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National Testing Agency

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Digital Marketing

Group Number :	1
Group Id :	512452151
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Is this Group for Examiner? :	No

Digital Marketing-1

Section Id :	512452799
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory
Number of Questions :	100

Number of Questions to be attempted : 100
Section Marks : 100
Mark As Answered Required? : Yes
Sub-Section Number : 1
Sub-Section Id : 512452835
Question Shuffling Allowed : Yes

Question Number : 1 Question Id : 51245213076 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is India's worldwide rank based on internet users?

1. First
2. Second
3. Third
4. Fourth

Options :

- 51245240305. 1
- 51245240306. 2
- 51245240307. 3
- 51245240308. 4

Question Number : 2 Question Id : 51245213077 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

SERP stands for

1. Search Engine Result Page
2. Search Engine Real Page
3. Standard Engine Result Page
4. Search Engine Result Pattern

Options :

- 51245240309. 1

51245240310. 2

51245240311. 3

51245240312. 4

Question Number : 3 Question Id : 51245213078 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

On LinkedIn platform, If A is in connection with B, B is in connection with C, C is in connection with D. What degree of connection A has with D

1. 1st degree
2. 2nd Degree
3. 3rd Degree
4. 4th Degree

Options :

51245240313. 1

51245240314. 2

51245240315. 3

51245240316. 4

Question Number : 4 Question Id : 51245213079 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is correct for the Headline in a LinkedIn Profile?

- A.It should only have your Designation
- B.Describe yourself in detail
- C.It should be succinct
- D.You should include your designation and a few more skills and positions

Choose the **correct** answer from the options given below:

- 1. A, B and D only
- 2. C and D only
- 3. D only
- 4. C only

Options :

- 51245240317. 1
- 51245240318. 2
- 51245240319. 3
- 51245240320. 4

Question Number : 5 Question Id : 51245213080 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Why has LinkedIn become the best tool for personal branding?

- 1. Because it is a social network
- 2. Because it is easy to use
- 3. Because customers have always preferred the "human touch" to corporate caress
- 4. Because it creates job opportunities

Options :

- 51245240321. 1

51245240322. 2

51245240323. 3

51245240324. 4

Question Number : 6 Question Id : 51245213081 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You can manage all your campaigns in LinkedIn from

1. LinkedIn Manager Account
2. Business Campaign Manger
3. LinkedIn Campaign Manager
4. LinkedIn Ad Account

Options :

51245240325. 1

51245240326. 2

51245240327. 3

51245240328. 4

Question Number : 7 Question Id : 51245213082 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the recommended size of the Logo image on a LinkedIn Page?

1. 70x70 px
2. 300 x 300 px
3. 300 x 400 px
4. 50x 100px

Options :

51245240329. 1

51245240330. 2

51245240331. 3

51245240332. 4

Question Number : 8 Question Id : 51245213083 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In LinkedIn advertising, there is a need to create multiple accounts

1. If you advertise for multiple companies as an agency
2. If you advertise for a company with multiple LinkedIn Pages
3. If you need to separate the billing for advertising campaigns by currency
4. In all the above cases

Options :

- 51245240333. 1
- 51245240334. 2
- 51245240335. 3
- 51245240336. 4

Question Number : 9 Question Id : 51245213084 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many Campaign groups can be created under a LinkedIn ad Account?

1. 1000
2. 800
3. 500
4. No limit

Options :

- 51245240337. 1
- 51245240338. 2
- 51245240339. 3
- 51245240340. 4

Question Number : 10 Question Id : 51245213085 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

'Where is your target audience' in a LinkedIn Campaign means?

1. Location
2. LinkedIn Page
3. LinkedIn Profile
4. Demographic

Options :

- 51245240341. 1
- 51245240342. 2
- 51245240343. 3
- 51245240344. 4

Question Number : 11 Question Id : 51245213086 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You may retarget your audience in LinkedIn Campaigns on the basis of

1. Company Page
2. Website
3. Video
4. All of the above

Options :

- 51245240345. 1
- 51245240346. 2
- 51245240347. 3
- 51245240348. 4

Question Number : 12 Question Id : 51245213087 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is correct?

