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GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (Fourth Semester) Examinations, May' 2021

MB 401 E – AFFILIATE MARKETING

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.**PART – I: (Multiple Choice Questions)****(1 x 10 = 10 Marks)**Q. 1 Answer ALL questions

- a. ____ is the process of earning a commission by promoting other people's (or company's) products.
- | | |
|------------------------|------------------------|
| i. Affiliate marketing | (ii) Shopping |
| (iii) Purchasing | (iv) None of the above |
- b. Affiliate marketing includes _____
- | | |
|---------------------|-----------------------|
| (i) The merchant | (ii) The customer |
| (iii) The publisher | (iv) All of the above |
- c. The _____ sometimes also known as the creator, the seller, the brand, the retailer or the vendor
- | | |
|------------------|------------------------|
| (i) Merchant | (ii) Developer |
| (iii) Programmer | (iv) None of the above |
- d. The _____ is sometimes also known as the publisher
- | | |
|----------------|------------------------|
| (i) Affiliate | (ii) Donner |
| (iii) Marchant | (iv) None of the above |
- e. Affiliate marketing help your business by:
- | | |
|---|--|
| (i) Giving you access to professional marketers (the publishers) | (ii) Exposing your products to new audiences through the promotional activities of your team of publishers |
| (iii) Offering a cost-effective marketing method with a good ROI. | (iv) All of the above |
- f. An _____ refers to the package you create for your product, when is then made available to potential publishers
- | | |
|-----------------------|-----------------------|
| (i) Affiliate program | (ii) Donner |
| (iii) Creator | (iv) All of the above |
- g. Which one is the best way to promote a business online?
- | | |
|---|---|
| (i) It offers a lot of helpful and free information | (ii) To advertise your company's product. |
| (iii) To collect as many information as possible. | (iv) All of the above |
- h. Which one is the best way to make money digitally?
- | | |
|-------------------------------------|---------------------------------------|
| (i) Having products on your website | (ii) Good marketing ideas by dreaming |
| (iii) works the night shift | (iv) Selling stuff |

- i. What is the best way to promote a business with social media?
 - (i) Choose the Right Platforms
 - (ii) Provide Value & Don't Over-Promote
 - (iii) Encourage Engagement
 - (iv) All of the above
- j. Marketing information includes _____.
 - (i) Knowledge of Customer Requirement
 - (ii) Knowledge of peers
 - (iii) Knowledge of industries
 - (iv) All of the above

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- a. Explain Affiliate Marketing?
- b. Is Affiliate Marketing and Referral Marketing one and the same?
- c. As an Affiliate Marketer, why should you use your social media platforms?
- d. what are Affiliate sales?
- e. What are Marketing Tags?

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

- 3. What are the Shortcomings of Affiliate Marketing for the Business?
- 4. What are the Types of Marketing Tags? Explain.
- 5. What are Qualities would you look for in an Affiliate Marketer?
- 6. Suppose we are launching a New Product. How Will You Promote It on Social Media?
- 7. How to prevent fraud in your affiliate campaign?
- 8. What are the Strategies of affiliate marketing?
- 9. What are the Secret techniques on how to spy on the competition?
- 10. Explain the Uses of affiliate marketing software?