



FINAL EXAMINATION
NOVEMBER 2023

COURSE TITLE	DIGITAL REVOLUTION
COURSE CODE	RBAN4113
DATE/DAY	19 FEBRUARY 2024 / MONDAY
TIME/DURATION	09:00 AM - 11:00 AM / 02 Hour(s) 00 Minute(s)

INSTRUCTIONS TO CANDIDATES :

1. Please read the instruction under each section carefully.
2. Candidates are reminded not to bring into examination hall/room any form of written materials or electronic gadget except for stationery that is permitted by the Invigilator.
3. Students who are caught breaching the Examination Rules and Regulation will be charged with an academic dishonesty and if found guilty of the offence, the maximum penalty is expulsion from the University.

(This Question Paper consists of 6 Printed Pages including front page)

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This question paper consists of ONE (2) section. Answer ALL questions in the answer booklet provided. [100 MARKS]

SECTION A

(40 Marks)

There are TWENTY (20) questions in this part. Answer ALL questions.

1. Which of the following is the objective for industry 4.0?
 - A. Increasing efficiency
 - B. Reduce complexity
 - C. Enable self-controlling
 - D. All of the above

2. SEO is the acronym for?
 - A. Search Engine Optimisation
 - B. Site Efficiency Optimisation
 - C. Site Efficiency Optimization
 - D. Search Engine Original

3. The amount of money paid every time someone clicks on an advertisement is called?
 - A. CPC
 - B. CPM
 - C. CPE
 - D. RTB

4. What does "branding" mean in digital marketing?
 - A. Personal identity/image
 - B. Your target market
 - C. Market Segmentation
 - D. All of them

5. A _____ was originally a complimentary work for a computer enthusiast?
 - A. hacker
 - B. script kiddie
 - C. cracker
 - D. cyber extortionist

6. Malware is short for _____ software.
- A. malicious
 - B. malevolent
 - C. malignant
 - D. malady
7. Someone who uses the Internet or network to destroy or damage computers for political reasons. This sentence is referred as _____.
- A. Cyberterrorist
 - B. Cyberwarfare
 - C. Cybercrime
 - D. Cyber Attacker
8. Which of the following is **NOT** a digital marketing advantage?
- A. All audience is suitable for digital marketing
 - B. Cost effectiveness
 - C. Higher engagement compared to traditional marketing
 - D. ROI is easily tracked
9. Which of the following factors ensures a consistently good ranking on search engine?
- A. Good keywords
 - B. Good details
 - C. Good users
 - D. Good passwords
10. The process of ensuring a website appears high on the list of results returned by a search engine is called as?
- A. Search Engine Optimisation
 - B. Content Managing
 - C. Search Developing
 - D. Web analysing
11. Which of the following are ways to promote your website? **(Choose more than 1 answer).**
- A. Leverage on social media sites
 - B. Run a competition to target your audience
 - C. Putting your website address with your email signature
 - D. Send WhatsApp message to your friends

12. Which of the below lists a typical website page? (Choose more than 1 answer).

- A. About us
- B. Homepage
- C. Services
- D. Friends List

13. Marketing that utilises Internet and online- based technologies is known as _____.

- A. Digital Marketing
- B. Cause Marketing
- C. Traditional Marketing
- D. Relationship Marketing

14. Which is the main goal of social media or digital marketing?

- A. To connect business with consumers
- B. To be funny
- C. To entertain
- D. To teach about the dangers of the internet

15. Which of the following given a product an identity?

- A. Brand name
- B. Slogan
- C. Logo
- D. All of the above

16. The purpose of copyright law is to _____.

- A. Protect a person's creative work and require permission for others to use it
- B. Allow others to use a creative work however they wish
- C. Make it easier for others to share another person's work as their own
- D. Allow people to download or copy a person's work without paying

17. Which of the following is the correct sequence of media history?

- A. Paintings – Print Media – Telegraph – Telephone – Radio – Internet
- B. Paintings – Print Media – Telegraph – Radio – Telephone – Internet
- C. Paintings – Telegraph – Print Media – Radio – Telephone – Internet
- D. Paintings – Telegraph – Print Media – Telephone – Radio – Internet

18. Decentralisation is one of the design principles for Industry 4.0.

- A. True
- B. False

19. Email is an example of indirect marketing.

- A. True
- B. False

20. Digital Marketing refers to marketing activities of products or services through digital methods such as through the internet.

- A. True
- B. False



SECTION B

(60 Marks)

There are **THREE (3)** questions in this part. Answer **ALL** questions in the answer booklet

1. Describe any **THREE (3)** features of the social media platform that you use the most. Explain why you use it the most and how the features can be improved to suit your needs.
(10 marks)
2. Social media is a form of electronic communication where users create online communities to share information, ideas, personal messages & other contents. State **ANY FIVE (5)** ways on how social media can help with brand building?
(25 marks)
3. E-commerce is the buying and selling of products or services using the internet from electronic devices by transferring money and data to complete a transaction. State **FIVE (5)** major differences between Ecommerce & Traditional Commerce.
(25 marks)

(25 marks)

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