

# National Testing Agency

**Question Paper Name:** Digital Marketing 09th November 2019 Shift 1  
**Subject Name:** Digital Marketing  
**Creation Date:** 2019-11-09 15:06:24  
**Duration:** 180  
**Total Marks:** 120  
**Display Marks:** Yes

## Digital Marketing

**Group Number :** 1  
**Group Id :** 709597165  
**Group Maximum Duration :** 0  
**Group Minimum Duration :** 120  
**Revisit allowed for view? :** No  
**Revisit allowed for edit? :** No  
**Break time:** 0  
**Group Marks:** 120

## Digital Marketing

**Section Id :** 709597172  
**Section Number :** 1  
**Section type :** Online  
**Mandatory or Optional:** Mandatory  
**Number of Questions:** 120  
**Number of Questions to be attempted:** 120  
**Section Marks:** 120  
**Display Number Panel:** Yes  
**Group All Questions:** No

**Sub-Section Number:** 1  
**Sub-Section Id:** 709597198  
**Question Shuffling Allowed :** Yes

**Question Number : 1 Question Id : 70959716201 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

Which of the following is NOT true ?

1. Digital Marketing helps you to target your niche audience
2. Digital Marketing is cost effective
3. Measurement digital marketing efforts
4. Digital marketing is no-interactive

**Question Number : 2 Question Id : 70959716202 Question Type : MCQ Option Shuffling : No Display Question Number : Yes**  
**Single Line Question Option : No Option Orientation : Vertical**

**Correct Marks : 1 Wrong Marks : 0**

According to Cisco Visual Networking Index, 2018 report by the year of 2021, India \_\_\_\_\_ percent of Indian population will be using Internet

1. 40%
2. 50%
3. 59%
4. 69 %

Question Number : 3 Question Id : 70959716203 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an email automation platform ?

1. MailChimp
2. AWeber
3. GetResponse
4. WordPress

Question Number : 4 Question Id : 70959716204 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A landing page is

1. Home Page of a Website
2. The first page on which a user lands, after clicking on online Ad
3. Page from where user exit the website after visiting more than one page
4. A page on which user spend maximum time

Question Number : 5 Question Id : 70959716205 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following statement is true with respect to Search Engine Result Page (SERP) ?

1. All results on SERP are free
2. All results on SERP are paid
3. Usually SERP have organic and inorganic results
4. SERP is a web directory

Question Number : 6 Question Id : 70959716206 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT true ?

1. Web Site : Owned Visibility
2. Mobile App : Owned Visibility
3. Google Ad : Earned Visibility
4. Review : Earned Visibility

Question Number : 7 Question Id : 70959716207 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a correct match?

1. Retention – Vertical
2. Earned visibility- Word of mouth
3. Macro Conversion- Sales
4. Paid visibility-Search engine optimization

Question Number : 8 Question Id : 70959716208 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Facebook Ad is an example of

1. Earned visibility
2. Paid visibility
3. Owned visibility
4. None of above

Question Number : 9 Question Id : 70959716209 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is a feature of dynamic Website?

1. The content of the website remains same for every visit
2. Information on web page is fixed
3. It is not based on client-side scripting
4. Information changes according to user, time of day, country and other factors

Question Number : 10 Question Id : 70959716210 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Google Keyword Planner tool is the part of

1. Google ads
2. Google Analytics
3. Google Webmaster
4. Google Search Console

Question Number : 11 Question Id : 70959716211 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT true related to Keywords?

1. Keywords may be a single word, Couple of words or a phrase
2. Keywords are important for website planning and development
3. Keywords are Important for targeting the audience
4. Keywords suggested by Keyword planner tools must be used in a website

Question Number : 12 Question Id : 70959716212 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When there will be a need to update the name servers?

