Postgraduate Diploma in Marketing Management

Digital Marketing Landscape (DML)

SAMPLE EXAM PAPER

INFORMATION

- The total mark for this paper is 100.
- Examination will be Three (03) hours in duration.
- This examination comprises 30 compulsory questions.

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INSTRUCTIONS

Answer all questions, within all three sections.
SECTION ONE

CHOOSE ONE CORRECT ANSWER FROM THE OPTIONS PROVIDED.

Question 01

The concept of asking customer’s consent prior to delivering marketing message is known as:

   a) Permission marketing
   b) Interruption marketing
   c) Digital marketing
   d) A and B both

Question 02

In a connected world the concept of marketing mix refined as:

   a) Co-creation, Currency, Communal activation, Communication
   b) Co-creation, Community, Communal activation, Conversation
   c) Co-creation, Currency, Communal activation, Conversation
   d) Co-existence, Currency, Communal activation, Conversation

Question 03

Power shifts have radicalized the world. Today most powerful in the world is:

   a) Mark Zuckerberg
   b) Bill Gates
   c) Politian
   d) Individual human beings

Question 04

__________ is the main course facilitating to change the concept of competition from vertical to horizontal.

   a) Digital
   b) Technology
   c) Consumer behaviour
   d) Culture
**Question 05**

Online businesses have taken up a significant portion of the market in recent years. To deliver the best customer experience it is believed that online businesses need to ____________ with offline businesses.

a) Replace  
b) Coexist  
c) Substitute  
d) Trade

**Question 06**

Female market share is enormous and distinctive. In general women play three roles. They are:

a) Information collectors, holistic shoppers, household managers  
b) Information collectors, information disseminators, information managers  
c) Information collectors, information disseminators, holistic shoppers  
d) Information collectors, holistic shoppers, information managers

**Question 07**

People across geographical boundaries who care about and actively work towards developing internet for the benefit of the larger world is known as:

a) Youth  
b) Ecitizens  
c) Early Adopters  
d) Netizens

**Question 08**

The total number of potential audience exposed to media during a planned time is known as:

a) Engagement  
b) Flight  
c) Reach  
d) Influence
**Question 09**

An entrepreneur pays a web developer and get his website developed. Once the website is delivered to the entrepreneur the website falls under the category of:

a) Paid media  
b) Earn media  
c) Own media  
d) Shared media

**Question 10**

Intent based marketing is widely known as:

a) Search marketing  
b) Social media marketing  
c) Display marketing  
d) Content marketing

**Question 11**

The way people interact and communicate online, utilizing platforms developed specifically for community-based networking is widely known as:

a) Search marketing  
b) Social media marketing  
c) Display marketing  
d) Content marketing

**Question 12**

Out of the following what is not considered as a social media platform:

a) Facebook  
b) Twitter  
c) WhatsApp  
d) YouTube

**Question 13**

In Sri Lankan context what is the biggest social media network?

a) TikTok  
b) YouTube  
c) Twitter  
d) Facebook
**Question 14**

Out of the following what is not a benefit of social media marketing?

a) Ineffective channel to build a user following  
b) Best channel to begin with a small budget  
c) Can get customer insight and feedback  
d) Can be more humanize in communicating

**Question 15**

______________ involves directly marketing a commercial message or promotion to a target audience.

a) Responsive marketing  
b) Inbound marketing  
c) Outbound marketing  
d) Content marketing

**Question 16**

The marketing approach involves in creating, curating, distributing interesting content to a defined target audience is known as:

a) Inbound marketing  
b) Email marketing  
c) Search engine optimization  
d) Content marketing

**Question 17**

In digital economy customer path is refined as:

a) Aware, appeal, ask, act, advocate  
b) Attention, interest desire action  
c) Reach, interact, connect, engage  
d) Awareness, consideration, conversion

**Question 18**

The practice of integrating multiple channels to create a seamless and consistent customer experience is known as:

a) Showrooming  
b) Omnichannel marketing  
c) Webrooming  
d) Distribution
**Question 19**

Out of the following which statement is true?

- a) In an automated world there won’t be any crisis
- b) Quality assurance does not help to reduce the possibility of a potential crisis
- c) All negative comments are not crisis, but if not attended timely it can convert into a crisis
- d) If there is human involvement there cannot be a chance for a crisis

**Question 20**

CRM stands for:

- a) Customer response management
- b) Consumer relevance management
- c) Consumer relationship maintenance
- d) Customer relationship management

**Question 21**

What are the four F-factors which helps customer to build their trust on a business?

