

National Testing Agency

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Digital Marketing

Group Number :	1
Group Id :	94091812
Group Maximum Duration :	0
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Show Attended Group? :	No
Edit Attended Group? :	No
Break time :	0
Group Marks :	100
Is this Group for Examiner? :	No

Digital Marketing-1

Section Id :	94091824
Section Number :	1
Section type :	Online
Mandatory or Optional :	Mandatory

Number of Questions :	100
Number of Questions to be attempted :	100
Section Marks :	100
Enable Mark as Answered Mark for Review and Clear Response :	Yes
Sub-Section Number :	1
Sub-Section Id :	94091842
Question Shuffling Allowed :	Yes

Question Number : 1 Question Id : 940918623 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is an example of digital marketing?

1. Search Engine optimization
2. E-mail
3. Display Advertising
4. All of these

Options :

9409182029. 1

9409182030. 2

9409182031. 3

9409182032. 4

Question Number : 2 Question Id : 940918624 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In which year, LinkedIn was started?

1. 2004
2. 2003
3. 2002
4. 2001

Options :

9409182033. 1

9409182034. 2

9409182035. 3

9409182036. 4

Question Number : 3 Question Id : 940918625 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many First-degree connections can be there in LinkedIn?

1. 45000

2. 30000

3. 25000

4. 50000

Options :

9409182037. 1

9409182038. 2

9409182039. 3

9409182040. 4

Question Number : 4 Question Id : 940918626 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How can you build a robust LinkedIn profile that will lead people to you?

1. A colored profile picture.

2. Write a dazzling About/Summary section. Tell your personal brand story.

3. A verified account.

4. A black and white profile picture.

Options :

9409182041. 1

9409182042. 2

9409182043. 3

9409182044. 4

Question Number : 5 Question Id : 940918627 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Take a look at your headline (the sentence under your name on your profile). Which of the following best reflects what you see?

1. There are no words under my name.
2. It's just my job title.
3. It explains what I do and the outcomes I achieve
4. I've written something creative which captures attentions

Options :

9409182045. 1

9409182046. 2

9409182047. 3

9409182048. 4

Question Number : 6 Question Id : 940918628 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many different types of LinkedIn Pages can you create?

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

Options :

9409182049. 1

9409182050. 2

9409182051. 3

9409182052. 4

Question Number : 7 Question Id : 940918629 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

You briefly describe what your company does in LinkedIn Page is

1. Headline
2. Summary
3. Tagline
4. Description

Options :

9409182053. 1

9409182054. 2

9409182055. 3

9409182056. 4

Question Number : 8 Question Id : 940918630 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many campaigns can be created under each campaign Group under LinkedIn Ad Account?

1. 1000
2. 2000
3. 3000
4. 5000

Options :

9409182057. 1

9409182058. 2

9409182059. 3

9409182060. 4

Question Number : 9 Question Id : 940918631 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an objective under LinkedIn Campaigns

1. Website Visit
2. Brand Awareness
3. Lead Generation
4. Subscriptions

Options :

9409182061. 1

9409182062. 2

9409182063. 3

9409182064. 4

Question Number : 10 Question Id : 940918632 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In LinkedIn campaign designing, you want to target your audience on the basis of gender.

Which option would you choose from the following?

1. Audiences
2. Audience Attributes
3. Audience Expansion
4. Matched Audience

Options :

9409182065. 1

9409182066. 2

9409182067. 3

9409182068. 4

Question Number : 11 Question Id : 940918633 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many ad formats are available in LinkedIn Campaigns for an objective 'Website Visits' ?