- A. You must have a LinkedIn page to create a LinkedIn Ad account
- B. You must have a LinkedIn page to run a LinkedIn Ad Campaign
- C. There is no need for a LinkedIn page to run a LinkedIn Ad Campaign

Choose the **correct** answer from the options given below:

- 1. All are Correct
- 2. A only
- 3. B only
- 4. A and C only

Options :

- 51245240349. 1
- 51245240350. 2
- 51245240351. 3
- 51245240352. 4

Question Number : 13 Question Id : 51245213088 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to estimates, what proportion of the Indian population would be using the internet by the end of 2020?

- 1. 20 %
- 2. 40 %
- 3. 50 %
- 4. 70 %

Options :

- 51245240353. 1

51245240354. 2

51245240355. 3

51245240356. 4

Question Number : 14 Question Id : 51245213089 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is a CMS in web design?

1. Content Management System
2. Creative Management System
3. Content Mixing System
4. Creatives Managerial System

Options :

51245240357. 1

51245240358. 2

51245240359. 3

51245240360. 4

Question Number : 15 Question Id : 51245213090 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is WordPress?

1. It is a software used to press text
2. It is a text formatting software
3. It is a CMS (Content Management System)
4. It is mail service

Options :

51245240361. 1

51245240362. 2

51245240363. 3

51245240364. 4

Question Number : 16 Question Id : 51245213091 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A software application that enables a user to display and interact with text, images, and other information typically located on a web page at a website on the World Wide Web or a local area network.

1. Web browser
2. Web page
3. Web site
4. Web space

Options :

- 51245240365. 1
- 51245240366. 2
- 51245240367. 3
- 51245240368. 4

Question Number : 17 Question Id : 51245213092 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Match **List I** with **List II**

List I	List II
A. E-commerce Website	I. https://www.hul.co.in/
B. Personal Website	II. www.quora.com
C. Business Website	III. http://www.garysheng.com
D. Forum	IV. Amazon.in

Choose the **correct** answer from the options given below:

1. A -I , B -II , C -III , D - IV
2. A -IV , B -III , C -I , D - II
3. A -I , B -II , C -IV , D - III
4. A -IV , B -I , C - III, D - II

Options :

- 51245240369. 1
- 51245240370. 2
- 51245240371. 3
- 51245240372. 4

Question Number : 18 Question Id : 51245213093 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

After log-in to WordPress, the first Page is called

1. Dashboard
2. Home Page
3. Plug-in
4. Theme Editor

Options :

- 51245240373. 1

51245240374. 2

51245240375. 3

51245240376. 4

Question Number : 19 Question Id : 51245213094 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You can extend functionality or add new features to your WordPress websites by installing

1. Theme
2. Template
3. Plug-in
4. Tag

Options :

51245240377. 1

51245240378. 2

51245240379. 3

51245240380. 4

Question Number : 20 Question Id : 51245213095 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is true for WordPress Pages?

1. Pages are for chronological content
2. Pages cannot be organized into pages and subpages
3. Pages are for non-chronological content
4. Pages, by default, allow taxonomy

Options :

51245240381. 1

51245240382. 2

51245240383. 3

51245240384. 4

Question Number : 21 Question Id : 51245213096 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the dissimilarity in WordPress Posts and Pages?

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. None of the above

Options :

51245240385. 1

51245240386. 2

51245240387. 3

51245240388. 4

Question Number : 22 Question Id : 51245213097 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What do you mean by 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

Options :

51245240389. 1

51245240390. 2

51245240391. 3

51245240392. 4

Question Number : 23 Question Id : 51245213098 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Under Elementor Page Builder, which one of the following 'Element' is not available under Basic Elements?

1. Heading
2. Inner section
3. Button
4. Price Table

Options :

51245240393. 1

51245240394. 2

51245240395. 3

51245240396. 4

Question Number : 24 Question Id : 51245213099 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following WordPress Plug-in would you use to Insert a 'Contact Page'?

1. Contact Form 7
2. Contact Form
3. Elementor
4. Form 7

Options :

51245240397. 1

51245240398. 2

51245240399. 3

51245240400. 4

Question Number : 25 Question Id : 51245213100 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the correct sequence of installing a WordPress Plug-in

- A. Go to Plug-ins
- B. Add New
- C. Search
- D. Install Now
- E. Activate

Choose the **correct** answer from the options given below

- 1. A, B, C, D, E
- 2. A, B, D, C, E
- 3. A, C, B, D, E
- 4. A, C, D, E, B

Options :

- 51245240401. 1
- 51245240402. 2
- 51245240403. 3
- 51245240404. 4

Question Number : 26 Question Id : 51245213101 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following factors have an impact on Google PageRank?

