**Question Bank**

(Include both subjective (short and long) and objective questions Unit wise)

**Unit-1:**

Subjective:

Short:

1. **What Is Digital Marketing?**

* Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices. The digital nature of this marketing method makes it a cost-effective means of promoting one’s business.
* Search engine optimization (SEO) is an important factor as well. Search engines need to read and index the website properly. There are content and SEO specialists who can help organizations to design websites which are responsive and accessed through all devices.

Example: Social media

2. **Define Traditional Marketing ?**

* The traditional marketing methods must support the organization’s digital marketing efforts. The two do not operate in exclusion from each other. Only hard copy marketing materials can be used to further strengthen a relationship with a contact, referral partner or client e.g brochures to someone who is interested in the organization’s services.
* It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.

Example: Radio channel, Tv, Newspaper

3. **Explain any two digital marketing channel ?**

**Pay Per Click (PPC)**

Pay Per Click can prove to be one of the most effective internet marketing channels if utilized correctly. The goal of PPC is to turn latent users into engaged prospects and further convert them as buyers. For example, clicking on an online display ad can lead prospective clients to another page whose content

gives more information about it.If they remain hooked throughout the experience, they can end up making a purchase.

**Email Marketing**

Email offers a much more personal way of connecting with your targeted customers. It is a type of internet marketing that can truly make you stand out. You can offer exclusive ‘insider’ content, special discounts, and customized content to your email subscribers to make them feel special.

4. **Why we need a Digital marketing plan ?**

outline our marketing plan, these items can’t be forgotten. They help us articulate our campaigns and plan them: Short, medium, and long term business goals.

**•** The strategies to achieve the goals at the digital level.

• The channels to use.

• Action and development plans.

• Investment and budget.

• The timing and roadmap.

5. **Define Content Management and its types ?**

* Content management (CM) is a set of processes and technologies that supports the collection, managing, and publishing of information in any form or medium. When stored and accessed via computers, this information may be more specifically referred to as digital content
* Digital content may take the form of text (such as electronic documents), images, multimedia files (such as audio or video files), or any other file type that follows a content life cycle requiring management.
* Content Management Types:
  + content management application ( CMA)
  + content delivery application (CDA)

6. **Define SWOT analysis and Categories ?**

A SWOT analysis is a framework used in strategic planning and marketing. It provides you with the knowledge to create plans to improve your business SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. It is the strategic planning of your company, product, business, or industry

There are two categories in SWOT analysis

Internal Factor

External Factor

7. **Determine Opportunity in SWOT ?**

* Opportunities are external factors over which you have no control and are helpful.Opportunities arise from many sources: for example, competitors withdrawing from the market, new social trends, and technological innovations.
* Opportunities may be tangible or intangible such as enhancing the reputation or extending your influence.

8. **Why Study Consumer Behavior?**

* "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."
* Studying consumer behavior is important because it helps marketers understand what influences consumers’ buying decisions By understanding how consumers decide on a product, they can fill in the gap in the market and identify the products that are needed and the products that are obsolete.

**9. What is web design why it is important in DM ?**

* Your website is the representation of your products or services that you offer. It’s the place where most people will interact with you for business.
* It only makes sense if you come forward, interact with your audience, and satisfy their website is often the first point of contact potential customers have of your company and your brand. It only makes sense then that you put your best foot forward and effectively communicate what you’re all about through professional and [user-friendly web design](about:blank).t with their needs.
* A business website is the common and primary point of contact for customers. It showcases your business’ professionalism and demonstrates your expertise and market reputation. It is precisely because of this that website design is so crucial for any digital marketing plan.

10. **Define CRO ?**

* Conversion rate optimization, or CRO, is the process of enhancing your website to increase the number of leads you generate. CRO is achieved through content enhancements, split testing, and workflow improvements. Conversion rate optimization results in highly-qualified leads, increased revenue, and lower acquisition costs.
* A conversion rate is the percentage of visitors who complete a desired action, like completing a web form, signing up for a service, or purchasing a product.

