

**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 09 printed pages

MAR2024/C/PMK2253

PART A: MULTIPLE CHOICE

Choose the BEST ANSWER.

1. **(1 point)**

_____ helps advertisers to receive information on what type of consumers are responding to different offers and also to know the kind of offers that evoke generally good response.

- A. E-mail
- B. Coupon
- C. Tracking
- D. Banner ads

2. **(1 point)**

Online advertising involves the use of internet _____.

- A. as a medium to obtain website traffic and target to deliver the messages to the right people
- B. which a company uses surprise or unconventional interactions in order to promote a product or service
- C. to gain right information about the people that company already target as their prospect
- D. whereby consumers are encouraged to share information about a company's goods or services

3. **(1 point)**

The purpose of online advertising is to _____.

- A. promoting your brands
- B. setup new shop
- C. expand the business
- D. recruiting new staff

4. **(1 point)**

_____ allowing advertising buyer to reach broad audiences relatively easily through run-of-category and run-of-network buys.

- A. Advertising campaign
- B. Social network
- C. Advertising relative
- D. Network advertising

5. (1 point)

_____ referring to the ability to providing customers an integrated, interactive experience, through both offline and online channels.

- A. Multichannel
- B. Dual channel
- C. Exclusive channel
- D. Omnichannel

6. (1 point)

Most companies use _____ to increase website traffic, which in turn, increases revenue.

- A. pay per click
- B. SEO
- C. meta tag
- D. URL structure

7. (1 point)

One of the platforms that apply SEO is _____.

- A. Google
- B. Telegram
- C. Apple store
- D. Chat GPT

8. (1 point)

In keyword selection, _____ research is usually used to get an idea about a particular topic and to discover the amount of information that is available on the topic.

- A. systematic
- B. exploratory
- C. descriptive
- D. preliminary

9. (1 point)

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

- A. Meta tags
- B. Meta descriptions
- C. URLS
- D. Website history

10. (1 point)

_____ involves any activities that drive awareness and referral traffic to one site from other sites.

- A. On-page SEO
- B. Off-page SEO
- C. Short keywords SEO
- D. SEO keywords

11. (1 point)

An approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information is a definition for _____.

- A. permission marketing
- B. marketing channel
- C. relationship marketing
- D. social media marketing

12. (1 point)

Permission marketing gives the power in the hands of _____.

- A. advertiser
- B. company
- C. market
- D. customer

13. (1 point)

ONE of the disadvantages of permission marketing is _____.

- A. timing issues
- B. limited reach
- C. illegal
- D. less appreciation

14. (1 point)

Permission marketing is an established approach and the concept of opt-in typically involves _____.

- A. reducing the price of the products and services
- B. helping company to open new branch
- C. profiling a customer's interests and value to companies
- D. offering several choices of products and services for customers

15. **(1 point)**
Personalization in the email marketing refers to _____.
- A. profiling customers in real time
 - B. assessing the behavior of website users in real time
 - C. tailoring the content in real according to the customers
 - D. including both a push and pull mechanism to communicates
16. **(1 point)**
User generated is referring 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)**
The usage of the same material for both traditional and social network marketing occur when a company _____.
- A. utilizing a television advertisement campaign as well on their sites such as YouTube
 - B. posting a luring comment on social media such as TikTok to the company site
 - C. creating a magazine print advertisement with the company website
 - D. selling advertisement space on the company website
18. **(1 point)**
_____ consist of people from all walks of life that seem to have no relationship at all. They are held together by common interest.
- A. Online and offline communities
 - B. Social network
 - C. Non-government organization
 - D. Business club
19. **(1 point)**
Viral marketing is a sales technique that involves organic or _____ information about a product or service to spread at an ever-increasing rate.
- A. door to door
 - B. word of mouth
 - C. business
 - D. spread flyers

20. **(1 point)**

There are several ways to do viral marketing such as _____.

- A. using flyers
- B. influencer campaign
- C. banner
- D. billboard

PART B: TRUE OR FALSE

Indicate the statement is True or False.

1. **(1 point)**
Online advertising is not considered a part of marketing strategy.
2. **(1 point)**
Online coupons are ineffective and don't motivate people to save money.
3. **(1 point)**
Selecting relevant channels to reach the target audience is a part of multichannel strategy.
4. **(1 point)**
Email advertising is ineffective for lead generation and direct sales.
5. **(1 point)**
Banner ads typically contain lengthy textual content to convey detailed product information.
6. **(1 point)**
The primary goal of SEO is to get traffic from paid search results on search engines.
7. **(1 point)**
Google Search, Google Trends, and Google Scholar are examples of search engines.
8. **(1 point)**
Concerns about algorithms are not relevant to the working of SEO.
9. **(1 point)**
Transactional keywords in SEO are related to buying a particular product or service.
10. **(1 point)**
Top candidates for keywords are selected based on personal taste rather than their likelihood of achieving desired results.
11. **(1 point)**
Permission marketing gives customers the power to decide how they will be marketed and what promotional messages they want to receive.
12. **(1 point)**
In permission marketing, sending messages to people who have explicitly agreed to receive them is considered unethical.
13. **(1 point)**
Permission marketing involves getting the consent of the audience before advertising products and services.
14. **(1 point)**
Email marketing aims to develop a relationship with customers and prospects through face-to-face interactions.

15. (1 point)

Email marketing is not considered a digital communication strategy.

16. (1 point)

Social media networks include Facebook, LinkedIn, and Google+ as examples.

17. (1 point)

Social media contests and giveaways do not impact brand affinity or customer loyalty.

18. (1 point)

Consumer Generated Content can include pictures, videos, blog posts, testimonials, and discussion board contributions.

19. (1 point)

Online communities provide less flexibility and options compared to social networks.

20. (1 point)

Social networks are solely focused on broadcasting information rather than fostering member discussion.

PART C: STRUCTURED

Answer ALL questions.

1. **(3 points)**
Describe **THREE (3)** multichannel strategy.

2. **(6 points)**
Discuss **THREE (3)** characteristics of off-site optimization.

3. **(6 points)**
Explain **THREE (3)** different between permission marketing and traditional direct marketing.

4. **(5 points)**
Describe any **TWO (2)** advantages of blogging.

END OF QUESTION PAPER