1. The text used to describe the inbound link to a page of a web site
2. The total number of inbound links to a page of a web site
3. The subject matter of the site providing the inbound link to a page of a web site
4. The number of outbound links on the page that contains the inbound link to a page of a web site

Options :

- 51245240405. 1
- 51245240406. 2
- 51245240407. 3
- 51245240408. 4

Question Number : 27 Question Id : 51245213102 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is a correct match with respect to Google SERP?

1. Amazon Ad : In-organic Results
2. Flipkart Ad: Organic Results
3. Your website: in-organic results
4. A blog site: In-organic results

Options :

- 51245240409. 1
- 51245240410. 2
- 51245240411. 3
- 51245240412. 4

Question Number : 28 Question Id : 51245213103 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following pairs are correctly matched?

- A. Keywords: On-Page SEO
- B. Back linking: Off- page SEO
- C. Google Search Console: On-Page SEO
- D. Keyword Density: Off- page SEO

Choose the **correct** answer from the options given below:

- 1. A, B and C only
- 2. A, B, C and D
- 3. A and B only
- 4. C only

Options :

- 51245240413. 1
- 51245240414. 2
- 51245240415. 3
- 51245240416. 4

Question Number : 29 Question Id : 51245213104 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Google Keyword Planner is a component of

- 1. Google Trends
- 2. Google Ads
- 3. Google Search console
- 4. Google Ad sense

Options :

- 51245240417. 1

51245240418. 2

51245240419. 3

51245240420. 4

Question Number : 30 Question Id : 51245213105 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following are standard filters in Google Keyword Planner?

A. Location

B. Language

C. Search Network

D. Competition

Choose the **correct** answer from the options given below:

1. A only

2. A and B only

3. A, B and C only

4. A, B, C and D

Options :

51245240421. 1

51245240422. 2

51245240423. 3

51245240424. 4

Question Number : 31 Question Id : 51245213106 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In Google Trends, 'Interest Over Time' is measured on a scale

1. 0-10
2. 1-10
3. 0-100
4. 1-100

Options :

- 51245240425. 1
- 51245240426. 2
- 51245240427. 3
- 51245240428. 4

Question Number : 32 Question Id : 51245213107 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many methods are there to verify the domain ownership in the Google search console?

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

Options :

- 51245240429. 1
- 51245240430. 2
- 51245240431. 3
- 51245240432. 4

Question Number : 33 Question Id : 51245213108 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is correct with respect to Meta Tags?

- A. Visible to Visitors
- B. Helps Crawlers to understand your website better
- C. Written in HTML language
- D. Helpful in bringing your website to the first page of SERP

Choose the **correct** answer from the options given below:

- 1. Only A
- 2. Only A and B
- 3. Only A, B, C
- 4. A, B, C and D

Options :

- 51245240433. 1
- 51245240434. 2
- 51245240435. 3
- 51245240436. 4

Question Number : 34 Question Id : 51245213109 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In Google results, the brief snippet next to the results is

- 1. Title tag
- 2. Meta Description
- 3. Keyword Description
- 4. Author Description

Options :

- 51245240437. 1

51245240438. 2

51245240439. 3

51245240440. 4

Question Number : 35 Question Id : 51245213110 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Google shows your ad on search network when the search is close to

1. Website
2. Keywords
3. Extensions
4. Placements

Options :

51245240441. 1

51245240442. 2

51245240443. 3

51245240444. 4

Question Number : 36 Question Id : 51245213111 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In HTML, which of the following is the highest level of a heading?

1. H1
2. H2
3. H3
4. H6

Options :

51245240445. 1

51245240446. 2

51245240447. 3

51245240448. 4

Question Number : 37 Question Id : 51245213112 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If you will intentionally repeat a keyword in a Webpage, it is called

1. Keyword Padding
2. Keyword Density
3. Keyword Repetition
4. Keyword Stuffing

Options :

51245240449. 1

51245240450. 2

51245240451. 3

51245240452. 4

Question Number : 38 Question Id : 51245213113 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is correct with respect to the Content Quality of a website for the purpose of SEO?

