SET	TYPE	MARKS	QUESTION	CO	PI	Bloom's Level	Accessible For	ANSWER-ONE	ANSWER-ONE-STATUS	ANSWER-TWO	ANSWER-TWO-STATUS	ANSWER-THREE	ANSWER-THREE-STATUS	ANSWER-FOUR	ANSWER-FOUR-STATUS
A	SINGLE-CORRECT	1	____, social media, mobile apps, and other digital channels are all examples of digital marketing used by companies and companies.	CO1		Understand	My Institute	Search Engines	Incorrect	Websites	Incorrect	Emails	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	Using ____, you improve your site's structure and content and conduct promotional activities to enhance your ranking on search engines.	CO1		Understand	My Institute	Search Engine Optimization	Correct	Social Media Marketing	Incorrect	Social Media Optimization	Incorrect	Serach Engine Marketing	Incorrect
A	SINGLE-CORRECT	1	In On-Page SEO, website owners use various methods and measures within their own websites to improve their website's ____ on search engines.	CO1		Understand	My Institute	Pages	Incorrect	Ranking	Correct	Portal	Incorrect	Data	Incorrect
A	SINGLE-CORRECT	1	____ and Google+ are all social media sites that are utilized in Social Media Optimization to increase traffic and, consequently, ranking for websites.	CO1		Understand	My Institute	Facebook	Incorrect	Twitter	Incorrect	Linkedin	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	Google ads are also known as -	CO1		Understand	My Institute	PPC Advertising	Incorrect	Pay-per-click advertising	Incorrect	Both A and B	Correct	None of the above	Incorrect
A	SINGLE-CORRECT	1	When a customer clicks on your PPC ad, they arrive on your ____ page.	CO2		Apply	My Institute	Home	Incorrect	About	Incorrect	Landing	Correct	Contact	Incorrect
A	SINGLE-CORRECT	1	Ads are displayed on websites that have given space to Google for advertising in the ____ network.	CO2		Apply	My Institute	Search Engine	Incorrect	Display	Correct	Both A and B	Incorrect	None of the above	Incorrect

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A	SINGLE-CORRECT	1	What is meant by Impression Share?	CO1		Understand	My Institute	The percentage of times your ad was displayed divided by all possible impressions that search term	Incorrect	The percentage of times your ad was displayed when it was eligible to be displayed	Incorrect	The percentage of times your ad was displayed higher than your primary competitor	Correct	The percentage of impressions you lost due to a low ad rank	Incorrect
A	SINGLE-CORRECT	1	A _____ is an example of business-to-business services offered by Google which gains advertising revenue through hosted videos.	CO1		Understand	My Institute	Google AdWords pay per click sponsored link advertising	Incorrect	Google Apps Business Application Suite	Incorrect	YouTube Brand Channel	Correct	Google Search application providing online website services for website owners	Incorrect
A	SINGLE-CORRECT	1	On page search engine optimization refers to	CO2		Apply	My Institute	Programming keywords into a website	Correct	Evaluating each page of a website for design	Incorrect	The number of links coming into your website	Incorrect	The number of search engine sites a website is submitted to	Incorrect
A	SINGLE-CORRECT	1	The best way to improve search engine ranking is with	CO2		Apply	My Institute	Video	Incorrect	A blog	Correct	Having at least 500 words of text per page	Incorrect	Using a lot of graphics per page	Incorrect

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A	SINGLE-CORRECT	1	What is a great way to improve your website's "stickiness", which is keeping someone on your website and encouraging them to come back?	CO2		Apply	My Institute	Make your website interactive with things to do such as quizzes, downloads, video to watch and audio to listen to	Correct	Have a lot of text to read	Incorrect	Make it difficult to locate the contact information	Incorrect	Pack a lot of graphics, photos, and text onto each page	Incorrect
A	SINGLE-CORRECT	1	What does "œbranding" mean in digital marketing?	CO2		Apply	My Institute	Market segmentation	Incorrect	Your target market	Incorrect	Personal identity and image	Correct	Putting your logo on products	Incorrect
A	SINGLE-CORRECT	1	What is a buyer persona?	CO1		Understand	My Institute	Your target audience	Incorrect	Someone who joins your mailing list	Incorrect	A repeat customer	Incorrect	A fictional representation of a group of customers	Correct
A	SINGLE-CORRECT	1	What is a key benefit of having an online presence for a business?	CO2		Apply	My Institute	The ability to sell products directly to customers through social media	Incorrect	Being visible when people search for a business like yours	Correct	Sending users emails to update them on new products	Incorrect	Being able to offer new customers promotional discounts	Incorrect
A	SINGLE-CORRECT	1	What should be the first step of a structured SEO plan?	CO2		Apply	My Institute	Identifying your ad budget	Incorrect	Buying an analytics software	Incorrect	Setting up your presence on social media sites	Incorrect	Keyword research	Correct

