

G L Bajaj Institute of Management and Research
PGDM Batch 2021 - 2023
Academic Session 2021-22
Quiz I
Batch 2021 - 2023

Subject Name: Digital Marketing

Subject Code PG32

Name of Student

Maximum Marks: 20

Marks Obtained

Course Outcome Covered

Note:

1. Writing anything except Roll Number on Quiz paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.

2. There is no negative marking for wrong answer.

3. Tick mark the correct answer.

1 . SEO is all about enabling your _____ to be found.

- a iphone
- b website
- c keywords**
- d location

2 What is the goal of Organic SEO?

- a to make sure people know where I'm located**
- b to be a source of trusted content to google
- c to not include GMOs
- d rank as high as you can

3 What is a backlink strategy?

- a External links arriving on my website**
- b Internal clicks in my site
- c Hyperlinks of my site
- d Technology behind external sources

4 What does SERP mean?

- a Stop eating rice pudding
- b search engine results page**
- c search engine resource page
- d search engine resource program

5 What is page speed and why does it matter?

- a Refers to how fast your site loads for a user**
- b Refers to how fast your site loads for Google
- c Refers to how fast your heading loads
- d Refers to how fast Google crawls your page

6 Which group of ranking factors do SEOs generally consider to have the largest influence on rankings?

- a Engagement Metrics
 - b Social shares
 - c Link-based metrics**
 - d Site speed
- Exact match domains

7 Keyword research allows you to _____

- a determine which keywords to target
- b learn about your customers interests
- c remove pages from search engine indexes
- d Both a & b**

s The pillars of SEO are

- a Technique
- b Content
- c Popularity
- d Relevance
- e All Of above**

9 Websites that work on both desktop and mobile are called

- a Responal
- b Dediziert
- c Indexiert
- d Responsive**

10 Local SEO is about your _____ being found on maps and mobile searches.

- a Website
- b Phone Number
- c Location**
- d Password

11 When researching keywords, what questions should you ask yourself?

- a Is the keyword relevant to your website's content?
- b Will searchers find what they are looking for on your site when they search using these keywords?
- c Will they be happy with what they find?
- d Will this traffic result in financial rewards or other organizational goals?
- e All of the above.**

12 Backlinks are like _____ for your website.

- a hyperlink
- b votes**
- c sign
- d drink

13 What is the objective of SEO?

- a To have a nice website
- b To have the best technology in terms of site encoding
- c Increasing visibility of a website**
- d Increasing brand awareness

14 The future of SEO is :

- a Shorter and shorter requests
- b Answer and not search engines**
- c The integration of the different paths of an Internet user, whatever the device used.
- d Increasingly fine targeting of Internet users for advertisers via Google tools

15 SEO can help SEM by:

- a improving quality score
- b reducing Cost-Per-Click
- c fasten the ads approval
- d Both A & B**
- e None of these answers

16 A friendly URL is:

- a Short, with recognizable text and date
- b Short, with recognizable text
- c Short, with recognizable text and relevant keywords**
- d None of these answers

17 Which reflects deeply the intent of the search user long tail or short tail

- a short tail
- b long tail**
- c both
- d none

18 Can google search read images ?

- a yes totally
- b no not at all**
- c in some cases they do and in some cases it doesnt
- d depends upon it's interest

19 Can google search understand gifs ?

- a yes totally
- b no not at all**
- c in some cases they do and in some cases it doesnt
- d depends upon it's interest

20 A good SEO strategy will adopt click bait in it's campaign

- a Absolutely as it will yield high traffic
 - b Sometime it will and sometime it will not
 - c Depends upon which country- for example in US yes but no if India
 - d No not at all**
- 21 Best SEO strategy will include ?
- a Duplicate content
 - b URL variants of the same pages
 - c Duplicate title tags
 - d None of the above**
- 22 HOW TO INCREASE PAGE RANK
- a Get links from good PR sites
 - b Quality and quantity back links
 - c Get links from the sites that provide links not in bulk (exclusive links).
 - d All of the above**
- 23 OUTBOUND LINKS
- a starts from your site and lead to an external site**
 - b starts from your site and lead to an internal site
 - c both a and b
 - d none of the above
- 24 INBOUND LINKS
- a starts from your site and lead to an external site
 - b starts from your site and lead to an Internal site**
 - c both a and b
 - d none of the above
- 25 Which according to you is high on intention when a user is searching ?
- a short tail keyword
 - b long tail keyword**
 - c none of the above
 - d both a and b
- 26 Can a brand use (bid) on misspelled keyword/s?
- a No that will be illegal and will be considered black hat
 - b Yes but on special occasion
 - c There is no clear guidelines by Google
 - d Brands can bid**
- 27 Why do we need SEO ?
- a IMPROVE YOUR PAGE RANK
 - b BUILD REPUTATION
 - c INCREASE CONVERSION
 - d All the above**
- 28 How content plays a role in SEO
- a It doesn't, relevancy of content has no role in SEO
 - b Content can be of any domain it just has to lure users to come to our website
 - c Sometime it does but at times it doesn't
 - d Content is key as it ensure the relevancy of the site to the users**
- 29 Does sitemap plays any role in SEO
- a No sitemap doesn't play any role as it is only for users to navigate the site in an efficient manner
 - b It is not clear if it plays any role so it highly doubtful
 - c It does plays a role as search engine navigates/ web crawls is able to read the flow of information mo**
 - d None of the above
- 30 What is an OUTBOUND LINKS ?
- a Starts from your site and lead to an external site**
 - b Starts from your site and lead to your site
 - c Starts from other's site and lead to your site
 - d None of the above

- 31 What is an INBOUND LINKS?
- a Starts from your site and lead to an external site
 - b Starts from your site and lead to your site**
 - c Starts from other's site and lead to your site
 - d None of the above
- 32 For an effective SEO strategy ?
- a Duplicate content
 - b URL variants of the same pages
 - c Duplicate title tags
 - d None of the above**
- 33 How to improve Off page rating for your overall improvement of SEO
- a Get links from good PR sites
 - b Get links from page having relevant content
 - c Get links from the sites that provide links not in bulk (exclusive links)
 - d All the above**
- 34 If we increase our Quality and quantity back links then how it impacts our rankings in search
- a It reduces our ranking
 - b It improves our ranking**
 - c It has no impact
 - d Impact cannot be measured
- 35 For a digital marketer a click has a higher intent than impression and that is why it is more valuable
- a TRUE**
 - b False
 - c Only in special scenario
 - d Cant say
- 36 Which will be most expensive for a marketer for a specific campaign
- a CPM
 - b CPC
 - c CPL**
 - d Not sure
- 37 Which campaign is more effective
- a 100 clicks per 10000 impressions
 - b 75 clicks per 5000 impressions**
 - c Cant be measured - inadequate data
 - d Both a and b
- 38 How do you create user profile for digital marketing
- a Using psychographic
 - b Using demographic
 - c Both a and b**
 - d In digital media we don't need to create user profile
- 39 When we are talking about demographic profile, we mean
- a The user attitude and behavior
 - b The user age, gender, geography**
 - c Both a and b
 - d None of the above
- 40 When we are talking about psychographic profile, we mean
- a The user attitude and behavior**
 - b The user age, gender, geography
 - c Both a and b
 - d None of the above

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