The Exam consists of (2) questions in (4) pages

Please answer the following questions

Question I – Multiple Choice Questions

1- A structured approach used to increase the position of a company or its products naturally in the search engine results is called _____

  a. Search engine optimisation   c. Organic marketing

  b. Digital media   d. Display ads

2- A type of online advertisement that combines text, images, and a URL that links to a website where a customer can learn more about or buy products is called _____.

  a. Digital media channel   c. Pay per click

  b. Display ads   d. Affiliate marketing

3- Which of the followings means the use of social media platforms and websites to promote a product or service?

  a. Search engine   c. Social media marketing

  b. Affiliate marketing   d. Earned media

4- _____ is a form of paid digital marketing where advertisers pay a fee each time their ad is clicked.

  a. Search engine optimisation   c. Display ads

  b. Organic ads   d. Pay per click

5- _____ measures the success of an organisation in achieving its offline and online activities.

  a. KPIs   c. E-business strategy

  b. Digital business   d. E-promotion mix

6- _____ are text files with small pieces of data are saved on the device used to access a website.

  a. Web site   c. Cookie files

  b. Page tags   d. IP address

7- Which of the following concepts measures the success of a brand in meeting organisational goals by tracking consumers feelings and sentiment?

  a. Brand health   c. Brand influence

  b. Brand engagement   d. Brand metrics

8- _____ are collaborative online workspaces that enable community members to contribute to the creation of a useful and shared resource. It is essentially used for creating, browsing and searching through information.

  a. Forums   c. Wikis

  b. Blogs   d. Family group

9- _____ is the process by which a brand monitors, measures and manages the conversations that are happening around it online.

  a. Online reputation management   c. Direct marketing

  b. Web PR   d. E-mail marketing

10- _____ is the term used to describe the practice of affiliates buying keywords on PPC programmes relating directly to brands or trademarks, with the sole objective of driving traffic towards the brand site and generating income for the affiliate.

  a. Affiliate marketing   c. Referral

  b. Brand influence   d. Lead generation

Questions from 11 - 15

"*The balanced scorecard is a management system aimed at translating an organization's strategic goals into a set of organizational performance objectives that, in turn, are measured, monitored and changed if necessary to ensure that an organization's strategic goals are met.*"

11- Which perspective of the previous metric evaluates a company's success at meeting customer expectations through its internal process?
- a. Customer
- b. Internal
- c. Growth
- d. Financial

12- Which perspective of balanced score card focuses on the company's continuous improvement and sustainability?
- a. Customer
- b. Internal
- c. Growth
- d. Financial

13- The general areas used to measure value delivered to customers are _____
- a. Customer satisfaction and service time
- b. Order to delivery and product performance
- c. Number of service calls and quality
- d. All the above

14- _____ indicates whether the company's strategy and operations add value to shareholders.
- a. Customer
- b. Internal process
- c. Internal capacity
- d. Financial

15- The measures of innovation and growth perspective include _____
- a. Lead time
- b. Number of patents
- c. Market share
- d. ROI

Questions from 16 - 20

"*Social media space can be organised into a compact space that consists of what we call the four Zones of social media.*"

16- Social _____ focuses on the relationship between users and shared experiences.
- a. Community
- b. Media games
- c. Commerce
- d. Publishing

17- Among the channels of social publishing is _____
- a. Wiki
- b. Forums
- c. Social bookmarking
- d. Social games

18- Spotify and Anghami lie in social _____ zone.
- a. Community
- b. Media
- c. Commerce
- d. Entertainment

19- Example of micro-sharing sites is _____
- a. Myspace
- b. Twitter
- c. YouTube
- d. Instagram

20- _____ is a single author website who update the content regularly that allows for opinion sharing and facilitate group working.
- a. Blogs
- b. Forums
- c. Wiki
- d. Micro-sites

21- _____ the process of attracting and converting prospects into potential buying customers.
- a. Customer acquisition
- b. Engage process
- c. Display ads
- d. Lead generation