- A. The content should be fresh and original. If the content is copied or plagiarized, it will be considered spam
- B. The focus of your pages should be on the user not on search engines
- C. Don't try to deceive the users by writing irrelevant content
- D. Think about what makes your website unique, valuable, or engaging

Choose the **correct** answer from the options given below:

- 1. A, B and D only
- 2. A only
- 3. B only
- 4. A, B, C and D

Options :

- 51245240453. 1
- 51245240454. 2
- 51245240455. 3
- 51245240456. 4

Question Number : 39 Question Id : 51245213114 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Content variety means you should include

- A. Text
- B. Images
- C. Videos
- D. Info Graphs
- E. Links

Choose the **correct** answer from the options given below:

1. A, B and D only
2. A and B only
3. A, B and C only
4. A, B, C, D and E

Options :

- 51245240457. 1
- 51245240458. 2
- 51245240459. 3
- 51245240460. 4

Question Number : 40 Question Id : 51245213115 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

As a simple rule, the line height should be of what percentage of the font size?

1. 100
2. 150
3. 200
4. 50

Options :

- 51245240461. 1
- 51245240462. 2
- 51245240463. 3
- 51245240464. 4

Question Number : 41 Question Id : 51245213116 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is an example of Internal Linking?

1. Click on 'Contact us' takes you to another page of same website
2. Click on 'Contact us' takes you to another page of different website
3. Click on 'Contact us' expands text on the same page
4. Click on 'Contact us' changes the color of text

Options :

- 51245240465. 1
- 51245240466. 2
- 51245240467. 3
- 51245240468. 4

Question Number : 42 Question Id : 51245213117 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following Chrome extension may be used to check Keyword density?

1. SEO Quake
2. Keyword Planner
3. Google Search Console
4. Keyword Shitter

Options :

- 51245240469. 1
- 51245240470. 2
- 51245240471. 3
- 51245240472. 4

Question Number : 43 Question Id : 51245213118 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Yoast SEO can be used for

- A. Content optimization
- B. Readability analysis
- C. XML maps
- D. Keyword Search

Choose the **correct** answer from the options given below:

1. A, B and C only
2. A, B, C and D
3. A and B only
4. B and D only

Options :

51245240473. 1

51245240474. 2

51245240475. 3

51245240476. 4

Question Number : 44 Question Id : 51245213119 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If a Flesch Reading Ease score is 100, then it is

1. easy to understand
2. difficult to understand
3. moderately difficult to understand
4. somewhat difficult to read

Options :

51245240477. 1

51245240478. 2

51245240479. 3

51245240480. 4

Question Number : 45 Question Id : 51245213120 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

According to Yoast SEO Plug-in, the optimal length of a sentence is

1. Under 10 words
2. Between 11-20 words
3. Between 21- 30 words
4. Between 31- 40 words

Options :

51245240481. 1

51245240482. 2

51245240483. 3

51245240484. 4

Question Number : 46 Question Id : 51245213121 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is an illegal way of SEO?

1. Creating doorway pages
2. Link building
3. Writing metatags
4. Embedding keywords

Options :

- 51245240485. 1
- 51245240486. 2
- 51245240487. 3
- 51245240488. 4

Question Number : 47 Question Id : 51245213122 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is NOT a metric used in link building?

1. Domain Authority
2. Number of links
3. Number of advertisements
4. Page Authority

Options :

- 51245240489. 1
- 51245240490. 2
- 51245240491. 3
- 51245240492. 4

Question Number : 48 Question Id : 51245213123 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the parameters are used to measure the quality of a page for backlinks?

- A. Age of Domain Name
- B. Domain Authority
- C. Page Authority
- D. Page rank

Choose the **correct** answer from the options given below:

- 1. A, B and D only
- 2. A, B and C only
- 3. B and D only
- 4. C and D only

Options :

- 51245240493. 1
- 51245240494. 2
- 51245240495. 3
- 51245240496. 4

Question Number : 49 Question Id : 51245213124 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is NOT correct?

1. 'No-follow links' will not help in SEO
2. Efforts should be made to secure follow links only
3. No follow link can be easily created using HTML links
4. No follow transfer Link Juice from one website to another

Options :

51245240497. 1

51245240498. 2

51245240499. 3

51245240500. 4

Question Number : 50 Question Id : 51245213125 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is/are *Low Hanging Fruits strategies* to earn a link from other sites?