1. Doman from Godaddy- Hosting from Godaddy
2. Doman from Godaddy- Hosting from Hostgator
3. Doman from Hostgator- Hosting form Hostgator
4. Doman from NameCheap- Hosting form NameCheap

Question Number : 13 Question Id : 70959716213 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A WordPress is a

1. Framework
2. CMS
3. Programming Language
4. Operating System

Question Number : 14 Question Id : 70959716214 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is permalink?

1. A popular WordPress Plugin
2. The numeric IP address of your WordPress site
3. The complete URL of your WordPress site
4. Part of your WordPress URL which you set

Question Number : 15 Question Id : 70959716215 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the difference between Wordpress Post and Page ?

1. There is no difference between Posts and Pages.
2. Posts are entries listed in reverse chronological order on the site homepage and Pages are static and are not listed by date.
3. Pages are entries listed in reverse chronological order on the site homepage and Posts are static and are not listed by date.
4. Comments are written on pages but not on posts

Question Number : 16 Question Id : 70959716216 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In cPanel Dashboard, Wordpress is available in which of the section?

1. Domains
2. Files
3. Softaculous App installer
4. Mails

Question Number : 17 Question Id : 70959716217 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the purpose of categories in a WordPress Blog?

1. Organize the post on the basis of different themes
2. Organize the pages on the basis of different themes
3. Adding menu to the website
4. Adding Footer to the website.

Question Number : 18 Question Id : 70959716218 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The purpose of Smart Slider 3 plug-in is

1. To add video
2. To add multiple images as a slide show
3. To add multiple pages
4. To add multiple posts

Question Number : 19 Question Id : 70959716219 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If you want to make the text bold in Elementor, which of the following option you would use?

1. Style
2. Weight
3. Transform
4. Decoration

Question Number : 20 Question Id : 70959716220 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is true to Elementor's responsive mode?

1. Changes made in Mobile Preview will not be applicable to Desktop View
2. Changes made in Mobile Preview will be applicable to Desktop View
3. You cannot make changes for different previews
4. There is no such option to preview the website for different devices

Question Number : 21 Question Id : 70959716221 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a WordPress-specific code that lets you do nifty things with very little effort

1. Short Code
2. Code
3. Syntax
4. Plug-in

Question Number : 22 Question Id : 70959716222 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The popularity index in Google trend varies between

1. 0-100
2. -1 to +1
3. -100 to +100
4. 1-100

Question Number : 23 Question Id : 70959716223 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If you were asked to get Ideas about keywords that people search on Google Only. Which of the following Filter you will apply?

1. Search Network
2. Keyword text
3. Competition
4. Organic Impression

Question Number : 24 Question Id : 70959716224 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Search engine optimization is relevant to

1. Organic results
2. Inorganic Results
3. Both Organic results and in Organic results
4. Paid Results

Question Number : 25 Question Id : 70959716225 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following statement is correct with respect to Google Search Result Page (SERP)?

1. Highly visited websites are shown at the top of SERP
2. Websites those paid to Google are shown at top
3. Google has its secret algorithm to rank websites results in SERP
4. Website of reputed brand are shown at top of SERP

Question Number : 26 Question Id : 70959716226 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Search Engine Marketing is

1. Paid
2. Free
3. Depends on your website
4. Depends on organization

Question Number : 27 Question Id : 70959716227 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Product reviews written on various websites is example of

1. Paid Visibility
2. Earned Visibility
3. Owned Visibility
4. Both Paid and Earned Visibility

Question Number : 28 Question Id : 70959716228 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the rule of “59 seconds”?

1. Users stay on your website less than 59 seconds
2. Users stay on your website more than 59 seconds
3. On an average the speed of opening website is less than 59 seconds
4. On an average the speed of opening website is more than 59 seconds

Question Number : 29 Question Id : 70959716229 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many methods are there in search console to verify the ownership of Property?

1. 4
2. 5
3. 6
4. 7

Question Number : 30 Question Id : 70959716230 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is true with respect to Meta Tag?