1. 10
2. 9
3. 8
4. 6

Options :

9409182069. 1

9409182070. 2

9409182071. 3

9409182072. 4

Question Number : 12 Question Id : 940918634 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

LinkedIn Campaign Manager gives you control over your ad campaign budgets by providing several budget options. Which option is correct

1. Set a Daily budget
2. Set a lifetime Budget
3. Set both daily and life time Budget
4. All are correct

Options :

9409182073. 1

9409182074. 2

9409182075. 3

9409182076. 4

Question Number : 13 Question Id : 940918635 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The process of hosting your content on a server for the purpose of a website is called as

1. Webhosting
2. Web Severing
3. Cloud Computing
4. HostGator

Options :

9409182077. 1

9409182078. 2

9409182079. 3

9409182080. 4

Question Number : 14 Question Id : 940918636 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

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

1. Search marketing.
2. Viral marketing.
3. Retail marketing.
4. Social web marketing.

Options :

9409182081. 1

9409182082. 2

9409182083. 3

9409182084. 4

Question Number : 15 Question Id : 940918637 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

To make your website mobile friendly, you can make your website

1. Responsive
2. Reactive
3. Fast Loading
4. Light

Options :

9409182085. 1

9409182086. 2

9409182087. 3

9409182088. 4

Question Number : 16 Question Id : 940918638 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a CMS?

1. WordPress
2. Drupal
3. Joomla
4. SAP

Options :

9409182089. 1

9409182090. 2

9409182091. 3

9409182092. 4

Question Number : 17 Question Id : 940918639 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is true to a static website?

1. The content of a website remains same to all the users irrespective time or a location
2. There is no animated text on a website
3. There is no scroll bar on webpages
4. Once the website created, content is not updated.

Options :

9409182093. 1

9409182094. 2

9409182095. 3

9409182096. 4

Question Number : 18 Question Id : 940918640 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is the latest Editor used in WordPress?

1. Block Editor
2. Classic Editor
3. Word Editor
4. Elementor

Options :

9409182097. 1

9409182098. 2

9409182099. 3

9409182100. 4

Question Number : 19 Question Id : 940918641 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

WordPress offers you the ability to create a custom URL structure for your permalinks and archives. Which of the following is the correct format for Post Name Permalink for a site www.dmmooc.in

1. <http://www.dmmooc.in/2020/12/27/sample-post/>
2. <http://www.dmmooc.in/sample-post/>
3. <http://www.dmmooc.in/archives/123>
4. <http://www.dmmooc.in/samplepost/>

Options :

9409182101. 1

9409182102. 2

9409182103. 3

9409182104. 4

Question Number : 20 Question Id : 940918642 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

While searching for an appropriate WordPress theme, How many types of feature filter are available withing WordPress?

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

Options :

9409182105. 1

9409182106. 2

9409182107. 3

9409182108. 4

Question Number : 21 Question Id : 940918643 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is true related to Website posts?

1. posts are for non-chronological content
2. posts are for chronological content
3. posts can be organized into post and sub-posts
4. posts by default don't allow taxonomy

Options :

9409182109. 1

9409182110. 2

9409182111. 3

9409182112. 4

Question Number : 22 Question Id : 940918644 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is highest privilege level in Wordpress?

1. Administrator
2. Author
3. Editor
4. Contributor

Options :

9409182113. 1

9409182114. 2

9409182115. 3

9409182116. 4

Question Number : 23 Question Id : 940918645 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which programming language is used to write Wordpress?

1. Java
2. Node
3. PHP
4. JavaScript

Options :

9409182117. 1

9409182118. 2

9409182119. 3

9409182120. 4

Question Number : 24 Question Id : 940918646 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

https stands for

1. hypertext transfer protocol standard
2. hypertext transfer protocol secure
3. hypertext protocol secure
4. hypertext protocol standard

Options :

9409182121. 1

9409182122. 2

9409182123. 3

9409182124. 4

Question Number : 25 Question Id : 940918647 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is an example of earned visibility?