- A. Directory Submission
- B. Video Submission
- C. Profile Creation
- D. Press release submission
- E. Image optimisation

Choose the **correct** answer from the options given below:

1. A, B and D only
2. A, B, C and D only
3. A, B, C, D and E
4. B and C only

Options :

- 51245240501. 1
- 51245240502. 2
- 51245240503. 3
- 51245240504. 4

Question Number : 51 Question Id : 51245213126 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The way to save the favourite WebPages online for future use is

1. Bookmarking
2. Social marketing
3. Social Bookmarking
4. Online Bookmarking

Options :

- 51245240505. 1
- 51245240506. 2
- 51245240507. 3
- 51245240508. 4

Question Number : 52 Question Id : 51245213127 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is/are correct?

- A. Personalization is the key to email marketing
- B. Open Rate of welcome emails is very high
- C. Abandoned Cart emails can do wonder for you
- D. Interactive Emails increase the engagement

Choose the **correct** answer from the options given below:

1. A, B and D only
2. A, B, C and D
3. B and D Only
4. C and D only

Options :

51245240509. 1

51245240510. 2

51245240511. 3

51245240512. 4

Question Number : 53 Question Id : 51245213128 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is Gated Content Delivery?

1. A content that is not accessible
2. A content that can be downloaded only after providing email ID
3. A spam mail
4. A mail with attachment from unknown sources

Options :

51245240513. 1

51245240514. 2

51245240515. 3

51245240516. 4

Question Number : 54 Question Id : 51245213129 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many contacts can be added under Free Plan of MailChimp?

1. 1000
2. 2000
3. 3000
4. 4000

Options :

51245240517. 1

51245240518. 2

51245240519. 3

51245240520. 4

Question Number : 55 Question Id : 51245213130 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If you want to test, how small changes in email impact your results, you would use

1. Different Templates
2. Different Audience
3. A/B Testing
4. Different Demographic

Options :

- 51245240521. 1
- 51245240522. 2
- 51245240523. 3
- 51245240524. 4

Question Number : 56 Question Id : 51245213131 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

GDPR stands for

1. General Data Protection Regulation
2. General Data Protection Rules
3. Global Data Protection Regulation
4. Global Data Privacy Regulation

Options :

- 51245240525. 1
- 51245240526. 2
- 51245240527. 3
- 51245240528. 4

Question Number : 57 Question Id : 51245213132 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following Merge Tag will be used to send the personalized mail by name?

1. *|FNAME|*
2. |FNAME|
3. *FNAME*
4. **|FNAME|**

Options :

- 51245240529. 1
- 51245240530. 2
- 51245240531. 3
- 51245240532. 4

Question Number : 58 Question Id : 51245213133 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

ESP in email marketing stands for

1. Email Service Provider
2. Email Security Provider
3. Email Service Plan
4. Email Standard Plan

Options :

- 51245240533. 1
- 51245240534. 2
- 51245240535. 3
- 51245240536. 4

Question Number : 59 Question Id : 51245213134 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is/are correct?

- A. You may create Pop-up forms in MailChimp
- B. You may create Embedded forms in MailChimp
- C. You may create Embedded forms in MailChimp
- D. You can automate your campaigns

Choose the **correct** answer from the options given below:

- 1. A, B and D only
- 2. A, B, C and D
- 3. B and D only
- 4. B and C only

Options :

- 51245240537. 1
- 51245240538. 2
- 51245240539. 3
- 51245240540. 4

Question Number : 60 Question Id : 51245213135 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is a Campaign URL?

- 1. Any link embedded in mail
- 2. A campaign that can be opened in the browser directly
- 3. Link of a landing page
- 4. A link of a sign-up form

Options :

- 51245240541. 1
- 51245240542. 2
- 51245240543. 3
- 51245240544. 4

Question Number : 61 Question Id : 51245213136 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If you want to send a mail to your already created audience list on the basis of Gender, which one of the following options in Mailchimp would you use?

- 1. Segments
- 2. Groups
- 3. Both Segment and Groups
- 4. List filtering

Options :

- 51245240545. 1
- 51245240546. 2
- 51245240547. 3
- 51245240548. 4

Question Number : 62 Question Id : 51245213137 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following techniques is used by legitimate marketers to customize offerings for specific customers?

- 1. Personalization
- 2. Spamming
- 3. Spoofing
- 4. Phishing

Options :

- 51245240549. 1
- 51245240550. 2
- 51245240551. 3
- 51245240552. 4

Question Number : 63 Question Id : 51245213138 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT correct in email marketing?

1. Personalization is the Key to Success
2. Clean templates are useful
3. Use an appropriate call to action
4. Putting Unsubscribe option in mail is not a good practice as it will reduce your Audience

Options :

- 51245240553. 1
- 51245240554. 2
- 51245240555. 3
- 51245240556. 4

Question Number : 64 Question Id : 51245213139 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You noticed last month that your ad often showed up beside another advertiser's ad for the same search terms. How can you understand how you are performing compared to other advertisers?

