**
Narrowing down the list is a crucial step in keyword selection to start weeding out the weakest candidates.
11. **(1 point)**
In permission marketing, obtaining consent from the audience is not necessary.
12. **(1 point)**
Legality is an advantage for permission marketing, where businesses have to get permission from the owner or customers.
13. **(1 point)**
Email marketing does not involve providing a unique value to each user based on their activity or need.

14. **(1 point)**
Express permission marketing is commonly used when establishing new business relationships.
15. **(1 point)**
In email marketing, users have the option to choose not to receive more information.
16. **(1 point)**
Social media marketing primarily involves two-way or more communication with users.
17. **(1 point)**
Consumer-generated content is typically created or uploaded online, where it easily shared.
18. **(1 point)**
Social networks consist of people from all walks of life that seem to have no relationship at all.
19. **(1 point)**
CRM (Customer Relationship Management) incorporates practices, strategies, and technologies for managing and analyzing customer interactions across the customer lifecycle.
20. **(1 point)**
Online communities are held together by common interest.

PART C: STRUCTURED

Answer ALL questions.

1. **(3 points)**
Briefly explain advertising networks.
2. **(6 points)**
Discuss any **THREE (3)** steps in SEO keywords selection.
3. **(6 points)**
Explain any **THREE (3)** disadvantages of permission marketing.
4. **(5 points)**
Describe any **TWO (2)** tools that can be used to reach online contact using Online Public Relation.

END OF QUESTION PAPER