1. Website
2. Facebook Page
3. Positive Online Reviews
4. Email marketing

Options :

9409182125. 1

9409182126. 2

9409182127. 3

9409182128. 4

Question Number : 26 Question Id : 940918648 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A strategy to bring your website to the First page of Google SERP is called

1. Search Engine Marketing
2. Search Engine Optimization
3. Web indexing
4. Crawling

Options :

9409182129. 1

9409182130. 2

9409182131. 3

9409182132. 4

Question Number : 27 Question Id : 940918649 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The word or couple of words entered by you in Google Keyword Planner 's terminology is called

1. Seed Keyword
2. Index Keyword
3. Initial Keyword
4. First Keyword

Options :

9409182133. 1

9409182134. 2

9409182135. 3

9409182136. 4

Question Number : 28 Question Id : 940918650 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A key metric to check the search frequency of a word in Google is called

1. Average daily searches
2. Average weekly searches
3. Average monthly searches
4. Average annual searches

Options :

9409182137. 1

9409182138. 2

9409182139. 3

9409182140. 4

Question Number : 29 Question Id : 940918651 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A platform of Google that examines the popularity of search query in the Google search across various regions and languages

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

Options :

- 9409182141. 1
- 9409182142. 2
- 9409182143. 3
- 9409182144. 4

Question Number : 30 Question Id : 940918652 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is rebranded as Google Search Console

1. Google Webmaster
2. Google Trends
3. Google Keyword Planner
4. Google Analytic

Options :

- 9409182145. 1
- 9409182146. 2
- 9409182147. 3
- 9409182148. 4

Question Number : 31 Question Id : 940918653 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is/are methods of Domain Name Ownership Verification?

- A. HTML file
- B. HTML Tag
- C. Google Analytics
- D. Google Tag Manager

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

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

Options :

- 9409182149. 1
- 9409182150. 2
- 9409182151. 3
- 9409182152. 4

Question Number : 32 Question Id : 940918654 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Alt Text is used for

- 1. Images
- 2. Links
- 3. Text
- 4. Videos

Options :

- 9409182153. 1
- 9409182154. 2
- 9409182155. 3
- 9409182156. 4

Question Number : 33 Question Id : 940918655 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A sitemap in the context of SEO is often referred

1. XML Site Map
2. Web Site Map
3. Page Site Map
4. XLM Site Map

Options :

9409182157. 1

9409182158. 2

9409182159. 3

9409182160. 4

Question Number : 34 Question Id : 940918656 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Keyword Density is

1. the percentage of the number of times a keyword appears on a page divided by the total number of words in that page
2. the percentage of the number of times a **keyword** appears in a website divided by the total number of words in a website
3. Total number of words in a Page
4. Average number of words per page of a website

Options :

9409182161. 1

9409182162. 2

9409182163. 3

9409182164. 4

Question Number : 35 Question Id : 940918657 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How would you optimise URL in WordPress

1. From Permalinks
2. From Theme settings
3. From Widgets
4. From Post Categories

Options :

9409182165. 1

9409182166. 2

9409182167. 3

9409182168. 4

Question Number : 36 Question Id : 940918658 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A space between lines refers to

1. Line Length
2. Line Height
3. Padding
4. Margin

Options :

9409182169. 1

9409182170. 2

9409182171. 3

9409182172. 4

Question Number : 37 Question Id : 940918659 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The minimum Font size recommended by Yoast SEO is

1. 14 px
2. 16 px
3. 18px
4. 12px

Options :

9409182173. 1

9409182174. 2

9409182175. 3

9409182176. 4

Question Number : 38 Question Id : 940918660 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The good line length is

1. 9-12 words
2. 12-15 words
3. 15-20 words
4. There is no such rule

Options :

9409182177. 1

9409182178. 2

9409182179. 3

9409182180. 4

Question Number : 39 Question Id : 940918661 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Click on a 'word' in your website takes you to another website is called

1. Outside link
2. Outbound link
3. Outgoing link
4. Back link

Options :

9409182181. 1

9409182182. 2

9409182183. 3

9409182184. 4

Question Number : 40 Question Id : 940918662 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many traffic lights are there in Yoast SEO readability analysis