1. Meta Tags are snippets of text that describe a page's content
2. Tags are written in HTML Language with a specific format
3. Meta tags are the words that are hidden in your code
4. All are true

Question Number : 31 Question Id : 70959716231 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is correct syntax for description tag?

1. <meta name="description" content=The description of my page >
2. <meta name="description" content="The description of my page ">
3. <meta name=description content="The description of my page ">
4. <meta name="description" content "The description of my page ">

Question Number : 32 Question Id : 70959716232 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is keyword density?

1. It is the percentage of the number of total words divided by the number of times a keyword appears in a page
2. It is the percentage of the number of times a keyword appears on a page divided by the total number of words in that page
3. Total number of words in a page
4. It is number of times a keyword appears on a page multiplied by the total number of words in that page

Question Number : 33 Question Id : 70959716233 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the procedure to optimize the URL?

1. Going to WordPress Setting –Permalinks
2. Directly from Gutenberg Editor
3. Both a and b
4. You can't change URL once it is final

Question Number : 34 Question Id : 70959716234 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is part of Content Variety?

1. Text
2. Video
3. Table
4. All of these.

Question Number : 35 Question Id : 70959716235 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Line height is

1. the space between lines
2. the space between character
3. the space between words
4. the space between paragraphs

Question Number : 36 Question Id : 70959716236 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_refers to linking any word, image, video or page to any other element within the website by putting hyper linking

1. External linking
2. Internal linking
3. Back linking
4. Linking

Question Number : 37 Question Id : 70959716237 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the acceptable limit of passive voice in the text according to Yoast SEO?

1. Less than 15 %
2. Less than 25 %
3. Less than 35 %
4. Less than 45 %

Question Number : 38 Question Id : 70959716238 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the optimal text length in Yoast SEO?

1. minimum of 300 words
2. minimum of 200 words
3. minimum of 100 words
4. minimum of 250 words

Question Number : 39 Question Id : 70959716239 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Yoast SEO plug in is used for

1. On-page SEO
2. Off-Page SEO
3. Both On-page SEO and Off-Page SEO
4. Search Engine Marketing

Question Number : 40 Question Id : 70959716240 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is one of the methods Google uses to determine a page's relevance or importance.

1. Domain Authority
2. Page Authority
3. Page Rank
4. Link Juice

Question Number : 41 Question Id : 70959716241 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is a way to save the favorite WebPages offline for future use

1. Bookmarking
2. Social marketing
3. Social Bookmarking
4. None of these

Question Number : 42 Question Id : 70959716242 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following match is correct?

1. Page Authority : 1-100
2. Facebook Profile : Low Hanging fruits
3. Blog Comment- Do follow links
4. Article Submission : On Page SEO



Question Number : 43 Question Id : 70959716243 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the average open rate of email according to GetResponse, 2017?

1. 81.20%
2. 30.4%
3. 20.81%
4. 40.5%

Question Number : 44 Question Id : 70959716244 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not true?

1. Email –marketing is not limited to promotion of the products and services
2. Personalization is the Key to email marketing
3. Abandoned Cart Emails can do wonder for you
4. Research says customers don't want to listen from brand

Question Number : 45 Question Id : 70959716245 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is true with respect to MailChimp?

1. In free versions , you can create two audience list
2. You may use Email Campaign link to promote it on other platforms
3. You can't use merge tag in free version
4. In free version, you can add up to 1000 subscribers to the audience list

Question Number : 46 Question Id : 70959716246 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You want to use both image and Text in a single block of Mail chimp Template, Which of the following block will help you?

1. Image Card
2. Image + Caption
3. Image Group
4. Image Block

Question Number : 47 Question Id : 70959716247 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are various ways to preview Mail Chimp Template?

1. View Mail in the browser
2. Send a test Mail
3. Enter preview Mode
4. All can be used

Question Number : 48 Question Id : 70959716248 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the difference in Groups in Mail Chimp?