**PART-B**

1. **Differentiate between Digital Marketing and Real Marketing**?

1. Write the definition of Digital & Real( traditional ) marketing
2. Write the differences between Digital & real [ write atlaset 8-10 points ]

2. **Explain the Digital Marketing Channel?**

1. Write the definition of DM channel
2. Write the types of DM

* Search Engine Optimization (SEO)
* Pay Per Click (PPC)
* Email Marketing
* Social Media Marketing
* Video Advertising
* Network Marketing
* Contextual Marketing
* Affiliate Marketing
* Content Marketing

3. **How content management impacts the digital market in context of business revenue?**

1. Write the Definition of Content management
2. Write the impacts DM in context

* Creator
* Editor
* Publisher
* Administrator
* Consumer, viewer or guest

1. Features in a CM:

4. **Write short notes on Target Group Analysis**

1. Write the definition of DM
2. OUTLINE

• Knowing the customer and market

• Knowing the Competition and Entry Barriers

• Business Model Development

1. Consumer Behavior
2. Knowing Your Market
3. Product Type and Market Size
4. Market Segments •Demographics •Geographics •Behavioral

**b. SWOT Analysis in line of Web design ?**

1. Write the definition of SWOT
2. Insightful Digital Marketing steps

* Determine Strength
* Determine Weakness
* Find Opportunities
* Find Threat
* Develop a Strategy

1. Match & Convert
2. Generic strategies

5**. Discuss about the Web design issues and Optimisation of Websites?**

a) Write the definition of web design

b) write the design issues [ heading]

Importance of web design in Digital Marketing

The goals of web design

The web demands user interaction

Defining the user experience

User-centered design

Research

Information architecture

Wireframes

Mockups

**Unit-2:**

**Subjective:**

**Short:**

1. **Define SEO and its types ?**

* Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results, thus making your website more visible to people who are looking for your product or service via search engines.
* SEO is part of Search Engine Marketing (SEM), a term used to describe all marketing strategies for search. SEM entails both organic and paid search. With paid search, you can pay to list your website on a search engine so that your website shows up when someone types in a specific keyword or phrase. Organic and paid listings both appear on the search engine, but they are displayed in different locations on the page.

**Types of SEO**

On page SEO

Off page SEO

2. **Define On page optimization ?**

* On-page SEO (search engine optimization) refers to the process of optimizing pages on your site to improve rankings and user experience.
* This is the opposite of off-page SEO, which refers to optimizing for elements outside of your site. This can include backlinks or social media mentions.

Elements of on-page SEO include:

* Title tags
* Internal links
* HTML code

3. **Define anchor text ?**

* The actual text placed in a link. If the text is keyword-rich, it will do more for your rankings in the search engines.
* **Anchor text** is the clickable text in a [hyperlink](https://www.wordstream.com/hyperlink). SEO best practices dictate that anchor text be relevant to the page you’re linking to, rather than generic text.
* **text examples**: Click here to learn more about SEO; SEO basics, what is SEO; learn SEO.

4. **Define keywords and why we need a keyword** ?

* SEO Keywords are the words or phrases people use to search for information, products, or services online. They are also the words or phrases used by internet search engines to rank and sort content on the internet.
* When you select & use SEO keywords the goal is to make sure that your keywords align with what your potential customers would be searching (i.e. search query) and how search engines understand and categorize your website.
* **For example**, when you start typing in the Google search bar, “what is an algorithm,” Google presents the top related content based on the information it has indexed and ranked using its [search algorithm](https://www.google.com/search/howsearchworks/algorithms/).
* SEO keywords are important because they can help you to reach your target customers when they are searching for information related to your business online. Choosing and using the right keywords is [an important tactic for any SEO strategy](https://intigress.com/blog/seo/seo-tactics-for-new-websites). The SEO keywords you choose to target should align with your SEO strategy and your overall business goals.

