TYBMM- Semester VI

Subject: Digital Media

Multiple Choice Questions

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1) The invention in 1968 that greatly changed how we interact with computers but that was not widely used until nearly a dozen years later was the
   a) Computer Mouse
   b) Dvorak Keyboard
   c) World Wide Web
   d) Google
   e) Touch-screen interface

2) A computer network that allows users to easily store and share information stored on each other's computers is known as a _____ system.
   a) TCP/IP
   b) HTTP
   c) Client/Server
   d) Peer-to-peer
   e) Distributed computing

3) Which of the following is the key concept of Digital Media
   a) Interactivity
   b) Participation
   c) Immersion
   d) All of the above
   e) None of the above

4) Which of the following is the key concept of Digital Media
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   b) Participation
   c) Immersion
   d) All of the above
   e) None of the above

5) Traditional Media among the following is
   a) Newspaper
   b) Television
   c) Radio and Magazine
   d) Banner Ads
   e) All of the Above

6) New Media refers to Content
   a) That is easily accessible
   b) That is copied from somewhere
   c) That is authenticated
   d) That is available in social media
   e) Which is in digital form only

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8. What key aspect differentiates today's digital media from traditional media?
   a) Longevity
   b) Interactivity
   c) Portability
   d) Accessibility
   e) None of the above

Unit II: Search Engine Optimization

1. Which on-page element carries the most weight for SEO?
   a) The meta keywords tag
   b) The title tag
   c) The headers (H1, H2, H3, etc)
   d) The html tag
   e) Content-type

2. Which of the following are types of SEO?
   a) On Page SEO
   b) On Page and FrontPage SEO
   c) Front Page SEO
   d) Off Page SEO
   e) On Page and Off Page SEO

3. SERP stands for
   a) Search Engine Requirement Page
   b) Search Engine Result Page
   c) Sorted Engine Resultant Page
   d) Sequential Engine Recruitment Page
   e) Sample Execution Remote Page

4. Search engine optimization is the process of _____ of a website or a web page in a search engine's search results.
- a) Generating Cached Files
- b) None of these
- c) Affecting the visibility
- d) Getting Meta Tags
- e) Executing more content

5. Paid search marketing (e.g. Google Ad Words) is usually purchased on which basis?
- a) Earnings per Click (EPC).
- b) Cost per Thousand (CPM).
- c) Pay Per Click (PPC).
- d) Cost Per Acquisition (CPA).
- e) None of the above.

6. Dog pile is an example of
- a) directory
- b) Program
- c) meta search engine
- d) All of the above
- e) none of the above

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7. Keyword intent id of how many types
- a) Three
- b) Two
- c) Five
- d) There are no Types
- e) Four

8) Important elements of Keyword optimization is
- a) Research
- b) Keyword Density
- c) Synonyms
- d) Long tail Keywords
- e) All of the above

Unit III: Social Media

1. SMM stands for _____-
    a) Social Media Management
    b) Social Marketing on Media
    c) Social Media Marketing
    d) Social Media Master
    e) All of the above

2. Social networks are organized primarily around _____.
    a) Brands
    b) People
    c) Forums
    d) Discussions
    e) Interests

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4. What is the name for Face book's ranking algorithm?
    a) Like Rank
    b) Face Rank
    c) Mock Rank
    d) Page Rank
    e) Edge Rank

5. What is "social media optimization"?
    a)   Creating content which easily creates publicity via social networks
    b)   Writing clear content
    c)   Content which is having optimum data
    d)   Creating short content which is easily indexed
    e)   Hiring people to create content for social networks

6. Blogging also means
    a) Web Log
    b) Web Blog
    c) Web Site
    d) Web Stalking
    e) Web Press

1. During data processing, Google Analytics:
   a) Transforms your raw data from the collection according to your configuration settings
   b) Aggregates your data into database tables
   c) Imports data from other sources you've defined, like google adwords or webmaster tools
   d) Organizes hits into sessions
   e) All of the above

2. The objectives for web analytics are likely to concern:
   a) Facebook messeges
   b) Personal Blog activity
   c) Social Media ROI
   d) Content Marketing
   e) Measurement of website performance

3. Web analytics services may also use _____ to track individual sessions.
   a) Cookies
   b) Browser
   c) History
   d) Database
   e) Meta data

4. Digital marketing gives an opportunity _____-
   a) To reach out to leads
   b) Customers through various channels
   c) Speed up sales cycle
   d) Maintain customer loyalty
   e) All of the above

5. Which ONE of the following is mainly used in Web Analytics and is free of charge?
   a) Google Analytics
   b) Radian6
   c) AlteranSM2
   d) Social Radar
   e) Mention.Net