1. Groups in Mailchimp organize folks by interest into sub-categories
2. Groups in Mailchimp filter subscribers with specifically similar characteristics
3. Both a and b
4. Groups in Mailchimp classify sent mails into groups

Question Number : 49 Question Id : 70959716249 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a type of digital marketing activity?

1. Email marketing.
2. Social web marketing.
3. Print advert.
4. Viral marketing.

Question Number : 50 Question Id : 70959716250 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is a correct match?

1. Search Engine Optimization -> In-organic results
2. Search Engine Marketing -> Organic results
3. Display Advertising-> banner and video Ads
4. Email Marketing-> Fan Page

Question Number : 51 Question Id : 70959716251 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How will you add a contact to Mail Chimp list ?

1. Copy paste
2. Importing CSV file
3. By signup form
4. All can be used

Question Number : 52 Question Id : 70959716252 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

IMAP in Email stands for

1. Internet Message Access Protocol
2. Internal Message Access Protocol
3. Internet Message Automated Protocol
4. International Message Access Protocol

Question Number : 53 Question Id : 70959716253 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is the mail type you can design under Mail Chimp Automation's subscriber category ?

1. Welcome new subscribers
2. Respond subscriber updates
3. Thanks Pop Form Subscriber
4. All of these

Question Number : 54 Question Id : 70959716254 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is the purpose of embedded forms?

1. Build, design, and translate signup forms and response emails
2. Design a pop-up signup form that can be embedded on any site.
3. Generate HTML code to embed in your site or blog to collect signups
4. Create signup forms using one of integration method

Question Number : 55 Question Id : 70959716255 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following tip will help you to increase the email marketing effective?

1. Make Your Emails Look great in all Inboxes
2. Turn New Customers into Regulars
3. Send personalized order notifications
4. All of these

Question Number : 56 Question Id : 70959716256 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Rani is trying to figure out how much she pays for each thousand emails she sends out.

Which rate is she calculating?

1. CTR
2. CPM
3. DKIM/DMARC
4. CPA

Question Number : 57 Question Id : 70959716257 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Also known as permission-based e-mail, this is one proposed requirement for marketers that could greatly decrease the amount of spam.

1. Opt in Email
2. Spam
3. Promotional Email
4. Direct Email Marketing

Question Number : 58 Question Id : 70959716258 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When was mail chimp founded?

1. 2001
2. 2003
3. 2005
4. 2006

Question Number : 59 Question Id : 70959716259 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Ads are shown and positioned on a page based on?

1. Daily Budget
2. CPM
3. CPC
4. Ad rank

Question Number : 60 Question Id : 70959716260 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

If your ad group status is 'eligible', what does this mean?

1. It will start running after 72 hours
2. It will not run at all
3. It is eligible to run and show ads
4. This is not a status at ad group level

Question Number : 61 Question Id : 70959716261 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The earlier name of Google Ads was

1. Google Adwords
2. Google Advertisement
3. Google KeyWord
4. Google Display

Question Number : 62 Question Id : 70959716262 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not form of Pay Per Click?

1. Search Engine Marketing
2. Display Advertising
3. Social Media Advertising
4. All are forms of Pay Per Click

Question Number : 63 Question Id : 70959716263 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

AD RANK is calculated with the formula

1.  $AD\ RANK = CPC\ BID + Ad\ Quality\ Score$
2.  $AD\ RANK = CPC\ BID - Ad\ Quality\ Score$
3.  $AD\ RANK = CPC\ BID / Ad\ Quality\ Score$
4.  $AD\ RANK = CPC\ BID \times Ad\ Quality\ Score$

Question Number : 64 Question Id : 70959716264 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is expected number of clicks which an ad will click.

1. CTR
2. CPC
3. PPC
4. PPR

Question Number : 65 Question Id : 70959716265 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In Google ads Auction, if the Ad Rank of the advertiser below you is 20, Your Ad Quality Score is 12 and Google' Margin is .01. What will the final price paid by you for each click?