5. **What is search engine ?**

* Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs).
* While the industry term once referred to both organic search activities such as [search engine optimization (SEO)](https://www.optimizely.com/optimization-glossary/search-engine-optimization/) and paid, it now refers almost exclusively to paid search advertising.
* Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

**6. What is site map and its purpose ?**

* A sitemap is a file that lists all of the pages of a website and how they’re related to each other.
* Sitemaps can be lists of pages, media or files on a website. Your website may have one sitemap for your pages, one sitemap for your blog posts, one sitemap for your images and so on.
* Sitemaps make it easier to find all of a website’s pages quickly and in one singular location and are normally saved in an [XML](https://en.wikipedia.org/wiki/XML) or [HTML](https://en.wikipedia.org/wiki/HTML) format.

**Purpose :**

* Helps improve how often and the manner in which search engines crawl your website.
* Search engines use additional URL’s to ‘discover’ pages they didn’t know about**.**

7. **What are the benefits of social media ?**

Social Media Marketing simply means using social media platforms and networks to promote and market a company’s products and services.

Benefits

* Create Brand Recognition

### Increases Sales

### Measuring Success with Analytics

### Cost-Effective

### Helps you get Marketplace insights

### Increases Brand Authority

* Customer satisfaction and brand loyalty both cont

**8. Define web crawler ?**

* Web crawling is the process by which we gather pages from the Web, in order to index them and support a search engine. The objective of crawling is to quickly and efficiently gather as many useful web pages as possible, together with the link structure that interconnects them.
* Crawling is tracking & gathering URL to prepare for Indexing by giving them a webpage as a starting point.

9. **Define GWT ?**

* Google Webmaster Tools (also known as Google Search Console), is a powerful platform that website owners can use to monitor how their site interacts with Google.
* GWT gives you a detailed insight into the health of your website, reporting technical issues such as crawl errors, mobile optimization problems, and security concerns.
* It’s also packed with a bunch of tractable metrics that are invaluable for SEO, providing you with the data you need to improve your website’s organic performance.

10. **Write a SEO content ?**

* SEO writing is the process of writing content to rank on the first page of search engines like Google. This involves researching keywords, writing high-quality content that matches user intent, and optimizing your headers for easy page crawling.
* Guidelines for writing a SEO content
  + Make It Easy to Consume and Share
  + Quotable On Social Media
  + Make It Actionable
  + Make it Trustworthy

**PART-B**

1. **Discuss the importance of SEO Content ?**

a) write the definition of SEO

b) importance of SEO [ Heading ]

* Crawling and Indexing
* Retrieving Answers
* Rule of SEO

**On Page SEO**

* + - Basic Practices
    - Usability
    - Structure
    - Content

**off page**

* + - Links
    - Social Media Sites
    - PageRank algorithm
    - Links
    - XML / HTML Sitemap

2. **How Google AdWords and Good AdSense help in digital marketing to upgrade the business digitally?**

**Google Adwords**

1. write the definition
2. Why Launch a Google Adwords Campaign?
3. The Benefits Of Google Adwords?
   * Outrank Competitors On The World's Largest Search Engine
   * Adwords Ads Build A Larger Audience For Your Business Or Brand
   * Google Ads Are Faster Than SEO
   * Adwords advertising can be scheduled to reach the right people at the right time
   * Use A Remarketing List To Reach Your Audience With Specific Pieces Of Content

**Google Adsense**

1. Definition of google adsense
2. How AdSense Works
3. How do relevant ads display on my site?

* Contextual Targeting
* Site Placement Targeting
* Real Time Auction

1. Creating Ad Units

Select a Product

Design Your Ad

Get and Paste Code

Confirm The Ad Shows On Your Site

1. Channels

3. **Details about OFF page optimization ?**

**a) write the definition of OFF page optimization**

**b) off page [ heading ]**

* + - Links
    - Social Media Sites
    - PageRank algorithm
    - Links
    - XML / HTML Sitemap

4. **Write short notes on i). SEO Contents writing ii). Tags- Types and its impact on SEO iii). Website Template**