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

Options :

9409182185. 1

9409182186. 2

9409182187. 3

9409182188. 4

Question Number : 41 Question Id : 940918663 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Flesch reading Ease score ranges from

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

Options :

9409182189. 1

9409182190. 2

9409182191. 3

9409182192. 4

Question Number : 42 Question Id : 940918664 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In a web copy, the acceptable Flesch reading Ease is

1. 60-70
2. 70-80
3. 10-20
4. 20-30

Options :

9409182193. 1

9409182194. 2

9409182195. 3

9409182196. 4

Question Number : 43 Question Id : 940918665 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In readability analysis, Yoast SEO checks for

- A. Transition of words
- B. Paragraph length
- C. Subheading distribution
- D. Subheading distribution

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

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

Options :

- 9409182197. 1
- 9409182198. 2
- 9409182199. 3
- 9409182200. 4

Question Number : 44 Question Id : 940918666 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the highest score of Google page rank a web page can have?

- 1. 1
- 2. 10
- 3. 100
- 4. 1000

Options :

- 9409182201. 1
- 9409182202. 2
- 9409182203. 3
- 9409182204. 4

Question Number : 45 Question Id : 940918667 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

A link given by others to your website is called

1. Back link
2. Incoming Link
3. Internal Link
4. Link bait

Options :

9409182205. 1

9409182206. 2

9409182207. 3

9409182208. 4

Question Number : 46 Question Id : 940918668 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Domain Authority (DA) is a search engine ranking score developed by Moz. It ranges from

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

Options :

9409182209. 1

9409182210. 2

9409182211. 3

9409182212. 4

Question Number : 47 Question Id : 940918669 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a Social Bookmarking site?

1. Pinterest
2. Digg
3. Reddit
4. Facebook

Options :

9409182213. 1

9409182214. 2

9409182215. 3

9409182216. 4

Question Number : 48 Question Id : 940918670 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. Profile creation	I. Page Quality
B. Page Rank	II. Low hanging fruit Technique
C. Domain Rating	III. Back link
D. Off-Page SEO	IV. Ahrefs

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

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

Options :

9409182217. 1

9409182218. 2

9409182219. 3

9409182220. 4

Question Number : 49 Question Id : 940918671 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How important is the authentication process in email marketing?

1. Not Important
2. Can be skipped
3. Very Important
4. depends on individual

Options :

9409182221. 1

9409182222. 2

9409182223. 3

9409182224. 4

Question Number : 50 Question Id : 940918672 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. Purchase Receipts	I. Business Mail
B. Gated Content Delivery	II. Promotional
C. New Product Release	III. Relational Mail
D. Job Application	IV. Transactional Mail

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

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

Options :

9409182225. 1

9409182226. 2

9409182227. 3

9409182228. 4

Question Number : 51 Question Id : 940918673 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a Bulk Mail Sender?

1. Get Response
2. Mail Chimp
3. A Weber
4. Yahoo Mail

Options :

9409182229. 1

9409182230. 2

9409182231. 3

9409182232. 4

Question Number : 52 Question Id : 940918674 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many Lists can be created under Free Plan of MailChimp?

1. 1
2. 2
3. 3
4. 4

Options :

9409182233. 1

9409182234. 2

9409182235. 3

9409182236. 4

Question Number : 53 Question Id : 940918675 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following file format supports contact importing in MailChimp?

1. .pdf
2. .csv
3. .jpg
4. .doc

Options :

9409182237. 1

9409182238. 2

9409182239. 3

9409182240. 4

Question Number : 54 Question Id : 940918676 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How double opt-in option will help you email marketing?

1. You can add a contact to the audience list two times
2. A confirmation mail will be sent to subscribers to confirm the mail
3. The promotional mail will surely land in the mail inbox of subscribers
4. The mail will be sent by the name of a person

Options :

9409182241. 1

9409182242. 2

9409182243. 3

9409182244. 4

Question Number : 55 Question Id : 940918677 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 insert subscriber's phone number?