1. Use the Auction insight report to show how often your ads rank higher in search results than those of other advertisers
2. Use the top movers report to show which campaigns have seen the biggest change in clicks since last month
3. There is no report that can let you analyze what you are looking for
4. Use the Search term report to show which search terms lead to the most clicks on his ads

Options :

- 51245240557. 1
- 51245240558. 2
- 51245240559. 3
- 51245240560. 4

Question Number : 65 Question Id : 51245213140 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Among the below-mentioned scenarios, which client should advertise on the Google Search Network?

A client:

1. Who wants to reach people browsing personal development websites about business success
2. Who wants to reach people looking for plumbing services
3. None of these
4. Who wants to reach people watching Youtube Videos

Options :

- 51245240561. 1
- 51245240562. 2
- 51245240563. 3
- 51245240564. 4

Question Number : 66 Question Id : 51245213141 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

In the case of Google Ads, you can make changes to location and language targeting at?

- 1. Campaign level
- 2. Only if you choose display network
- 3. Ad Group level
- 4. Account level

Options :

- 51245240565. 1
- 51245240566. 2
- 51245240567. 3
- 51245240568. 4

Question Number : 67 Question Id : 51245213142 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT an Ad Format available with Google Ads?

- 1. Call-only ads
- 2. Responsive Search Ads
- 3. Showcase Shopping ads
- 4. Conversion Only Ads

Options :

- 51245240569. 1
- 51245240570. 2
- 51245240571. 3
- 51245240572. 4

Question Number : 68 Question Id : 51245213143 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT a required element of Text Search Ads?

- 1. Tracking Template
- 2. Description
- 3. Display URL
- 4. Headline

Options :

- 51245240573. 1
- 51245240574. 2
- 51245240575. 3
- 51245240576. 4

Question Number : 69 Question Id : 51245213144 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is CPM?

- 1. Cost Per Thousand Impressions
- 2. Cost Per Max
- 3. Cost Per Million
- 4. Cost Per Micro

Options :

- 51245240577. 1

51245240578. 2

51245240579. 3

51245240580. 4

Question Number : 70 Question Id : 51245213145 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

An advert with the keyword "Cheap Chocolate" would run on which of the following search queries?

1. Quality Chocolates Cheap
2. Chocolate Cheap And Tasty
3. Cheap Yummy Chocolates
4. Yummy Cheap Chocolate

Options :

51245240581. 1

51245240582. 2

51245240583. 3

51245240584. 4

Question Number : 71 Question Id : 51245213146 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which method would be recommended for an advertiser who is trying to increase the Quality Score of a low-performing keyword?

1. Modify the ad associated with that keyword to direct to a highly-relevant landing page
2. Increase the daily budget for the campaign in which the keyword is located
3. Delete the keyword and add the keyword to the campaign
4. Repeat the keyword as many times as possible in the ad text

Options :

- 51245240585. 1
- 51245240586. 2
- 51245240587. 3
- 51245240588. 4

Question Number : 72 Question Id : 51245213147 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is an example of a call-To-Action Phrase

- 1. Buy Here
- 2. Personalized Service
- 3. Best Of The Web
- 4. Best Of The Web

Options :

- 51245240589. 1
- 51245240590. 2
- 51245240591. 3
- 51245240592. 4

Question Number : 73 Question Id : 51245213148 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If a keyword has a good CTR but is not converting well, what should you try changing?

- 1. The Daily Budget
- 2. The Landing Page
- 3. The Matching Option
- 4. The Language Targeting

Options :

51245240593. 1

51245240594. 2

51245240595. 3

51245240596. 4

Question Number : 74 Question Id : 51245213149 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Lets say that you have a new product that needs to be advertised in a specific currency on Google. What action should you take ?

1. Create a new ad group in an existing campaign
2. Create a new campaign
3. Set an additional currency in an existing campaign
4. Create a new account

Options :

51245240597. 1

51245240598. 2

51245240599. 3

51245240600. 4

Question Number : 75 Question Id : 51245213150 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

When your Google Ads eligible to appear ?