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A	SINGLE-CORRECT	1	Which of the following is earned media	CO1		Understand	My Institute	Mobile apps	Incorrect	Blogs	Incorrect	Microsite	Incorrect	Favorites	Correct
A	SINGLE-CORRECT	1	Which of the following is not a characteristic of digital marketing:	CO1		Understand	My Institute	Real Time	Incorrect	Uni directional	Correct	Push and Pull medium	Incorrect	Measurability	Incorrect
A	SINGLE-CORRECT	1	The Internet has become Zero moment of truth as:	CO1		Understand	My Institute	Marketers get instant feedback in digital marketing that can enable them to optimize their campaigns	Incorrect	Consumers look for information or reviews about a product or service on a search engine, social networks, websites, and forums before they visit a store	Incorrect	Marketers can form communities on social media thus nurturing relationship with consumers	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	As a digital marketer, whom are you not allowed to target, in your campaigns?	CO2		Apply	My Institute	Children	Correct	Old Age People	Incorrect	Women	Incorrect	Non working people	Incorrect
A	SINGLE-CORRECT	1	Which of the following platform can be apt for customer engagement:	CO2		Apply	My Institute	Linkedin	Correct	Youtubecom	Incorrect	Google	Incorrect	Bloomberg	Incorrect
A	SINGLE-CORRECT	1	Which of the following is not a form of UGC?	CO1		Understand	My Institute	Survey	Correct	Forums	Incorrect	Testimonials	Incorrect	Blogs	Incorrect

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A	SINGLE-CORRECT	1	Which method of advertising blends with the content and context of a page?	CO1		Understand	My Institute	Target Advertising	Incorrect	Mobile Advertising	Incorrect	Native Advertising	Correct	Search Advertising	Incorrect
A	SINGLE-CORRECT	1	Suppose you own a page and a user visits multiple links in your website. Which of these will increase?	CO2		Apply	My Institute	Visitors Count	Incorrect	Page views Count	Correct	Link Count	Incorrect	Back ink Count	Incorrect
A	SINGLE-CORRECT	1	Clicks/Impressions is used to calculate:	CO1		Understand	My Institute	ROI	Incorrect	CPM	Incorrect	CPA	Incorrect	CTR	Correct
A	SINGLE-CORRECT	1	If you are selling a bike and advertising it on automobile websites, this method is:	CO1		Understand	My Institute	Keyword Targeting	Incorrect	Placement Targeting	Correct	Remarketing	Incorrect	Interest Category	Incorrect
A	SINGLE-CORRECT	1	Which of the following is measured in terms of signups achieved	CO2		Apply	My Institute	Fixed Cost	Incorrect	CPM	Incorrect	CPC	Incorrect	CPL	Correct
A	SINGLE-CORRECT	1	Which of the following is not Owned form of media	CO1		Understand	My Institute	Company's official website	Incorrect	Microsite	Incorrect	Sponsored advertisements	Correct	Twitter Handle	Incorrect
A	SINGLE-CORRECT	1	Twitter is useful for which of the following digital landscape:	CO1		Understand	My Institute	Online reputation management	Incorrect	Information dissemination	Correct	Customer aquisition	Incorrect	Brand building	Incorrect
A	SINGLE-CORRECT	1	Which of the following ads match the visual design and experience of the web page and look and feel like natural content	CO2		Apply	My Institute	In-app display ads	Incorrect	Search ads	Incorrect	Native ads	Correct	None of the above	Incorrect
A	SINGLE-CORRECT	1	You are recently employed as a digital marketer and realise you are less on manpower yet need to be consistently active online. What would you suggest to the company?	CO2		Apply	My Institute	Activate Chatbots	Correct	Use Recommendation Engine	Incorrect	Stay active in the office and try your best to be active, thereby cutting costs	Incorrect	Modift the company Strategies	Incorrect

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A	SINGLE-CORRECT	1	Which among these is not a feature of Marketing automation	CO2		Apply	My Institute	Increasing conversion rate	Incorrect	Providing deeper and accurate insights	Incorrect	Make sales and marketing processes more efficient and time saving	Incorrect	Integrating automated services to replace digital marketer	Correct
A	SINGLE-CORRECT	1	Which of the following best explains bounce rate	CO1		Understand	My Institute	Percentage of secondary visit	Incorrect	Percentage of single page visit	Correct	Percentage of people who exit the site	Incorrect	Percentage of pages visited by a user	Incorrect
A	SINGLE-CORRECT	1	How are all posts related to a topic linked together	CO2		Apply	My Institute	Common keywords	Incorrect	Common people who shared	Incorrect	Commom Hash Tags	Correct	Common Sources	Incorrect
A	SINGLE-CORRECT	1	ECRM has following automation modules	CO1		Understand	My Institute	Sales Automation	Incorrect	Marketing Automation	Incorrect	Service Automation	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	The digital marketers earn revenue from following media	CO2		Apply	My Institute	Owned Media	Incorrect	Earned	Incorrect	Paid Media	Incorrect	All of the above	Correct
A	SINGLE-CORRECT	1	Web 2.0 indicates the requirement of :	CO2		Apply	My Institute	Dynamic websites	Correct	Static Websites	Incorrect	Options 1 & 2	Incorrect	None of the options	Incorrect
A	SINGLE-CORRECT	1	Let's assume you are the only person visiting a website and, click on any link on this page and it redirects you to another page of that site then which of the following is true:	CO2		Apply	My Institute	Unique Visitor Count = 1 and Page Views Count = 1	Incorrect	Unique Visitor Count = 1 and Page Views Count = 2	Correct	Unique Visitor Count = 0 and Page Views Count = 2	Incorrect	Unique Visitor Count = 0 and Page Views Count = 1	Incorrect

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A	SINGLE-CORRECT	1	Which of the following is true about bloggers	CO2		Apply	My Institute	Bloggers are equal to media	Incorrect	Bloggers are generalists who can write about any topic	Incorrect	Bloggers actively share their opinion in the form of an article on a weblog	Correct	All of the above	Incorrect
A	SINGLE-CORRECT	1	Affiliate Marketing is the component of :	CO1		Understand	My Institute	Social Media marketing	Incorrect	Digital Marketing	Correct	Search Engine Marketing	Incorrect	None of the above	Incorrect