

DIGITAL MEDIA (Adv)(English) Oct 2020

Instructions:

1. TYBMM Advertising Semester VI examination. Subject - DIGITAL MEDIA
2. All questions are compulsory.
3. Each question carries 2 marks.
4. Total questions - 25
5. Total marks- 50
6. Time - 1 hour

* Required

1. Email *

2. Student's exam seat number *

3. Student's name (surname, first name, middle name) *

4. 1. Which of the following is most likely to get attention on Facebook? *

2 points

Mark only one oval.

- ☐ GIFs
- ☐ Photos
- ☐ Text pitches
- ☐ Facebook page shares

5. 2. Internet advertising has some weaknesses because *

2 points

Mark only one oval.

- ☐ It can not reach global audience
- ☐ It is not emotive
- ☐ It does not deliver good targeted reach
- ☐ It is not easy to track

6. 3. Mobile marketing to-date is most successful among *

2 points

Mark only one oval.

- ☐ American consumers
- ☐ Younger consumers
- ☐ Asian consumers
- ☐ Spanish consumers

7. 4. SIM stands for *

2 points

Mark only one oval.

- ☐ Social Influence Marketing
- ☐ Social Instant Medium
- ☐ Social India marketing
- ☐ Social Instant marketing

8. 5. New media is a future of _____ *

2 points

Mark only one oval.

- ☐ Movies
- ☐ Web series
- ☐ Content marketing
- ☐ Advertising

9. 6. How can you build a robust LinkedIn profile that will lead people to you? 2 points

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Mark only one oval.

- ☐ A colored profile picture
- ☐ Write a dazzling About/Summary section. Tell your personal brand story.
- ☐ A verified account
- ☐ A black and white profile picture

10. 7. The most common form of outdoor advertising is * 2 points

Mark only one oval.

- ☐ Stadium advertising
- ☐ Advertising on taxis
- ☐ Advertising on bus backs
- ☐ Billboard advertising

11. 8. website functions, which are the most important? * 2 points

Mark only one oval.

- ☐ Having free reports
- ☐ services your company provides
- ☐ Capturing email addresses of visitors
- ☐ information on every page

12. 9. search page engine optimization refers to _____ * 2 points

Mark only one oval.

- ☐ Programming keywords into a website
- ☐ each page of a website for design
- ☐ amount of links coming into your website
- ☐ The number of search engine sites a website

13. 10. Way promote a business with social media is _____ *

2 points

Mark only one oval.

- ☐ your company, services, and products
- ☐ many contacts as possible
- ☐ Offer a lot of helpful
- ☐ potential clients to visit your website

14. 11. The best way to improve search engine ranking is with *

2 points

Mark only one oval.

- ☐ Video
- ☐ A blog
- ☐ Having at least 500 words on the page
- ☐ a lot of graphics per page

15. 12. the example of business-to-business services offered by Google which gains advertising revenue. *

2 points

Mark only one oval.

- ☐ Google AdWords pay per click sponsored
- ☐ Google Apps Application Suite
- ☐ YouTube Brand Channel
- ☐ Google Search application providing online website

16. 13. Any criminal activity associated with a computer *

2 points

Mark only one oval.

- ☐ cyberlaw
- ☐ cybercrime
- ☐ cybertort
- ☐ cyberspoofing

17. 14. Which section of IT Act deals with Cyber terrorism? *

2 points

Mark only one oval.

- ☐ Section 66C
- ☐ Section 66B
- ☐ Section 66F
- ☐ Section 66A

18. 15. The 'apple' logo of the Apple Corporation is an example of which of the following? *

2 points

Mark only one oval.

- ☐ Copyright
- ☐ Patent
- ☐ Design right
- ☐ A trade mark

19. 16. A system used by the FBI in the investigation of computer crime is called: *

2 points

Mark only one oval.

- ☐ Herbivore
- ☐ spoofer
- ☐ Raptor
- ☐ Carnivore

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20. 17. The group that is most likely to be behind a computer security breach is: * 2 points

Mark only one oval.

- ☐ employees
- ☐ outside hackers/crackers.
- ☐ competitors
- ☐ users

21. 18. Which of the following is the most viral section of the internet? * 2 points

Mark only one oval.

- ☐ Chat Messenger
- ☐ Chat-rooms
- ☐ Tutorial sites
- ☐ Social networking sites

22. 19. Try to keep your passwords without meaning so that _____ attack becomes almost impossible to perform successfully. * 2 points

Mark only one oval.

- ☐ social engineering
- ☐ phishing
- ☐ password guessing
- ☐ brute force

23. 20. What is the punishment for hacking of computers? *

2 points

Mark only one oval.

- ☐ upto Three year imprisonment or upto 10 lakh rupees penalty or both
- ☐ Life Imprisonment
- ☐ upto Three year imprisonment or upto 5 lakh rupees penalty or both
- ☐ upto Three year imprisonment or upto 2 lakh rupees penalty or both

24. 21. Why has LinkedIn become the best tool for personal branding? *

2 points

Mark only one oval.

- ☐ Because it is a social network
- ☐ Because it is easy to use
- ☐ Because customers have always preferred the "human touch" to corporate caress
- ☐ Because it bases more creating job opportunities

25. 22. Many social media sites and services provide _____ for legitimate account verification. *

2 points

Mark only one oval.

- ☐ Retina scanning
- ☐ Fingerprint scanning
- ☐ CAPTCHA
- ☐ 2-step verification

26. 23. How can a company target prospective users via paid Facebook ads? 2 points

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Mark only one oval.

- ☐ Browser bookmarks & download history
- ☐ Keywords & search history
- ☐ user's Interests
- ☐ user's Interests & demographics

27. 24. While creating a campaign, you can choose to target mobile OS users under ____ 2 points

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Mark only one oval.

- ☐ Technology
- ☐ Target Audience
- ☐ Broad Categories
- ☐ Ad Extensions

28. 25. In terms of Facebook's ranking algorithm, what does "affinity" refer to? 2 points

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Mark only one oval.

- ☐ How long a company profile has been active
- ☐ A user's familiarity with Facebook
- ☐ How closely a viewer is related to a creator
- ☐ A profile's content-to-like ratio

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