22- A network that runs internally in a corporation but uses internet standards such as HTML and browsers.
- a. Public internet
- b. Intranet
- c. Web
- d. Extranet

2

23- _____ means incorporating reviews and ratings into a site and linking to social networking sites can help understand customers' needs and increase conversion to sale.
a. E-commerce
b. Social commerce
c. Social network
d. E-media

24- An exchange between producers and end consumers of goods, services and explicit knowledge about goods and services (or information about consumers) for available consumption in return for the actual or potential payment of monies.
a. B2C
b. C2B
c. B2B
d. B2G

25- The relationship between e-commerce and social commerce is exemplified by all the following EXCEPT
a. Both aim to encourage online transactions
b. Both encourages sales while e-commerce facilitates searching, and finding more about products
c. Social commerce features include customers' reviews
d. E-commerce is a subset of social commerce

26- Digital marketing supports the marketing process responsible for _____ , _____ and _____ customers' requirements profitably
a. Segmenting, allocating, targeting
b. Positioning, benefiting, proposing
c. Identifying, anticipating, satisfying
d. Communicating, promoting, building

27- _____ refers to both financial and informational electronically mediated transactions between an organisation and any third party it deals with.
a. E-business
b. E-marketing
c. E-commerce
d. E-strategy

28- _____ collection of web pages connected through hyperlinks and URLs.
a. Internet
b. World wide web
c. Extranet
d. Intranet

29- Which type of media can bring negative publicity but increases the brand credibility?
a. Owned
b. Paid
c. Earned
d. Convergent

30- WEB _____ is known as symbiotic web.
a. 1
b. 2
c. 3
d. 4

Questions from 31 - 35

"RACE is a practical framework to help manage and improve results from your digital marketing. It covers always-on digital marketing activities across the customer lifecycle which are sometimes neglected in favour of campaign-based activities for launching new products and promotions."

31- Step One in this model is used to _____
a. Mange customer relationship
b. Build brand awareness
c. Enhance engagement
d. Create presence

32- Which step is concerned with encouraging customers to purchase the brand?
a. Reach
b. Act
c. Convert
d. Engage

33- At which stage of customer life-cycle customers are encouraged to act as advocates by recommending and sharing their positive brand experiences?
a. Reach
b. Act
c. convert
d. Engage

34- A common KPI that assess the success of marketing activities across the customer life cycle is___
a. Audience share
b. Bounce rate
c. New followers
d. None of the above

35- Which type of media a company can use to reach its customers?

3

a.	Paid	c.	Earned
b.	Owned	d.	All the above

36- _____ is the practice of driving traffic from one site to another in return for reward.

a.	Affiliate marketing	c.	Email marketing
b.	Organic search	d.	All the above

37- A publisher's commission depends on

a.	Bounce rate	c.	Sell price
b.	Number of clicks	d.	B and C

38- Cost per _____ is a fixed commission for a particular action

a.	Action	c.	Sale
b.	Lead	d.	Click

39- Among the advantages of affiliate marketing is _____

a.	Relatively low cost	c.	Ease of personalisation
b.	Reach different audiences	d.	Limited cost of acquisition

40- Bounce rate measures _____

a.	Visit quality	c.	Time of visits
b.	Pay-per click	d.	All the above

Question II – True or false

1- Newsletters are emails sent to provide information and keep customers informed.
2- Page views refers to single pages that are viewed on a social media site.
3- Share of voice is a key performance metric of brand awareness.
4- GPS is a satellite-based radionavigation positioning system.
5- Opt- in is the lowest level of permission while double opt-in is the highest.
6- B2B transactions can take place directly between companies or through a third party (an intermediary) who helps match buyers and seller
7- Web 2.0 targets on content creativity of users and producers while web 3.0 targets on linked data sets.
8- Brand sponsored posts are type of paid media.
9- Inbound marketing is a strategy that utilises many forms of pull marketing including content marketing, blogs, events, search engine optimization (SEO), social media, and more to create brand awareness and attract new business.
10- A high bounce rate above 75% is a sign of strong optimal web-page and its content.