**i). SEO Content writing**

* write the definition
* Why Is Proper Content Writing Important?
* Where? (The Places to Publish Content)
* Steps for writing the Content
* Make It Easy to Consume and Share
* Quotable On Social Media
* Make It Actionable
* Make it Trustworthy

ii) **Tags-Types and its impact on SEO**

**•** Title Tag

• Meta Keywords

• Meta Description

• Image Alt Tag

• Files Names

• Media Description

• Anchor Text

• Heading Tags

• Keywords

5. **What are the characteristics of SEO Friendly Website Design?**

**a)** write the definition of SEO website design

b) Guidelines for SEO friendly website design

6. **What are the various factor that play important role in Hosting and Integration?**

**a**) write the definition of website design

b) Which principles can't be missing from this combination

Navigation & site structure

Content layout

Responsiveness

Use of images

**Unit-3**

**PART-A**

1**. What are the different kinds of bidding available in Google Ads?**

* A bid is an offer made by an investor, trader, or dealer in an effort to buy an asset or to compete for a contract.
* The spread between the bid and the ask is a reliable indicator of supply and demand for the financial instrument.
* Market makers are vital to the efficiency and liquidity of the marketplace.
* Bids can be made live, online, through brokers, or through a closed bidding process.

**Different bid**

### Auction Bids

### Online Bidding

### Sealed-Bids

**2. What would you do to improve the Click-through-rate of your email?**

**The following steps for improving the CTR for email marketing**

### Send relevant content

### Test your email subject lines

### Make the most of pre-headers

### Optimize emails for mobile devices

### Send emails at the right time

3.  **What are the types of Face book ads?**

Facebook is an increasingly effective place to advertise your products or service. A quick look into Facebook Ads Manager will reveal several options for Facebook ad format, and it can be overwhelming to figure out which one will work best for your campaign goals.

## **Types of ads**

## Single Image Ad

## Single Video Ad

## Slideshow Ads

## Carousel Ads

4. **Differentiate Active view &amp; Ads viewability** ?

Active View is a technology on YouTube and certain Display Network websites and apps that

allows Google Ads to determine if your ad is viewable by potential customers.

**Viewability :**

Active View metrics have been created in compliance with industry standards for measuring the viewability of online ads, as developed by the Media Rating Council (MRC).

5. **Define campaign budding &amp; strengthen your brand ?**

A marketing budget outlines all the money a business intends to spend on marketing-related projects over the quarter or year. Marketing budgets can include expenses such as paid advertising, sponsored web content, new marketing staff, a registered blog domain, and marketing automation software.

**Strengthen your brand**

Building a brand is one of the essential With branding, your company can establish itself as a distinguished identity in a crowded marketplace. Being renowned gives you an added advantage to target the right customers while letting you spread your business roots exponentially.

7. **Why brand is needed in marketing** ?

Branding is important because not only is it what makes a memorable impression on consumers but it allows your customers and clients to know what to expect from your company. It is a way of distinguishing yourself from the competitors and clarifying what it is you offer that makes you the better choice

There are many areas that are used to develop a brand including advertising, customer service, social responsibility, reputation, and visuals

**8. What is link & explain Link exchange in SEO ?**

Link exchange is link building tactic whereby one or more websites exchange links. The Google search engine assesses ​​inbound links according to various criteria such as quantity, quality, relevance, domain strength, and many other factors.

There are two types

Reciprocal

non-reciprocal

**9. Define directories ?**

1. directory makes a memorable web address for anyone who offers listings of people, places or files.

2. Whatever you catalog – residential listings, service providers, membership lists or even data for the software industry –. directory is where you belong.

10. Define Data visualization ?

Data visualization is the process of translating large and complex datasets and summarizing them in a visual format. This not only makes the data easier to understand but also pleasant to look at, which helps you get people’s attention more effectively.

why or how data visualization is important for marketing analytics, here are a few reasons according to smart boost.

