

Enrolment No/Seat No.: _____

R.N.G.PATEL INSTITUTE OF TECHNOLOGY-RNGPIT
(An Autonomous Institute U/s UGC Act 1956)

IMSc-IT SEMESTER-III, SEMESTER END EXAMINATION – WINTER 2025

SUBJECT CODE: 1BS306

DATE: 30-12-2025

SUBJECT NAME: DIGITAL MARKETING

TIME: 11:00 AM to 12:00 PM

TOTAL MARKS: 25

Instructions

1. It is **compulsory** for students to write **Enrolment No. /Seat No.** on the question paper.
2. The figures to the right of each question indicate full marks, make suitable assumptions wherever necessary.
3. The question paper consists of 25 questions, each carrying 1 mark. Attempt all questions. There is no negative marking.
4. All answers must be marked on the OMR sheet only.
5. BL - Bloom's Taxonomy Levels (R-Remember, U-Understanding, A - Application, N - Analyse, E – Evaluate, C -Create), CO - Course Outcomes.

Q. Multiple-Choice Questions

BL CO

No.

- | | | |
|---|--|----------|
| 1. Which platform is commonly used for digital marketing? | R | 1 |
| A. FM Radio | B. Social Media | |
| C. Street banners | D. Yellow Pages | |
| 2. Which is NOT considered a digital marketing activity? | R | 1 |
| A. Running a Facebook ad | B. Sending email newsletters | |
| C. Distributing leaflets | D. Creating a blog | |
| 3. What is digital marketing? | R | 1 |
| A. Selling products door-to-door | B. Marketing through print media | |
| C. Marketing through digital channels | D. Telephonic sales | |
| 4. One key advantage of digital marketing is: | U | 1 |
| A. Delayed feedback | B. Physical interaction with customers | |
| C. Cost-effectiveness | D. Dependence on TV ads | |

12. The main goal of SEO is: **U 2**
- A. Increase website loading speed
 - B. Improve website visibility on search engines
 - C. Reduce website bounce rate
 - D. Increase the number of advertisements
13. Which platform provides search ads? **R 3**
- A. Google Ads
 - B. Instagram
 - C. Facebook
 - D. Twitter
14. What are display ads? **U 3**
- A. Banner ads
 - B. Video ads
 - C. Search text ads
 - D. Pop-up ads
15. Keyword research tools are used for? **R 3**
- A. Finding right keywords
 - B. Designing websites
 - C. Editing videos
 - D. Writing blogs
16. Remarketing targets which users? **U 3**
- A. New visitors
 - B. Previous visitors
 - C. Competitors
 - D. All users
17. What is Quality Score? **R 3**
- A. Ad relevance metric
 - B. Video quality metric
 - C. SEO rank factor
 - D. None
18. CTR stands for? **U 3**
- A. Click Through Rate
 - B. Customer Target Ratio
 - C. Cost To Reach
 - D. Click Test Report
19. What affects Instagram reach? **R 4**
- A. Algorithm
 - B. Hashtags
 - C. Engagement
 - D. All

- 20. Which is a professional network? R 4**
- A. LinkedIn B. Instagram
C. Facebook D. Pinterest
- 21. Organic growth means? R 4**
- A. Bot traffic B. Paid reach
C. Non-paid reach D. Ads only
- 22. What is post funnel? R 1**
- A. Ad budget tool B. Process of engaging users
C. Scheduling post D. Deleting content
- 23. YouTube analytics shows? U 4**
- A. Watch time B. Subscribers
C. Engagement D. All
- 24. Which increases engagement? U 4**
- A. Polls B. Stories
C. Reels D. All
- 25. The best use of insights is to: U 4**
- A. Improve future content strategy B. Ignore performance data
C. Hide posts D. Block users
