

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. Quote 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-mails
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
4. Alibaba

MULTIPLE CHOICE QUESTIONS 1 Mark

UNIT-I:

1. What is the primary goal of lead generation?
a) Increasing website traffic
b) Generating sales
c) Capturing potential customers' contact information
d) Increasing social media followers
Ans. C
2. Which of the following is a common lead magnet?
a) Contact form
b) Subscription button
c) eBook
d) Website footer
Ans. C
3. What is a call-to-action (CTA) in lead generation?
a) A button or message that prompts visitors to take a specific action
b) A lead capture form on a landing page
c) An email sent to potential customers
d) A link to the company's social media profiles
Ans. A
4. How can businesses nurture leads in the lead generation process?
a) By sending targeted emails and content
b) By increasing advertising budgets
c) By creating more lead magnets
d) By running social media contests
Ans. A
5. What is the purpose of lead nurturing in lead generation?
a) To convert leads into customers immediately
b) To build strong relationships with leads over time
c) To attract new leads through referrals
d) To increase website traffic
Ans. B

UNIT-II:

1. A/B Testing results are usually given in?
a) mathematical
b) statistical terms
c) Both A and B
d) None of the above
Ans. C
2. Which of the following are A/B Testing tools?
a) Visual Website optimizer
b) Google Content Experiments
c) Optimizely
d) All of the above
Ans. D
3. Which stage of the funnel involves potential customers evaluating their options before making a purchase decision?
a) Consideration
b) Evaluation
c) Intent
d) Purchase
Ans. B

- C. Electronic Markets D. Electronic Network Ans. D
2. _____ is NOT an example of E-Commerce Platform.
A. Amazon Pantry B. Reliance SMART
C. Flipkart Plus D. DMart Ready Ans. B
3. Companies like Flipkart, Shopclues and Myntra belongs to the _____ Ecommerce (EC) segment.
A. B2B B. P2P C. B2C D. C2B Ans. C
4. This E-Commerce business model mainly focuses on selling products or services online.
A. Indirect Marketing B. Marketplace
C. Online Direct Marketing D. Brick & Mortar Ans. C
5. What is niche blogging?
a) Blogging about a wide range of unrelated topics
b) Focusing on a specific subject or area of interest
c) Blogging anonymously
d) Publishing articles under a pen name Ans. B