GOVERNMENT COLLEGE (AUTONOMOUS), RAJAHMUNDRY

I BBA DM E-MARKETING SEM -II

QUESTION BANK

ESSAYS 6 Marks

UNIT-I:

- 1. Define Lead Generation. Explain Importance of Lead Generation.
- 2. State the various Strategies of Lead Generation.
- 3. Categorize the different types of Landing Pages.
- 4. Distinguish between Landing Page and a Website.

UNIT-II:

- 1. Develop the steps involved in A/B Testing.
- 2. Convert the Leads into Sales.
- 3. Create the Lead Nurturing Strategy
- 4. Write the Stages involved in conceptual framework of Lead Funnel

UNIT-III:

- 1. Describe the History of E-marketing
- 2. Explain the Scope of E-Marketing
- 3. Summarize the Benefits of E-Marketing
- 4. Outline the Challenges facing in E-Marketing
- 5. Show the Comparison between Internet marketing, Digital marketing and E-marketing.

UNIT-IV:

- 1. Identify the Objectives of Online Advertising.
- 2. Present the Role of Distribution in E-marketing.
- 3. Review the Process of Customer Service Mechanism.
- 4. State the list of various Lead Generation Platforms.

UNIT-V:

- 1. Determine the Working of Pay per click Advertising.
- 2. Organize the distinguished E-marketing Tools and Techniques
- 3. Discuss the Steps involved in Creation of Website.
- 4. Ouote the list of various E-Market Places

SHORT ANSWERS 2 Marks

UNIT-I:

- 1. Define Thank You Page
- 2. Explain Concept of Lead Generation
- 3. Write about Website
- 4. Elucidate about Landing Page

UNIT-II:

- 1. Explain the Concept of A/B Testing
- 2. Understanding Lead Funnel
- 3. Determine Selection of Landing page after A/B Testing

UNIT-III:

- 1. Elucidate Search Engine Optimization
- 2. Define Content Marketing
- 3. Write about Influencer Marketing
- 4. Explain about Pay per click marketing
- 5. Present meaning of Affiliate Marketing

UNIT-IV:

- 1. Give the meaning of Relationship Building Mechanism
- 2. Write about Customer Relationship Management
- 3. Define Direct Response Medium
- 4. State about Personalized Communication Channels

UNIT-V:

- 1. Explain about E-malls
- 2. Give the meaning of E-Store front
- 3. Define Classified Advertising
- 4. Elucidate about Blogging

VERY SHORT ANSWERS 1 Mark

UNIT-I:

- 1. Click through Landing Page
- 2. Event Registration Landing Page
- 3. Blogs
- 4. Navigation

UNIT-II:

- 1. Key Performance Indicators
- 2. Split Testing
- 3. Target Audience
- 4. Personalized E-Mails

UNIT-III:

- 1. Social Media Marketing
- 2. Mobile Marketing
- 3. Video Marketing
- 4. E-Mail Marketing
- 5.

UNIT-IV:

- 1. Community Building Platforms
- 2. Network Events
- 3. Form Builders
- 4. Cost Effectiveness

UNIT-V:

- 1. Ad Auction
- 2. Ad Rank
- 3. Etsy

<u>UN</u>

4. Alibaba									
MULTIPLE CHOICE QUESTIONS 1 Mark									
<u>UNIT-I:</u>									
,	traffic eustomers' contact information	b) Generating sales d) Increasing social media followers Ans. C							
2. Which of the following isa) Contact form	s a common lead magnet? b) Subscription	n button							
c) eBook	d) Website footer	Ans. C							
3. What is a call-to-action (Ca) A button or message theb) A lead capture form oc) An email sent to potentd) A link to the company	hat prompts visitors to take a spen n a landing page ntial customers	ecific action Ans. A							
a) By sending targeted enc) By creating more lead5. What is the purpose of leada) To convert leads into cu	d nurturing in lead generation?								
c) To attract new leads thr	ough referrals								
d) To increase website trait UNIT-II:	ffic	Ans. B							
1. A/B Testing results are a) mathematical c) Both A and B 2. Which of the following a) Visual Website optim	b) statistical te d) None of the are A/B Testing tools?								
d) Optimizely	d) All of the al								
3. Which stage of the funnel	l involves potential customers ev								
making a purchase decisi									
a) Consideration	b) Evaluationd) Purchase	Ans. B							
c) Intent	u) Purchase	Ans. B							