1. ****|PHONE|****
2. *PHONE*
3. |PHONE|
4. *|PHONE|*

Options :

9409182245. 1

9409182246. 2

9409182247. 3

9409182248. 4

Question Number : 56 Question Id : 940918678 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If we want our subscribers to automatically join our e-mail list, which option would you suggest

1. QR code
2. Sign-up form
3. Double opt-in
4. Buying e-mail data base

Options :

9409182249. 1

9409182250. 2

9409182251. 3

9409182252. 4

Question Number : 57 Question Id : 940918679 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

While designing promotional email under MailChimp, you want to add Text on the right side of an image. Which block would you use

1. Text and Image
2. Only Text
3. Image Plus Caption
4. Need new Add-on for this purpose

Options :

9409182253. 1

9409182254. 2

9409182255. 3

9409182256. 4

Question Number : 58 Question Id : 940918680 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If you want to automatically segment you audience on the basis of interest and preferences, which option of mail chimp would you use.

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

Options :

9409182257. 1

9409182258. 2

9409182259. 3

9409182260. 4

Question Number : 59 Question Id : 940918681 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is open rate in email tracking?

1. Emails opened
2. emails opened divided by the total links clicked in a mail
3. emails opened divided by the total email sent
4. Email landed in inbox

Options :

9409182261. 1

9409182262. 2

9409182263. 3

9409182264. 4

Question Number : 60 Question Id : 940918682 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is/ are Mailchimp Metric?

A. Industry Average Open Rate

B. Click Rates by Campaign

C. Total Unsubscribes

D. New Subscribers

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

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

Options :

9409182265. 1

9409182266. 2

9409182267. 3

9409182268. 4

Question Number : 61 Question Id : 940918683 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Your client wants to increase the number of people visiting his website. When analyzing the data for his Search campaign, which metric do you most want to improve?

1. Clickthrough rate (CTR)
2. Converted clicks
3. Conversion rate
4. Impressions

Options :

9409182269. 1

9409182270. 2

9409182271. 3

9409182272. 4

Question Number : 62 Question Id : 940918684 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

While setting up a Search Network campaign, you want to maximize the number of clicks you can get. Which bidding strategy should you use to achieve this goal?

1. Cost-per-thousand impressions (CPM)
2. Automatic cost-per-click (CPC)
3. Cost-per-acquisition (CPA)
4. Manual cost-per-click (CPC)

Options :

9409182273. 1

9409182274. 2

9409182275. 3

9409182276. 4

Question Number : 63 Question Id : 940918685 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following items is not a component of Quality Score?

1. Landing page experience
2. Maximum cost-per-click (max. CPC) bid
3. Expected clickthrough rate (CTR)
4. Ad relevance

Options :

9409182277. 1

9409182278. 2

9409182279. 3

9409182280. 4

Question Number : 64 Question Id : 940918686 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Palak wants to use Enhanced CPC with her Manual Bidding strategy on Search Network Campaigns, she does not see the option for Enhanced CPC available for her. What might the most probable reason?

1. She needs to be using Search Network with Display Select campaign type to be able to use the Enhanced CPC bidding strategy
2. She needs to wait at least for 7 days after the setting up her first campaign before the Enhanced CPC option can be available for her
3. There must be some temporary technical issue with her Ad Account
4. She does not have any Conversion setup done for her account

Options :

9409182281. 1

9409182282. 2

9409182283. 3

9409182284. 4

Question Number : 65 Question Id : 940918687 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not a Smart Bidding Strategy?

1. Manual Bidding
2. Maximize Conversions
3. Target ROAS
4. Target CPA

Options :

9409182285. 1

9409182286. 2

9409182287. 3

9409182288. 4

Question Number : 66 Question Id : 940918688 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is CPA?

