



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

3rd SEMESTER (BATCH 2018-20)

CLASS TEST - II

Digital Marketing (18MBA-303A)

Total Marks : 15

Time: 1 Hour

1. Answer all

(1 x 5)

- a. What is Geo-targeting in mobile marketing?
- b. What are Google Adwords and AdSense?
- c. What is a Bumper Ad.?
- d. What do you mean by Ad Rank how to calculate it?
- e. What is Edge Rank?

2. Answer any two

(2.5 x 2)

- f. What is Affiliate Marketing? How Does it Work?
- g. What are CRM and CX in digital marketing? Explain with example.
- h. What is E-mail marketing? What are different types of Email Marketing?

3. Answer any one

(5 x 1)

- a. What is Google Analytics? What is the importance of analytics in Digital Marketing?
- b. Mr. Piyush wants to make a display ad of his HR consultancy service business.
Suggest types of display ad that he can use. Also explain digital metrics.
