

VI Semester ATKT Mock Examination Sept. 2020

Class : TYBMM (Advertising & Journalism)

Marks : 20

Sub : Digital Media

Duration : 30 Min

N.B. 1. All questions are compulsory

2. All questions are carry 1 marks

1. Posting deliberately obnoxious or provocative messages in online discussion groups is known as

A. Phishing

B. Trolling

C. Pharming

D. Spamming

Ans: B

2. _____ is a global hypertext system that was initially developed in 1989 by Tim Berners Lee.

A. FTP

B. Telnet

C. www

D. email

Ans: C

3. Today the most popular social networking site is

A. MySpace

B. Twitter

C. Facebook

D. Orkut

Ans: C

4. Which three companies dominate the video game industry worldwide?

- A. Microsoft, IBM, Sony
- B. Sony, Nintendo, Microsoft
- C. Sony, Ampex, Nokia
- D. Ubisoft, Sony, Bethesda Studios

Ans: B

5. How much time period is required to get a Google page ranking?

- A. 2 week
- B. 1 week
- C. 2 months
- D. More than 3 months

Ans: D

6. What is Off Page SEO

- A. Keyword Research
- B. Content Optimization
- C. Doing activities on someone else website to rank our website
- D. Writing Meta Tag

Ans: C

7. What is the illegal act of copying of a page by unauthorized parties in order to filter off traffic to another site called?

- A) Traffic jacking
- B) Visitor jacking
- C) View jacking
- D) Page jacking

Ans : D

8. Which one of the following is not a search engine?

- A. Bing

- B. Google
- C. Yahoo
- D. Windows

Ans : D

9. _____ is a social networking site designed specifically for the business community.

- A. LinkedIn
- B. Facebook
- C. Twitter
- D. YouTube

Ans: A

10. _____ started by David Karp in 2007.

- A. Facebook
- B. Tumblr
- C. Twitter
- D. YouTube

Ans: B

11. Why is it important to post to a blog?

- A. It reduces the cost per blog post
- B. Keep readers engaged
- C. the social media marketing specialist
- D. It allows more chances

Ans: B

12. _____ is a system of moral principles; the rules of conduct recognized in respect to a particular class of human actions or a particular group, culture, moral principles, as of an individual.

- A. Norms
- B. Ethics

C. Principals

D. Values

Ans : B

13. What is the name for Facebook's ranking algorithm?

A. Like Rank

B. Face Rank

C. Page Rank

D. Edge Rank

Ans : D

14. Which of the following is not social media analytics website?

A. Klout

B. Peerindex

C. Crowd Booster

D. Ipex

Ans : D

15. URL stands for _____

A. unique reference label

B. uniform reference label

C. uniform resource locator

D. unique resource locator

Ans : C

16. If anyone publishes sexually explicit type digital content, it will cost that person imprisonment of _____ years.

- A. 2
- B. 3
- C. 4
- D. 5

Ans D

17. There are _____ factors of a good website that encourage viewers to return to the website.

- A. 4
- B. 5
- C. 7
- D. 8

Ans : A

18. Sending offensive message to someone comes under _____ of the Indian IT Act

- _____
- A. section 66-A, 2000
 - B. section 66-B, 2008
 - C. section 67, 2000
 - D. section 66-A, 2008

Ans : D

19. A company wishes to ensure that no one else can use their logo.

- A. Copy rights
- B. Trade mark
- C. Patent

D. Geographical indications

Ans B

20. Which of the following is not a type of cyber crime?

A. Data theft

B. Forgery

C. Damage to data and systems

D. Installing antivirus for protection

Ans : D