

VTU

Model Question Paper – Digital Marketing

Module 1 – Introduction to Digital Marketing

Q.No	Question	CO	PO	BTL
1	Digital Marketing mainly uses: A) Newspapers B) Digital Channels C) Posters D) Hoardings	CO1	PO1	L1
2	Digital marketing became popular due to growth of: A) Television B) Internet C) Printing D) Radio	CO1	PO1	L1
3	Scope of digital marketing includes: A) Branding B) Analytics C) Customer Engagement D) All	CO1	PO2	L2
4	Email marketing is mainly used for: A) Production B) Communication C) Storage D) Transport	CO1	PO2	L1
5	Mobile marketing targets users through: A) Newspapers B) Smartphones C) Books D) Radio	CO1	PO5	L1
6	Promotional emails are used for: A) Billing B) Advertising C) Authentication D) Login	CO1	PO5	L2
7	Transactional emails include: A) Offers B) Order confirmation C) Discounts D) Campaigns	CO1	PO1	L1
8	CTA stands for: A) Call To Action B) Click To Access C) Control Task Area D) Customer Target Action	CO1	PO1	L1
9	Newsletter email type is: A) Informational B) Transactional C) Personal D) Spam	CO1	PO2	L2
10	Email segmentation improves: A) Targeting B) Cost C) Delay D) Errors	CO1	PO2	L2

Module 2 – Social Media Marketing

Q.No	Question	CO	PO	BTL
11	Blogging mainly supports: A) Content marketing B) Manufacturing C) Accounting D) Logistics	CO2	PO2	L1
12	Facebook advertising allows: A) Random targeting B) Audience targeting C) No targeting D) Manual ads	CO2	PO3	L2
13	LinkedIn platform is used for: A) Entertainment B) Professional networking C) Gaming D) Shopping	CO2	PO10	L1
14	YouTube marketing uses: A) Audio B) Video content C) Text D) Images only	CO2	PO5	L1
15	Instagram mainly focuses on: A) Text B) Visual content C) Audio files D) Documents	CO2	PO5	L1
16	Twitter is best suited for: A) Long videos B) Real-time updates C) Printing D) Emails	CO2	PO2	L1

17	Pinterest promotes: A) Image sharing B) Coding C) Accounting D) Banking	CO2	PO3	L1
18	Social media campaigns aim at: A) Engagement B) Storage C) Manufacturing D) Transport	CO2	PO3	L2
19	Hashtags increase: A) Cost B) Reach C) Delay D) Errors	CO2	PO2	L2
20	Influencer marketing occurs via: A) Newspapers B) Social media C) Books D) Radio	CO2	PO5	L1

Module 3 – Acquiring & Engaging Users

Q.No	Question	CO	PO	BTL
21	Content marketing builds: A) Brand value B) Cost C) Errors D) Delay	CO3	PO2	L1
22	SEM stands for: A) Search Engine Marketing B) Social Email Marketing C) System Event Model D) Sales Engine Method	CO3	PO1	L1
23	SEO improves: A) Organic traffic B) Paid traffic C) Cost D) Delay	CO3	PO2	L2
24	Branding influences: A) Customer perception B) Transport C) Storage D) Coding	CO3	PO3	L2
25	Video marketing increases: A) Engagement B) Delay C) Errors D) Loss	CO3	PO5	L2
26	Keywords are used in: A) SEO B) Accounting C) Billing D) Logistics	CO3	PO2	L1
27	Landing page designed for: A) Conversion B) Storage C) Coding D) Delay	CO3	PO3	L2
28	CTR means: A) Click Through Rate B) Customer Trend Ratio C) Control Task Rate D) Conversion Time Rate	CO3	PO1	L1
29	Organic traffic is: A) Paid B) Inpaid C) Offline D) Manual	CO3	PO2	L1
30	Mobile ads target: A) Smartphone users B) Printers C) Books D) Radios	CO3	PO5	L1

Module 4 – Designing Organization for Digital Success

Q.No	Question	CO	PO	BTL
31	Digital transformation integrates: A) Digital technologies B) Paperwork C) Manual work D) Printing	CO4	PO4	L2
32	Digital leadership promotes: A) Innovation B) Delay C) Loss D) Confusion	CO4	PO6	L2
33	Online PR manages: A) Brand reputation B) Storage C) Coding D) Billing	CO4	PO6	L2
34	ROI stands for: A) Return on Investment B) Rate of Income C) Return of Interest D) Revenue Output Index	CO4	PO11	L1
35	Reputation management monitors: A) Reviews B) Machines C) Files D) Codes	CO4	PO4	L1
36	KPI refers to: A) Key Performance Indicator B) Knowledge Process Index C) Key Product Information D) Known Performance Input	CO4	PO11	L1
37	Digital strategy aligns with: A) Employee interest B) Business objectives C) Random decisions D) Competitor plans	CO4	PO11	L2

38	Marketing automation helps in: A) Increasing manual work B) Reducing operational cost C) Delaying campaigns D) Increasing paperwork	C04	P04	L2
39	Customer feedback improves: A) Services B) Pricing C) Marketing D) Complaints	C04	P04	L2
40	Brand trust leads to: A) Customer loyalty B) Complaints C) Reduced sales D) Exit	C04	P06	L2

Module 5 – Digital Innovation & Trends

Q.No	Question	CO	PO	BTL
41	Digital revolution driven by: A) Internet technologies B) Printing C) Radio D) Books	C05	P05	L1
42	Digital innovation improves: A) Business models B) Delay C) Loss D) Errors	C05	P012	L2
43	Data privacy protects: A) User information B) Machines C) Files D) Coding	C05	P06	L2
44	Cybersecurity ensures: A) Data protection B) Delay C) Loss D) Errors	C05	P06	L2
45	Co-creation involves: A) Customers B) Machines C) Files D) Codes	C05	P012	L2
46	Online communities promote: A) Collaboration B) Isolation C) Competition only D) Data loss	C05	P09	L2
47	AI enables: A) Marketing automation B) Manual promotion C) Paper advertising D) Offline selling	C05	P05	L2
48	Blockchain improves: A) Security B) Cost C) Delay D) Errors	C05	P06	L2
49	Digital ethics ensures: A) Fairness B) Unfair practice C) Data misuse D) Spam	C05	P08	L2
50	Digital ecosystem connects: A) Services and platforms B) Manual systems C) Offline networks D) None	C05	P012	L2

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