**PART\_B**

1. Discuss about wikipedia. Highlights the usage of digital marketing

a) Write the introduction

b) write down the application

2. **How should we be using in DM**

a**) Facebook b) Instagram C) Linkedin**

a) Write the introduction

b) write down the application

3**. Explain about Google**

i) advertising ,

a) Write the definition

b) How Google Ads work

c) Types of Google Ads

**ii) analytics**

a) Write the definition

b) Types of data

c) How does Google Analytics work?

d) Advantages

**iii) Ads visibility**

a) Write the definition of active view & viewable

b) Active View metrics

**4. Is bulk emailing essential for marketing? Explain about features &amp; platform of Bulk email?**

a) Write the definition

b) Two Types of Bulk Emails

c) Benefits of Bulk Email Marketing

5. **Elaborate Registering with directories &amp; data visualization ?**

a) What is directory?

b) How to Register a Domain Name

c) What is a Domain Name?

d) The primary role of a register is to:

e) How to Choose the Best Domain Name?

**6. Discuss about different ways to analyze cost control &amp; resource planning?**

a) write the definition

b) Types of Data Visualization

c) Advantages of data visualization

7. **Write down the importance of link exchange in DM ?**

**a)** write the definition of link exchange

b) Assessment by search engines

c) Types of link exchange

d) link exchange in seo

**UNIT-4**

**PART-A**

**1. What are the essential components of good web content?**

Good content starts by connecting your brand with new readers. It seamlessly funnels them toward your products and services. Good content will inspire your followers and position your brand as a thought leader in your industry.

### Purpose & Clarity

### Usability

### User-Focused

### Navigation

### Appearance

**2. What are the types of content you can create?**

Content Marketing is developing and distributing — usually through the web — relevant and useful content to your audience.

That content can be blog posts, newsletters, [white papers](https://rockcontent.com/blog/white-paper-examples/), social media posts and much more. Understanding these content formats will help improve your long-term decision making for your brand.

With this basic knowledge of Content Marketing, you are now ready to consider the most effective types of content your business will utilize. Those are:

* Blog posts
* Infographics
* Videos
* eBooks
* Case studies
* Checklists
* Testimonials and reviews

**3. define resource?**

A resource is an asset available to the company, which can be used by a marketing department to continue its operations and function properly. A resource can take many forms, such as budget, staff, materials, computers, technologies, or even digital assets (including product photos and brand guidelines).

Therefore, the term “marketing resource” describes all assets that can be used by the marketing function. Marketing resource management rearranges all marketing resources, in order to achieve the best possible outcome at the lowest effort and cost.

[Marketing resource management tools](https://filestage.io/blog/marketing-resource-management-tool/) are software applications that help implement an MRM strategy. MRM strategies both facilitate long-term projects (such as a new product launch) and streamline daily routine tasks.

4. **What is Sitemap.XML?**

It contains a list of all the subpages belonging to the [website](https://www.searchmetrics.com/glossary/website/). These files help search engines to learn more about the [structure](https://www.searchmetrics.com/glossary/website-structure/) of a website. This speeds up the [crawl](https://www.searchmetrics.com/glossary/crawlers/) process and reduces the likelihood that the crawler will overlook subpages. In addition, the file can provide additional information about certain content, e.g.:

* Information about images or videos that can be found on a website or the duration of a video and its subject.
* General information about the website, e.g. when it was last updated

5**. what are the types of link building in DM ?**

Acquiring links to your website from other websites. In SEO, these links are called [backlinks](https://www.semrush.com/blog/what-are-backlinks/). Getting backlinks from high-quality sites can pass authority to your site, as well as help you rank higher in the search engine results pages (SERPs).

 Internal Links

 External Links

 Natural Links

**6. Define link & its elements ?**

acquiring links to your website from other websites. In SEO, these links are called [backlinks](https://www.semrush.com/blog/what-are-backlinks/). Getting backlinks from high-quality sites can pass authority to your site, as well as help you rank higher in the search engine results pages (SERPs).