1. Cost Pass Annual
2. Cost Per Annual
3. Cost Per All
4. Cost Per Acquisition

Options :

9409182289. 1

9409182290. 2

9409182291. 3

9409182292. 4

Question Number : 67 Question Id : 940918689 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The maximum cost-per-click (CPC) bid is the

1. Amount an advertiser is required to pay to achieve top ad position
2. Actual amount an advertiser pays for each click on an ad.
3. Amount an advertiser must pay to outbid competitors.
4. Most an advertiser is willing to pay for each click on an ad

Options :

9409182293. 1

9409182294. 2

9409182295. 3

9409182296. 4

Question Number : 68 Question Id : 940918690 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

You can edit your_____ after you have completed the ad words account creation process

1. Keywords
2. Ad words Account Time Zone
3. Method Of Billing (Post pay Versus Prepay)
4. Payment Currency

Options :

9409182297. 1

9409182298. 2

9409182299. 3

9409182300. 4

Question Number : 69 Question Id : 940918691 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Adding placements to an ad group:

1. Does not affect the Quality Score for search
2. Negatively affects the Quality Score for search.
3. Improves the Quality Score on Google.
4. Improves the Quality Score for search

Options :

9409182301. 1

9409182302. 2

9409182303. 3

9409182304. 4

Question Number : 70 Question Id : 940918692 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the impact of poor landing page quality on an ad group?

1. The keywords in the ad group will be paused
2. The entire campaign will be paused
3. The keywords in the ad group will have a lower Quality Score
4. The ads in the ad group will be disapproved due to low Quality Score

Options :

9409182305. 1

9409182306. 2

9409182307. 3

9409182308. 4

Question Number : 71 Question Id : 940918693 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which is a benefit of AdWords for search marketing?

1. Increase position in organic search results.
2. Acquire potential qualified customers.
3. Understand how customers navigate websites.
4. Collect contact information automatically from potential customers.

Options :

9409182309. 1

9409182310. 2

9409182311. 3

9409182312. 4

Question Number : 72 Question Id : 940918694 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the name of Facebook's algorithm for determining how prominently content is displayed on the News Feed?

1. FeedRank
2. EdgeRank
3. PowerRank
4. PageRank

Options :

9409182313. 1

9409182314. 2

9409182315. 3

9409182316. 4

Question Number : 73 Question Id : 940918695 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the accepted ratio of content & engagement to sales messages?

1. 50-50
2. 25-75
3. 80-20
4. 20-80

Options :

9409182317. 1

9409182318. 2

9409182319. 3

9409182320. 4

Question Number : 74 Question Id : 940918696 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is NOT considered in Facebook's engagement metric?

1. Share
2. Comments
3. Like
4. Views

Options :

9409182321. 1

9409182322. 2

9409182323. 3

9409182324. 4

Question Number : 75 Question Id : 940918697 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is a Call To Action?

1. A global rallying cry, sparked socially online, that can mobilize like-minded individuals to make substantial, real-world change
2. A line, usually at the end of a content post, asking the reader to take an action (visit a page, submit a comment, etc.)
3. A weekly (or daily) theme or goal a company profile places for itself, achievable via Facebook traffic metrics
4. When a company sparks an increased focus on social media engagement, starting or cleaning up their image and accessibility on multiple social platforms.

Options :

9409182325. 1

9409182326. 2

9409182327. 3

9409182328. 4

Question Number : 76 Question Id : 940918698 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Google Analytics analysis can identify poorly performing pages with which of the following technique?

1. e-commerce reporting
2. Google Analytics Content Experiments
3. Google Website Optimizer
4. funnel visualization

Options :

9409182329. 1

9409182330. 2

9409182331. 3

9409182332. 4

Question Number : 77 Question Id : 940918699 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What model represents the hierarchical structure of a Google Analytics account?