	· /	Purchase			
	,	Interest		ans. B	
	Which of the following features corre			rturing platform?	
	A/B Testing		paigning		
	Landing page creation	d) All o	f the above	Ans. D	
UNIT-	<u>III:</u>				
1	W/L:-1, -641 - 6-11	4	CD:-:4-1 M14:	- 0	
1.	Which of the following is the corre	ect depiction o	i Digitai Marketin	g!	
	a) E-mail Marketing	b) Socia	al Media Marketing	σ	
	b) Web Marketing		f the above	Ans. D	
2.	What is the term for paid advertising			1 1110. 2	
	a) Search engine optimization (SEG	-	ent marketing		
	c) Search engine marketing (SEM)		al media marketing	g Ans. C	
3.	What is display advertising?	u) 50010	ii iiioaia iiiaiiiotiiig	, III.	
٥.	a) Advertising on television and rad	dio b) Adve	ertising through bil	lboards and posters	
	c) Visual advertisements on websit			ising through email	
	newsletters	es and apps	a) Haver	Ans. C	
4.		marketing me	ssages based on us		
	a) A/B testing		ersion optimizatio		
	c) Behavioural targeting			ans. C	
5.	What is the term for the process of				
	a) Conversion optimization	•	ic generation		
	c) Lead generation	,	t-through rate (CT)	R) Ans. B	
UNIT-	,	,	<i>5</i> (,	
1.	What is the role of networking in re		ilding?		
	a) To avoid any form of connection with others				
	b) To manipulate others for personal gain				
	c) To build and maintain a strong n		itionships		
	d) To disregard others' feelings and			Ans. C	
2.	How can individuals demonstrate r			ing'?	
	a) By avoiding any form of emotio				
	b) By being present and attentive d				
	c) By pretending to be someone els				
2	d) By disregarding others' feelings	-		Ans. B	
3.	What does building trust in a relati		3 ?		
	a) Making promises without following through				
	b) Being inconsistent with one's ac		ds		
	c) Demonstrating honesty and relia	-		A C	
4	d) Avoiding any form of emotional		1	Ans. C	
4.		best suited for		customer issues?	
	a) Phone calls		b) Live chat	Ans. A	
5	c) Email	na handlada	d) Social media	Alis. A	
5.	How should customer complaints by a) Dismiss the complaint as insigni				
	b) Listen actively, empathize, and (a colution		
	c) Blame the customer for the issue		Solution		
	d) Escalate the complaint to a supe		ataly	Ans. B	
	a) Escarate the compraint to a supe	i visor illiliicul	attry	Alis. D	
UNIT-	<u>V:</u>				
1.	is a system of interconnec	ted electronic	components or cir	cuits.	
	A. Marketplaces		markets	· · · · · ·	

	C. Electronic Markets	D. Electronic Network A	ns. D				
2.	is NOT an example of E-Commerce Platform.						
	A. Amazon Pantry	B. Reliance SMAF	RT				
	C. Flipkart Plus	D. DMart Ready	Ans. B				
3.	Companies like Flipkart, Sho	pclues and Myntra belongs to	the Ecommerce (EC)				
	segment.						
	A. B2B B. P2P C. B2C D. C	2B Ans. C					
4.	This E-Commerce business n	nodel mainly focuses on selling	g products or services online.				
	A. Indirect Marketing	B. Marketplace					
	C. Online Direct Marketing	D. Brick & Mortar	r Ans. C				
5.	What is niche blogging?						
	a) Blogging about a wide range of unrelated topics						
	b) Focusing on a specific sub	ject or area of interest					
	c) Blogging anonymously						
	d) Publishing articles under a	pen name	Ans. B				