Within SEO, link building plays an important role in driving organic traffic via search engines, especially in competitive industries. When combined with strong technical SEO foundations, great on-page SEO, excellent content, and a good user experience, link building can be super effective at driving more organic traffic.

7. **How to analyzing the competition in market ?**

A business establishment must always have a competitive analysis of its competitors and how their products and service compare. With such an evaluation, the company can have a gauge on how its product and service can either have an edge or a deficiency against its competitors. Consequently, modifying its products attributes will attract its target market.

There are three types of competitors to be evaluated:

• Direct

• Indirect

• Potential New Entrants

8**. What is the purpose of link in marketing ?**

Links provide your site with credibility, since they act as third-party indicators to your domain’s authoritative strength. Google aims to provide users with the most relevant results. To do this, it factors in ‘authority’. The higher the number of quality of links directed towards your site, the higher your credibility factor.

Without link building you’re not accounting for over half of Google’s ranking considerations. Links are very important to Google – in fact it’s almost impossible for Google to rank your site if you have no links to it, no matter how great the content on your web pages. In order to rank higher than your competitors you need more back links than they have.

**9. Define content verticals?**

Vertical content is content that appeals to a business niche. Verticals are majorcategories or themes near the top of a brand hierarchy. Vertical content involves the creation of highly relevant messaging for your intended audience. Rather than casting a wide net, vertical content addresses specific goals and

needs within a niche market.

10**. What is content duplication ?**

Duplicate content is content that appears on the Internet in more than one place. That “one place” is defined as a location with a unique website address ([URL](https://moz.com/learn/seo/url)) - so, if the same content appears at more than one web address, you’ve got duplicate content.

While [not technically a penalty](http://searchengineland.com/myth-duplicate-content-penalty-259657), duplicate content can still sometimes impact search engine rankings. When there are multiple pieces of, [as Google calls it](https://support.google.com/webmasters/answer/66359?hl=en), "appreciably similar" content in more than one location on the Internet, it can be difficult for search engines to decide which version is more relevant to a given search query.

**PART-B**

**1.Expalin about finding competition and analyzing your competition ?**

a) Who are your competitors?

b)What you need to know about your competitors

c)Learning about your competitors

d) Hearing about your Competitors

e) How to Do a Competitive Analysis

f) Why is a competitor analysis important?

**2. Elaborate competitor tracking and importance of resource in marketing ?**

a) write the competition

b) Ways to Improve your Competitive Position

c) Key Elements of a Competitive Analysis Template

d) A Complete List of All Your Competitors

e) Product Summary of Your Competitors

f) types of competitors:

g) Writing a Great Competitive Analysis Template

**resource in marketing**

* write the definition
* Search Engine Optimization: Organic search
* Keyword analysis and customer search analysis
* Rank checking
* Site crawling
* Backlink analysis
* Content marketing management
* Marketing automation tools

3**. Explain different ways to inspect precursor to link building and analyzing link building**

**importance towards DM ?**

* Definition of Link Building
* Why is Link Building Important for SEO?
* What Links Mean for Search Engines
* How Can Link Building Benefit My Business?
* Details about Content duplication and Content verticals
* Explain about importance of sitemap in digital marketing ?

**UNIT-5**

1**.Discuss about case study of Amazon , highlights in line of DM ?**

* Write the case study ( introduction ) of amazon
* Logistics
* marketing strategy

2.**Discuss about case study of Make my trip . highlight in line of DM ?**

* Write the introduction about Make my trip
* History and Growth
* Products and Services
* Recent developments
* Brand Values
* Job Analysis

**3.Discuss about case study of Wynk. highlight in line of DM ?**

* Write the introduction about Wynk
* Growth
* Marketing Strategy
* Social media campaigns

4. **Discuss about case study of Flipkart . Highlight in line of DM ?**

* Write the introduction
* Flipkart’s overall marketing strategy
* Target audience
* Search Engine Optimization