1. Property > Account > View
2. Account > Property > View
3. View > Account > Property
4. Account > View > Property

Options :

9409182333. 1

9409182334. 2

9409182335. 3

9409182336. 4

Question Number : 78 Question Id : 940918700 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

The default session timeout duration in Google Analytics is how many minutes?

1. 20
2. 10
3. 30
4. 5

Options :

9409182337. 1

9409182338. 2

9409182339. 3

9409182340. 4

Question Number : 79 Question Id : 940918701 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If a user visits a web page with an embedded video ,leaves without clicking on anything, and the session times out, how will Google Analytics report the session?

1. As a click
2. As an event
3. As a bounce
4. As an interaction

Options :

9409182341. 1

9409182342. 2

9409182343. 3

9409182344. 4

Question Number : 80 Question Id : 940918702 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 :

9409182345. 1

9409182346. 2

9409182347. 3

9409182348. 4

Question Number : 81 Question Id : 940918703 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the maximum limit of characters to describe your Facebook page?

1. 255
2. 355
3. 200
4. 100

Options :

9409182349. 1

9409182350. 2

9409182351. 3

9409182352. 4

Question Number : 82 Question Id : 940918704 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Tracking code in Facebook is known as

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

Options :

9409182353. 1

9409182354. 2

9409182355. 3

9409182356. 4

Question Number : 83 Question Id : 940918705 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Weight, affinity, and time decay comprise ____

1. NFO
2. Facebook Open Source
3. PageRank
4. Edge Rank

Options :

9409182357. 1

9409182358. 2

9409182359. 3

9409182360. 4

Question Number : 84 Question Id : 940918706 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How many characters are you allowed in each tweet?

1. 100
2. 140
3. 150
4. 280

Options :

9409182361. 1

9409182362. 2

9409182363. 3

9409182364. 4

Question Number : 85 Question Id : 940918707 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is the best way to get results on Twitter?

1. Set-up your account. Follow as much people as possible and as a first tweet you send: 'Subscribe to our new programme, starts next week, see our website for more info'
2. You set-up your profile as good as possible, follow some users, listen what they are saying and post your first tweet: "Wow an amazing new world since I discovered Twitter! Thanks @maaikevanamijde for following me!"
3. You set-up your account, tweet a message every month and ignore everyone who's following you.
4. Set-up your account, follow some people and tweet about what you had for lunch, what movie you watched yesterday, the new shoes you bought, that you were bored during the last Vlerick event and that you got up late this morning

Options :

9409182365. 1

9409182366. 2

9409182367. 3

9409182368. 4

Question Number : 86 Question Id : 940918708 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which of the following is not an objective in available in Twitter campaigns?

1. Awareness
2. Consideration
3. Conversions
4. Lead Generation

Options :

9409182369. 1

9409182370. 2

9409182371. 3

9409182372. 4

Question Number : 87 Question Id : 940918709 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Select the correct sequence of hierarchy levels Top to Lower (1 for top, 2 for next) of Twitter Ad account.

- A. Ad Account
- B. Campaign
- C. Ad Groups
- D. Ads

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

- 1. 1,2,4,3
- 2. 3,4,2,1
- 3. 1,2,3,4
- 4. 4,3,1,2

Options :

- 9409182373. 1
- 9409182374. 2
- 9409182375. 3
- 9409182376. 4

Question Number : 88 Question Id : 940918710 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

If you want to tell a story, show off different products, or highlight more features, all within a single ad. Which ad format would you select.