6. Which of the following are dimensions in Google Analytics?
   a) Campaign, Visits, Time on Page, City
   b) Campaign, Browser, Unique Visitors, Language
   c) City, Time on page, Visits, Browser
   d) Page views, Language, Unique Visitors, Campaign
   e) Campaign, City, Browser, Language

Unit V: Features of a Website

1. HTTP stands for _____
   a)   Hypertext testing protocol
   b)   Hypertext transfer protocol
   c)   Hyper test transfer permit
   d)   Hypertext Transmission Protocol
   e)   None of the above

2. Which of the following is a correct format of Email address?
   a) name@website@info
   b) name@website.info
   c) www.nameofebsite.com
   d) info.website@com
   e) name.website.com

3. A hyperlink, or simply a link, is a reference to data that the reader can directly follow by _____.
   a) Clicking
   b) Hovering
   c) Tapping
   d) Fluttering
   e) All of the above

4. Web pages in a website are linked together through_____
   a) Hypertext
   b) Hyperlink
   c) Meta text
   d) Meta data
   e) Hyper data

5. Hypermedia is a _____ that   allows the user to interactively manipulate information in a variety of formats
   a) Hardware
   b) webpage
   c) Software
   d) Keyword
   e) None of these

6. A type of website which doesn't have interactivity with the users is_____
   a) Dynamic
   b) Social
   c) Business
   d) Static
   e) Personal

Unit VI: Content Writing

1. In twitter one can create a post of _____ no of characters.
   a) 240
   b) 250
   c) 300
   d) 275
   e) 280

2. Content at the basic level is_____
   a) Information
   b) Software
   c) Keyword
   d) Meta data
   e) Multimedia files

3. The front page of the blog is called _____
   a) Header
   b) Index page
   c) Home page
   d) Theme
   e) Title Page

4. Content Writing is closely related to _____
   a) Web marketing
   b) Web site Building
   c) Mutimedia
   d) Web page development
   e) None of these

5. Which one of the below is not a blogging platform?
   a) Blogger
   b) LiveJournal.
   c) FriendFeed.
   d) Wordpress
   e) Go daddy

6. Which of the following is example of micro blogging ?
   a) Google +
   b) Orkut
   c) Facebook
   d) Tweeter
   e) Instagram

Unit VII: Cyber crimes and challenges of new media

1. _____is a major issue connecting to social media
   a) Privacy
   b) Security
   c) Internet addiction
   d) Digital Plagiarism
   e) all of the above

2. Which of the following is not a type of cyber crime?
   a) Data theft
   b) Forgery
   c) Damage to data and systems
   d) Hacking
   e) Installing antivirus for protection

3. Cyber Stalking means
   a) Repeated acts of harassment
   b) Flooding the bandwidth of others network
   c) Sexual exploit
   d) Stealing Money
   e) Unauthenticated access to others system

4. Which of the following viruses are malicious
   a) Trojan Horse
   b) Logic Bomb
   c) Rabbit
   d) Bacterium
   e) All of the above

5. _____ refers to the illegal copying of genuine programs or the counterfeiting of products intended to pass for the original.
   a) Hi jacking
   b) Phising
   c) Client Damping
   d) Software Piracy
   e) Program infringement

6. The attacks which are used in the commission of financial crimes are_____
   a) Salami attacks
   b) Trademark attacks
   c) Slicing
   d) Dwelling
   e) Microbar attacks

1. Copyright is a form of _____ property
   a) Business
   b) Intellectual
   c) Private
   d) Personal
   e) Online

2. ITA act was passed in the year _____
   a) 2010
   b) 2008
   c) 2000
   d) 2003
   e) 2005

3. IT act 2000 deals with which of the following issue:
   a) Legal Recognition of Electronic Documents
   b) Legal Recognition of Digital Signatures
   c) Offenses and Contraventions
   d) Justice Dispensation Systems for cyber crimes.
   e) All of the above

4. Which of the following describes e-commerce?
   a) Doing business electronically
   b) Doing business
   c) Online advertising
   d) Sale of goods
   e) All of the above

5. What is the name of the IT law that India is having in the Indian legislature?
   a) India's Technology (IT) Act, 2000
   b) India's Digital Information Technology (DIT) Act, 2000
   c) India's Information Technology (IT) Act, 2000
   d) The Technology Act, 2008
   e) Information Technology Act(ITA),2000

6. Under which section of IT Act, stealing any digital asset or information is written a cyber-crime.
   a) 65
   b) 65-D
   c) 66
   d) 67
   e) 70