- a) Friends, Fiancé, Fans, Family
- b) Faces, Friends, Family, Fans
- c) Friends, Family, Fans, Followers
- d) Fans, Family, Relations, Neighbours

**Question 22**

Technologically, which business disrupted the cinema industry in the world?

- a) Apple
- b) NetFlix
- c) Amazon
- d) Disney
**Question 23**

What are the three elements in Net Promoter Score?

a) Promoters, Passives, Detractors  
b) Promoters, Neutrals, Negativers  
c) Positivers, Passives, Neglecters  
d) Passengers, Equalizers, Negativers

**Question 24**

What are the two types of brand advocacy?

a) Sponsored and Prompted  
b) Spot-on and Promoted  
c) Specialized and Promoted  
d) Spontaneous and Prompted

**Question 25**

What is not a search engine out of below four answers?

a) Google  
b) Baidu  
c) Chrome  
d) Bing

(2 marks x 25 = 50 marks)
SECTION TWO

CHOOSE TWO CORRECT ANSWERS FROM THE OPTIONS PROVIDED

Question 01
A hotelier wants to get his hotel promoted among the local and foreign tourists. He invited a set of instagammers to stay at his hotel free of charge and ask them to create content for the hotel. Also he makes a payment to an app developer to build his booking engine done. Instagrammers and the app developer belongs to:

   a) Earn media
   b) Paid media
   c) Shared media
   d) Own media

Question 02
How can a company ensure that the correct target audience finds their YouTube videos?

   a) Post links on the company website and other social channels to the YouTube videos
   b) There is no method to effectively direct people to the company videos
   c) Use of keywords
   d) Sending out mail advertisements

Question 03
What are the key benefits of using the Google Display Network?

   a) Placing your ads on google.com
   b) Sophisticated reporting to measure performance
   c) Massive reach
   d) Influence consideration
Question 04

Your client is interested in switching from TV, print, and radio advertising. What are the return on investment (ROI) benefits of online advertising campaigns over traditional media advertising?

a) Traditional media is not always measurable, but online campaigns are highly measurable
b) Online campaigns generate clicks, whereas other channels generate exposure
c) Budgets cannot be applied to online campaigns due to constant changes in traffic
d) Online campaigns can analyze click data

Question 05

What targeting options are available on the Display Network?

a) Remarketing lists for search ads (RLSA)
b) Connections targeting
c) Demographic targeting
d) Affinity audiences

(6 marks x 5 = 30 marks)
SECTION THREE

CHOOSE ONE CORRECT ANSWER FROM THE OPTIONS PROVIDED

Question 01

Kasuni recently launched a new product called **wonder boots**. The brand has already become well-known in her industry. She wants to attract more traffic via google ads but only for searches that are solely for her product name (**wonder boots**). Which keyword match type should Kasuni use to attract traffic strictly for searches for the **wonder boots** product name?

a) Broad match  
b) Broad match modifier  
c) Exact match  
d) Negative match

Question 02

Dineth wants to get the word out about his newest product. He’s planning to create a google display campaign with building awareness as his marketing objective. Why would Pawan choose “build awareness” as his marketing objective?

a) He wants to create dynamic call-only ads to reach a specific audience  
b) He wants to get his newest product in front of as many people as possible.  
c) He wants to use Google’s automation technology to grow direct sales of his products.  
d) He wants to engage users who intend to purchase his products and are actively researching them.
Question 03

A company creates niche sporting equipment for active female senior citizens. The company expects potential customers to be above 65 years old, either with or without a shown interest in sports. The company’s marketing team is looking to build awareness about their company’s innovative products. Which option can best help them reach their specific audience?

a) Affinity audiences  
b) In-market audiences  
c) Contextual audiences  
d) Demographic targeting

Question 04

Nuwan is a digital marketer at a B2B company. His company has brought down some high-value equipment that can be used in the construction business. Nuwan is planning to do an email campaign to advertise this new equipment. What is the best way of sending out these emailers?

a) Use a third-party email marketing company to send those emails  
b) Use the company existing email database to send those emails  
c) Share the emailer with friends and ask them to forward it to their friends  
d) Randomly type some emailers and expect them to reach the target audience.

Question 05

Iresh is a trainee digital marketing executive at an educational institute. He is responsible for generating business leads from digital campaigns. The marketing manager of Iresh’s asked him to prepare a report on the digital campaigns' performance. In his report, what should be the main areas Iresh should mention?

a) Number of leads generated and the cost per lead  
b) Reach of the digital campaigns  
c) Likes, comments and shares generated by the digital campaigns  
d) The number of video views and video completion rates.

(4 marks x 5 = 20 marks)  
(100 Marks)

-END-