- 1. Image ads
- 2. Carousel ads
- 3. Multiple ads
- 4. Slide show

Options :

- 9409182377. 1
- 9409182378. 2
- 9409182379. 3

9409182380. 4

Question Number : 89 Question Id : 940918711 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Offering users to download a Free Book from your website is an example of

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

Options :

9409182381. 1

9409182382. 2

9409182383. 3

9409182384. 4

Question Number : 90 Question Id : 940918712 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

In cPanel, from which section you can install WordPress

1. Files
2. Domains
3. Databases
4. Softaculous

Options :

9409182385. 1

9409182386. 2

9409182387. 3

9409182388. 4

Question Number : 91 Question Id : 940918713 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Digital marketing revolves around these 5Ds:

1. digital devices, digital platforms, digital media, digital data, and digital technology.
2. debt, digital platforms, digital media, digital data, and digital technology.
3. digital devices, digital platforms, digital media, digital data, and offline technology
4. All of these are correct

Options :

9409182389. 1

9409182390. 2

9409182391. 3

9409182392. 4

Question Number : 92 Question Id : 940918714 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

On page search engine optimization refers to

1. Programming keywords into a website
2. Evaluating each page of a website for design
3. The amount of links coming into your website
4. The number of search engine sites a website is submitted to

Options :

9409182393. 1

9409182394. 2

9409182395. 3

9409182396. 4

Question Number : 93 Question Id : 940918715 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

How are Digital Marketing and Social Media Marketing related?

1. They're the same thing
2. Digital is a subset of Social
3. Social is a subset of Digital
4. They're completely unrelated

Options :

9409182397. 1

9409182398. 2

9409182399. 3

9409182400. 4

Question Number : 94 Question Id : 940918716 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Your landing page will be most effective if it most resembles

1. Your website's home page
2. A blank page
3. The ad that is the referring ad to that landing page
4. The Google home page

Options :

9409182401. 1

9409182402. 2

9409182403. 3

9409182404. 4

Question Number : 95 Question Id : 940918717 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

SEO is comprised of three main areas: Technical, On-site optimization, and Off-site promotion. However, this categorization does not include the foundation of both on-site optimization and off-site promotion, which is _____.

1. Keyword Research
2. Reporting capabilities
3. Link sharing
4. Quality Score

Options :

9409182405. 1

9409182406. 2

9409182407. 3

9409182408. 4

Question Number : 96 Question Id : 940918718 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Your email marketing goals must be SMART, which is an acronym for specific, measurable, attainable, realistic, and timely. The most important of these five is:

1. Specific
2. Measurable
3. Realistic
4. Timely

Options :

9409182409. 1

9409182410. 2

9409182411. 3

9409182412. 4

Question Number : 97 Question Id : 940918719 Question Type : MCQ Option Shuffling : No Is Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

Which ad extension allows you to send traffic to different pages on your website?

1. Call
2. Sitelink
3. Callout
4. Structured snippet

Options :

9409182413. 1

9409182414. 2

9409182415. 3

9409182416. 4

Question Number : 98 Question Id : 940918720 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is an affinity audience?

1. Users who are similar to your remarketing list
2. Users who are in-market to buy a product
3. Users who show a long term interest in a topic
4. Users who are similar to your customer match list

Options :

9409182417. 1

9409182418. 2

9409182419. 3

9409182420. 4

Question Number : 99 Question Id : 940918721 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What are the three Quality Score factors?

1. Bid, CTR, Landing Page Experience
2. Landing Page Experience, Keyword Relevance, Expected CTR
3. Expected CTR, Ad Extensions, Landing Page Experience
4. Expected CTR, Ad Relevance, Landing Page Experience

Options :

9409182421. 1

9409182422. 2

9409182423. 3

9409182424. 4

Question Number : 100 Question Id : 940918722 Question Type : MCQ Option Shuffling : No Is

Question Mandatory : No

Correct Marks : 1 Wrong Marks : 0

What is Impression Share?

1. The percentage of times your ad was displayed divided by all possible impressions for that search term.
2. The percentage of times your ad was displayed when it was eligible to be displayed.
3. The percentage of times your ad was displayed higher than your primary competitor.
4. The percentage of impressions you lost due to a low ad rank.

Options :

9409182425. 1

9409182426. 2

9409182427. 3

9409182428. 4