1. 1.67
2. 16.7
3. 3.01
4. 4.01

Question Number : 66 Question Id : 70959716266 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following symbols will be used for Negative Match in Google ads Keyword Match?

1. "Keyword"
2. [Keyword]
3. { Keyword}
4. -Keyword

Question Number : 67 Question Id : 70959716267 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following represent Broad Match?

1. "Keyword"
2. [Keyword]
3. { Keyword}
4. Keyword

Question Number : 68 Question Id : 70959716268 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Raman has created ads and associated keywords for his range women accessories. Which of the following search queries could trigger his ad to show for his phrase match keyword "women's hats"?

1. red women's hats
2. women's blue hats
3. hats for women
4. Hats gift for women

Question Number : 69 Question Id : 70959716269 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is not true

1. Broad Match = Keyword
2. Phrase match = "Keyword"
3. Exact Match=[Keyword]
4. Negative Keyword Match= +Keyword

Question Number : 70 Question Id : 70959716270 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_get more sales with text or call ads that show near search results of Google.com, on Google search partners sites, and more

1. Search Campaign
2. Display Campaign
3. Video Campaign
4. Shopping Campaign

Question Number : 71 Question Id : 70959716271 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_drive online and in-store sales with ads like Showcase Shopping that show on Google Shopping and the Search Network

1. Search Campaign
2. Display Campaign
3. Video Campaign
4. Shopping Campaign

Question Number : 72 Question Id : 70959716272 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Goal \_\_\_\_\_encourages relevant customers to express interest in your products or services by signing up for a newsletter or providing their contact information

1. Sales
2. Leads
3. App Promotion
4. Product and brand Consideration

Question Number : 73 Question Id : 70959716273 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Goal \_\_\_\_\_increases awareness of your products or services and Introduce customers to what you offer when releasing a new product or expanding your business into a new area?

1. Sales
2. Leads
3. Brand Awareness and Reach
4. Product and brand Consideration

Question Number : 74 Question Id : 70959716274 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Google may increase or decrease your bid amount to bring the quality traffic to your site.

Tell the type of bidding Strategy

1. CPC
2. ECPC
3. CPV
4. vCPM

Question Number : 75 Question Id : 70959716275 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is CPM?

1. Cost per Hundred
2. Cost Per Thousand
3. Cost Per Million
4. Cost per billion

Question Number : 76 Question Id : 70959716276 Question Type : MCQ Option Shuffling : No Display Question Number : Yes Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following is the highest level of Google Account Structure?

1. Campaign
2. Account
3. Ad Group
4. Ads

Question Number : 77 Question Id : 70959716277 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many ad groups can be created under each campaigns in Google ads?

1. 10000
2. 15000
3. 5000
4. 20000

Question Number : 78 Question Id : 70959716278 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In your Google Ads Campaign, you set the daily budget Rs.1000. What will be the monthly budget?

1. Rs. 30400
2. Rs. 30000
3. Rs. 31000
4. Rs. 30500

Question Number : 79 Question Id : 70959716279 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In search campaigns, budgeting and bidding settings are made in at \_\_\_\_\_

1. Account Level
2. Campaign Level
3. Ad Group Level
4. Ad Level

Question Number : 80 Question Id : 70959716280 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In search campaigns, what is the maximum length of a Headline (Character)?

1. 30
2. 90
3. 60
4. 20

Question Number : 81 Question Id : 70959716281 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In search campaigns, what is the maximum length of a Headline (Character)?

1. 30
2. 90
3. 60
4. 20

Question Number : 82 Question Id : 70959716282 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

In text ads, the \_\_\_\_\_ gives potential customers a clear idea of what webpage they'll reach once they click your ad.

1. URL
2. Display URL
3. Permalink
4. Hyperlink

Question Number : 83 Question Id : 70959716283 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What should an advertiser use to organize ad groups?

1. Common themes
2. Number of words per keyword
3. Maximum cost-per-click (CP
4. Location targeting

Question Number : 84 Question Id : 70959716284 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following Match is not correct?