1. After you activate your account and show you are certified
2. Once your keywords pass a quality check, your payment is approved and Google clears your certification credentials
3. After you pass your Google Quality Score
4. After your campaign is set up and your account is activated

Options :

- 51245240601. 1
- 51245240602. 2
- 51245240603. 3
- 51245240604. 4

Question Number : 76 Question Id : 51245213151 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the purpose of the 'pin' action in your Facebook Page ?

1. Attach a post to a specific demographic
2. Make your most important post stay at the top of your Page
3. Highlight important stories by making them larger and more visible
4. Attach a post to a specific interest

Options :

- 51245240605. 1
- 51245240606. 2
- 51245240607. 3
- 51245240608. 4

Question Number : 77 Question Id : 51245213152 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How can a company target prospective users via paid Facebook ads?

1. Browser bookmarks & download history
2. Keywords and search history
3. Interests & Demographic
4. All of the above

Options :

- 51245240609. 1

51245240610. 2

51245240611. 3

51245240612. 4

Question Number : 78 Question Id : 51245213153 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the name of Facebook's analytic package?

1. Princeps
2. GlassDoor
3. Discovery
4. Insights

Options :

51245240613. 1

51245240614. 2

51245240615. 3

51245240616. 4

Question Number : 79 Question Id : 51245213154 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A session in Google Analytics consists of:

1. the reports generated by users over a specific period of time
2. interactions or hits from a specific user for all time
3. interactions or hits from a specific user over a defined period of time
4. a group of users getting together in person to discuss Analytics

Options :

51245240617. 1

51245240618. 2

51245240619. 3

51245240620. 4

Question Number : 80 Question Id : 51245213155 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is a "dimension" in Google Analytics?

1. A comparison of data between two date ranges
2. The lifetime value of a user in a given date range
3. An attribute of a data set that can be organized for better analysis
4. A report that offers different demographic information about your audience

Options :

- 51245240621. 1
- 51245240622. 2
- 51245240623. 3
- 51245240624. 4

Question Number : 81 Question Id : 51245213156 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

To recognize users across different devices, what feature must be enabled?

1. Google Ads Linking
2. User ID
3. Audience Definitions
4. Attribution Models

Options :

- 51245240625. 1
- 51245240626. 2
- 51245240627. 3
- 51245240628. 4

Question Number : 82 Question Id : 51245213157 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the "Bounce Rate" in Google Analytics?

1. Percentage of total site exits
2. Number of times users returned to a website in a given time period
3. Percentage of visits when a user landed on a website and exited without any interactions
4. Percentage of sessions in which a user exits from a homepage

Options :

- 51245240629. 1
- 51245240630. 2
- 51245240631. 3
- 51245240632. 4

Question Number : 83 Question Id : 51245213158 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which Goals are available in Google Analytics?

1. Pageview, Event, Transaction, Social
2. Location, Event, Time, Users per Session
3. Destination, Event, Pageview, Social
4. Destination, Event, Duration, Pages/Screens per Session

Options :

- 51245240633. 1
- 51245240634. 2
- 51245240635. 3
- 51245240636. 4

Question Number : 84 Question Id : 51245213159 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many maximum fans can be there for a Facebook Page

1. 5000
2. 10000
3. 50000
4. Unlimited

Options :

51245240637. 1

51245240638. 2

51245240639. 3

51245240640. 4

Question Number : 85 Question Id : 51245213160 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is correct?

- A. You can merge two Facebook pages
- B. Facebook Page Admin role can be assigned to another person
- C. Once a Facebook page is created you can Unpublish it
- D. You can instantly create username for your Page

Choose the **correct** answer from the options given below:

- 1. A, B and D only
- 2. A, B, C only
- 3. B and C only
- 4. A, B, C, D

Options :

- 51245240641. 1
- 51245240642. 2
- 51245240643. 3
- 51245240644. 4

Question Number : 86 Question Id : 51245213161 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT shown on the default Facebook Insight Graph?

- 1. Impressions
- 2. Posts
- 3. Weekly Total Reach
- 4. People Talking About This

Options :

51245240645. 1

51245240646. 2

51245240647. 3

51245240648. 4

Question Number : 87 Question Id : 51245213162 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following allows users to share their location on Facebook?

1. Pin-Points
2. Check-Ins
3. Shout-Outs
4. Four-Squares

Options :

51245240649. 1

51245240650. 2

51245240651. 3

51245240652. 4

Question Number : 88 Question Id : 51245213163 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

If you want to be sure that someone specific reads your message, what do you put before his/her Twitter name?

