



## WEEK 7: ASSIGNMENT 7

1. \_\_\_\_\_ is the practice of improving ranking within major search engines to increase online traffic.
  - a. Search Engine Optimization (SEO)
  - b. Search Engine Marketing (SEM)
  - c. Pay-per-Click (PPC)
  - d. Pay-per-View (PPV)
2. What is a performance-based exercise that enables revenue sharing and pay-per-sale (PPS) compensation within a common network?
  - a. Email Marketing
  - b. Affiliate Marketing
  - c. Native Marketing
  - d. Social Media Marketing
3. What is Content Marketing?
  - a. The publishing and distribution of text, video, or audio materials to customers online and includes common ways for businesses to engage, like Blogs, videos, and podcasts.
  - b. It involves blending marketing materials into a medium, making the underlying message and marketing purposes equally important.
  - c. It enables businesses to send branded, promotional content directly to prospective customers via email.
  - d. None of the above
4. What do you understand by Pay-per-Click (PPC)?
  - a. It leverages paid online advertising to increase website visibility within search engines.
  - b. It is a model that allows viewers to pay to watch specific content, rather than paying for a whole content range.
  - c. It is an online method for advertising where a business only pays for its ads when a person clicks on them.
  - d. It is a payment model where customers are charged for the services they use, rather than buying a product or service outright.

5. Name the campaign launched by the music streaming platform Spotify, to showcase their ability to target the consumers effectively by targeting the chief officials of major companies.
- a. A Song for Every CEO
  - b. A Song for Every CTO
  - c. A Song for Every CMO
  - d. A Song for Every CFO
6. Which form of Public Relations present news and information about the organization in the most positive light?
- a. Product Publicity
  - b. Press Relations
  - c. Lobbying
  - d. Corporate Communication
7. \_\_\_\_\_ launched the “Don’t Buy This Jacket” campaign by featuring a full-page ad in The New York Times in 2011 to showcase their commitment to sustainability.
- a. Wildcraft
  - b. The North Face
  - c. Timberland
  - d. Patagonia
8. A growing rise in censorship and bans on books around the world led Penguin Random House to come up with a very innovative and thought-provoking PR idea. Which Margaret Atwood special edition was printed and bound using fireproof materials and was completely unburnable and was used for this campaign?
- a. Handmaid’s Tale
  - b. The Year of the Flood
  - c. The Blind Assassin
  - d. The Testaments
9. Which of the following are tools used in Trade Sale Promotions?
- a. Trade Shows
  - b. Sales Contest
  - c. Frequency Programs
  - d. Conventions
  - e. Specialty Advertising
10. Sales promotion is often classified into consumer sales promotion and trade sales promotion. Which among the following are examples of consumer sales promotion

- a. Samples
- b. Trade Shows
- c. Free Trials
- d. Conventions

## **ANSWERS**

- 1. A
- 2. B
- 3. A
- 4. C
- 5. C
- 6. B
- 7. D
- 8. A
- 9. A, B, D & E
- 10. A & C

\*\*\*END\*\*\*