

Udhna College
F.Y.B.Com – Semester – 1
Modern Business Practices
Unit – 6 – Digital Presence
MCQ Bank

Sr. No.	Question	Option A	Option B	Option C	Option D	Answer
1	What serves as the central hub of a digital presence?	Printed Flyer	Billboard	Official Website	TV Spot	C
2	Which feature enables online businesses to operate continuously without closing hours?	Local SEO	24/7 Availability	Cold Calling	Print Catalog	B
3	The strategy to improve search engine rankings on Google is called:	CRM	HTML	ROI	SEO	D
4	What is the main advantage of "Global Reach" in a virtual footprint?	Borderless Access	Server Slowdown	Physical Visits	Local Paper Ads	A
5	Which dairy cooperative is highlighted for creative social media campaigns?	Mother Dairy	Nandini	Amul	Verka	C
6	Reliance Jio transformed India's internet landscape mainly via:	Printed News	Physical Stores	Radio Shows	Low-Cost Data	D
7	Flipkart is classified in the case studies as what type of platform?	Search Engine	E-commerce	Print Journal	Offline Bank	B
8	What is the official website URL of Veer Narmad South Gujarat University (VNSGU)?	www.vnsgu.com	www.vnsgu.org	www.vnsgu.ac.in	www.vnsgu.edu	C
9	Using Google Analytics to track user traffic and conversions is known as:	Manual Filing	Data Tracking	Logistics	Paper Filing	B
10	Maintaining uniform logos and messaging across all digital touchpoints is:	Keyword Stuffing	Spamming	Direct Mail	Brand Consistency	D
11	Implementing SSL certificates and data encryption satisfies:	Influencer Marketing	Paid Advertising	Cybersecurity	Print Layout	C

12	Optimizing Google My Business listings for physical stores is:	Local SEO	Global PR	Print Media	TV Commercials	A
13	Reliance Industries Limited operates which e-commerce groceries platform?	JioCinema	JioTV	JioSaavn	JioMart	D
14	Tracking and responding to customer reviews on Google or Yelp is part of:	Web Hosting	Reputation Management	Code Compiling	Hardware Assembly	B
15	Reliance holds a significant stake in which digital media/news entity?	Doordarshan	BBC	Network 18	Star News	C
16	Sending promotional newsletters and updates directly to subscriber inboxes is:	Direct Paper Mail	Radio Spot	Billboard Ad	Email Marketing	D
17	Establishing active profiles on Facebook, Instagram, and LinkedIn creates a:	Social Media Presence	Directory Listing	Newspaper Ad	Broadcast Station	A
18	What tool is primarily used for planning and scheduling online posts?	Stock Ledger	Payroll Sheet	Content Calendar	Shipping Manifest	C
19	Google PPC Ads and sponsored social media posts fall under:	Organic Search	Online Advertising	Cold Calling	Word of Mouth	B
20	A strong online footprint helps businesses adapt during unexpected disruptions through:	Halting Sales	Raising Overhead	Paper Surveys	Crisis Management	D
21	Which beauty and cosmetics retailer is highlighted for app-based engagement?	Myntra	Zivame	Nykaa	Ajio	C
22	VNSGU enables online student complaint resolution via:	Paper Box	Grievance Redressal	Hotlines	In-person Panel	B
23	Ensuring websites format smoothly on mobile phones and tablets is:	Desktop Locking	Print Formatting	Analog Output	Mobile Optimization	D
24	Publishing blogs, articles, and infographics to attract audience interest is:	Content Strategy	Spam Mailing	Cold Outreach	TV Ads	A
25	Providing online access to financial reports and disclosures supports:	Local Signage	Radio Marketing	Investor Relations	Classified Ads	C