1. Affinity audiences: What their interests and habits are
2. In-market and custom intent :What they are actively researching or planning
3. Remarketing and similar audiences: How they have interacted with your business
4. New Audiences : Who have visited the website

Question Number : 85 Question Id : 70959716285 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many headlines you can add in display ads?

1. 3
2. 4
3. 5
4. 6

Question Number : 86 Question Id : 70959716286 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

\_\_\_\_\_ is an estimate of the number of ways your ad assets can be combined and looks at the number and diversity of your marketing images, headlines, and descriptions.

1. Ad quality
2. Ad strength
3. Ad impression
4. Ad integration

Question Number : 87 Question Id : 70959716287 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The duration of No Skippable is up to

1. 15 seconds
2. 20 seconds
3. 25 seconds
4. 30 seconds

Question Number : 88 Question Id : 70959716288 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical



Correct Marks : 1 Wrong Marks : 0

In which video ad format , it is must to link your You Tube Channel to Google Ads?

1. Outstream
2. Ad sequence
3. Bumper
4. Non- Skippable In-stream

Question Number : 89 Question Id : 70959716289 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

I want to show my ad on a specific You Tube Channel, it is

1. Keyword Targeting
2. Topic Targeting
3. Placement
4. Audience Type Targeting

Question Number : 90 Question Id : 70959716290 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When Google Analytics processes data, one of the main tasks it completes is  
organizing hits into:

1. cohorts and interactions
2. registered users and browsers
3. users and sessions
4. purchasers and browsers

Question Number : 91 Question Id : 70959716291 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You need to immediately find out whether people are viewing the new content that you  
just added today. Which of the following would be most useful?

1. Intelligence
2. secondary dimensions
3. Annotations
4. Real-Time

Question Number : 92 Question Id : 70959716292 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

By default, an Analytics session ends when inactive for:

1. 15 minutes
2. 30 minutes
3. 45 minutes
4. 60 minutes

Question Number : 93 Question Id : 70959716293 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following would you use to set up a custom alert?

1. Conversions
2. Content
3. Real-Time
4. Intelligence

Question Number : 94 Question Id : 70959716294 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

It is recommended that you place the Google Analytics javascript tracking code:

1. just before the closing </footer> tag
2. just after the opening <footer> tag
3. just before the closing </head> tag
4. just after the opening <head> tag

Question Number : 95 Question Id : 70959716295 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following are examples of Sources?

1. Google
2. example.com
3. mail.google.com
4. All of these are possible Sources

Question Number : 96 Question Id : 70959716296 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of these best defines a Destination goal in Google Analytics?

1. The most popular page on your site
2. A page that has given you revenue
3. A KPI
4. A website page viewed by the user once they have completed a desired action

Question Number : 97 Question Id : 70959716297 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You have defined goal X such that any PDF download qualifies as a goal conversion. A user comes to your site once and downloads five PDFs. How many goal conversions will be recorded?

1. 2
2. 0
3. 1
4. 5

Question Number : 98 Question Id : 70959716298 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

You are interested in identifying the most popular content on your site. Which of the following sections will have this report information by default?

1. Acquisition
2. Audience
3. Conversion
4. Behavior

Question Number : 99 Question Id : 70959716299 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The Site Search reports show:

1. how users search your site
2. traffic coming from search engines
3. traffic coming from Google paid search
4. traffic coming from Google organic search

Question Number : 100 Question Id : 70959716300 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following would be most useful for ranking pages according to revenue contribution?

1. Bounce Rate
2. Revenue
3. Margin
4. Page Value

Question Number : 101 Question Id : 70959716301 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the following Audience reports would you use to determine whether first-time site visitors or repeat site visitors spend more time on your site on average?

1. New vs. Returning reports
2. Mobile reports
3. Location reports
4. Language

Question Number : 102 Question Id : 70959716302 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Where would you go to learn about your audience?