1. \$
2. @
3. #
4. RT

Options :

51245240653. 1

51245240654. 2

51245240655. 3

51245240656. 4

Question Number : 89 Question Id : 51245213164 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Who is the creator of Twitter?

1. Mark Zuckerberg
2. Jack Davids
3. Jack Dorsey
4. Fiona Gurtrude

Options :

51245240657. 1

51245240658. 2

51245240659. 3

51245240660. 4

Question Number : 90 Question Id : 51245213165 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The code used for re-tracking the audience in Twitter Advertising is known as

1. Pixel
2. Website Tag
3. Insight Tag
4. Tag

Options :

51245240661. 1

51245240662. 2

51245240663. 3

51245240664. 4

Question Number : 91 Question Id : 51245213166 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

You want to show your video ads on Twitter in premium published content. Which objective would you select?

1. Video views
2. Pre-roll views
3. Website clicks
4. Website clicks

Options :

- 51245240665. 1
- 51245240666. 2
- 51245240667. 3
- 51245240668. 4

Question Number : 92 Question Id : 51245213167 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

What is the official Twitter bird's name?

1. Larry
2. Chip
3. Birdy
4. Twitty

Options :

- 51245240669. 1
- 51245240670. 2
- 51245240671. 3
- 51245240672. 4

Question Number : 93 Question Id : 51245213168 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following objective is relevant for engagement?

1. Micro Objective
2. Macro Objective
3. Mini Objective
4. Main Objective

Options :

- 51245240673. 1
- 51245240674. 2
- 51245240675. 3
- 51245240676. 4

Question Number : 94 Question Id : 51245213169 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The sequence of a sales process includes:

1. Lead generation, Call, Presentation and Sale
2. Sale, Presentation, Lead generation and Call
3. Presentation, Lead generation, Sale and Call
4. Lead generation, Call, Sale and Presentation

Options :

- 51245240677. 1
- 51245240678. 2
- 51245240679. 3
- 51245240680. 4

Question Number : 95 Question Id : 51245213170 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which one of the following is an example of business-to-business services offered by Google which gains advertising revenue through hosted videos?

1. Google AdWords pay per click sponsored link advertising
2. Google Apps Business Application Suite
3. YouTube Brand Channel
4. Google Search application providing online website services for website owners

Options :

- 51245240681. 1
- 51245240682. 2
- 51245240683. 3
- 51245240684. 4

Question Number : 96 Question Id : 51245213171 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The best way to improve search engine ranking is with

1. Video
2. A blog
3. Having at least 500 words of text per page
4. Using a lot of graphics per page

Options :

- 51245240685. 1
- 51245240686. 2
- 51245240687. 3
- 51245240688. 4

Question Number : 97 Question Id : 51245213172 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

How many different ways are there to engage audiences digitally?

1. Four: Buying, Entertaining, Sharing, Learning
2. Five: Buying, Entertaining, Sharing, Learning, Getting Help
3. Six: Buying, Entertaining, Sharing, Learning, Getting Help, Listening
4. Seven: Buying, Entertaining, Sharing, Learning, Getting Help, Listening, Helping

Options :

- 51245240689. 1
- 51245240690. 2
- 51245240691. 3
- 51245240692. 4

Question Number : 98 Question Id : 51245213173 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

Which of the following qualifies as an important item to include on your landing page?

1. Ratings and Reviews
2. Social Media Icons
3. Site Navigation
4. Company Mission Statement

Options :

- 51245240693. 1
- 51245240694. 2
- 51245240695. 3
- 51245240696. 4

Question Number : 99 Question Id : 51245213174 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

A persona is best described as

1. A list of attributes
2. A demographic profile of an actual, typical customer
3. A look inside the head of a representative customer
4. All of the Above

Options :

- 51245240697. 1
- 51245240698. 2
- 51245240699. 3
- 51245240700. 4

Question Number : 100 Question Id : 51245213175 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No Correct Marks : 1 Wrong Marks : 0

The difference between "push" marketing and "pull" marketing is:

1. Prospects are pre-qualified in "pull" marketing, whereas in "push" marketing they are not
2. "Pull" marketing is web marketing such as SEO and PPC, whereas "push" marketing is non-web marketing such as television, radio, and magazines
3. "Pull" marketing is generally more effective than "push" marketing
4. All of the above are differences

Options :

- 51245240701. 1
- 51245240702. 2
- 51245240703. 3
- 51245240704. 4