1. "Audience" section of power editor
2. Audience insights
3. Business manager
4. Manually by creating custom reports

Question Number : 103 Question Id : 70959716303 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What makes advertising on Facebook unique?

1. Everyone uses it
2. The ability to target based on user-reported demographic and interest data
3. The ability to measure click and impression metrics
4. All of these

Question Number : 104 Question Id : 70959716304 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

On Facebook, you are able to target, based on:

1. Household income
2. Job title
3. Employer
4. All of these

Question Number : 105 Question Id : 70959716305 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Where are you able to view customizable reports?

1. Reports section of power editor
2. Under "reports" at the campaign level
3. Reports are not customizable
4. Reports tab in ads manager

Question Number : 106 Question Id : 70959716306 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What are the different types of administrative permissions for advertising accounts?

1. Analyst
2. Admin
3. Advertiser
4. All of the above

Question Number : 107 Question Id : 70959716307 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The best way to promote several different products is:

1. Create the different product ads in the same ad set
2. A/B test different ads
3. Create different product ads using the same creative variation
4. Use multi-product ads

Question Number : 108 Question Id : 70959716308 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The budget is controlled at which level?

1. Campaign
2. Account
3. Ad
4. Ad set

Question Number : 109 Question Id : 70959716309 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many characters can a tweet be?

1. 280 characters
2. 140 characters
3. 33 characters
4. 200 characters

Question Number : 110 Question Id : 70959716310 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many Custom Conversions can be created per Facebook Ad account?

1. 20
2. 40
3. 100
4. Unlimited

Question Number : 111 Question Id : 70959716311 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

How many times a video will loop before stopping in facebook?

1. 3 times
2. Until the duration reaches approximately 90 seconds
3. Indefinitely
4. 10 times

Question Number : 112 Question Id : 70959716312 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of these metrics does not influence a campaign's relevance score?

1. CTR
2. CPM
3. Video Views
4. Conversions

Question Number : 113 Question Id : 70959716313 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When was LinkedIn founded?

1. 2000
2. 2001
3. 2002
4. 2003

Question Number : 114 Question Id : 70959716314 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

LinkedIn is an advertising platform where you can deliver highly relevant, targeted messages to unique audiences through:

1. Sponsored Content
2. Sponsored InMail
3. Text Ads
4. All of these

Question Number : 115 Question Id : 70959716315 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

When setting up a Twitter ad campaign, you can create a target audience based on these targeting options

1. Location
2. Gender
3. Language
4. All of these

Question Number : 116 Question Id : 70959716316 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

Which of the video format acceptable in twitter ads

1. MP4
2. 3GP
3. FLV
4. AVI

Question Number : 117 Question Id : 70959716317 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What is an ad group?

1. An ad group is a collection of related ads.
2. An ad group is a collection of related campaign settings and ads.
3. An ad group is a collection of related keywords and ads.
4. An ad group is a library of your ads grouped by category.

Question Number : 118 Question Id : 70959716318 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

What was the purpose of the Twitter algorithm that was introduced in 2016?

1. Twitter launched an algorithm to boost posts from businesses to the top of your timeline
2. Twitter launched an algorithm to boost certain posts you would be interested into the top of your timeline
3. Twitter launched an algorithm to make sure posts from all your followers get a fair share on the newsfeed.
4. Twitter launched an algorithm to combat spam on Twitter.

Question Number : 119 Question Id : 70959716319 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

A new Wordpress theme can be chosen from which dashboard section?

1. Widgets
2. Appearance
3. Settings
4. Plugin

Question Number : 120 Question Id : 70959716320 Question Type : MCQ Option Shuffling : No Display Question Number : Yes  
Single Line Question Option : No Option Orientation : Vertical

Correct Marks : 1 Wrong Marks : 0

The process of buying a space on the server for your website ia called

- a. Webhosting
- b. Domain Name
- c. Web Setup
- d. Server setup