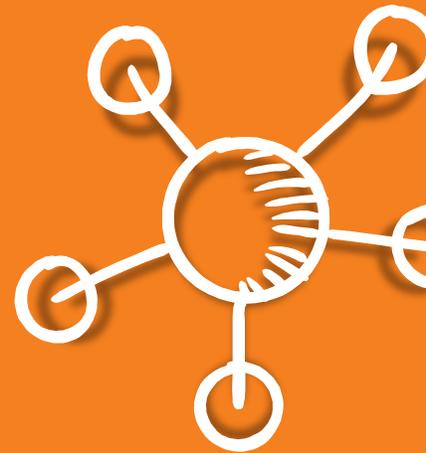# C | DM

EXAM

PRACTICE

QUESTIONS

1. Outbound marketing includes the use of _____.
   ☐ Blogs
   ☐ Infographics
   ☐ Podcasts
   ☐ Whitepapers
   ☐ Radio

2. Which of the following is a stage of digital marketing planning?
   ☐ Determine the customer and market needs
   ☐ Implement marketing strategy
   ☐ Maintain marketing campaign
   ☐ Track marketing campaign performance

3. Which of the following is a part of digital marketing planning?
   ☐ Understand the business strategy
   ☐ Implement marketing strategy
   ☐ Maintain marketing campaign
   ☐ Track marketing campaign performance

4. Which of the following processes does not come under market research landscape?
   ☐ Political Scene analysis
   ☐ Competition analysis
   ☐ SWOT analysis
   ☐ Customer Behavior analysis
   ☐ Physical Environment Analysis

5. Which of the following is not a part of digital marketing?
   ☐ Internet marketing
   ☐ SMS Marketing
   ☐ Billboard Marketing
   ☐ Content Marketing
   ☐ Social Media Marketing

6. Which of the following skills is not required for digital marketing?
   ☐ Basic graphic design

☐ Experimental and creative talent

☐ Business development and meeting appointments

☐ Research and Copywriting

☐ Scheduling and Planning

7. Which of the following advantages is not related to digital marketing?

☐ Optimize for Search Rankings

☐ Optimize for Conversion

☐ Optimize for Mobile Browsers

☐ Optimize for User Experience

☐ Optimize for Funds & Investors

8. Which of the following is a part of digital marketing planning?

☐ Provide Customer Feedback

☐ Recruit Digital Marketing Experts

☐ Develop Organizational Stakeholder Mapping

☐ Track Business Objective's goal performance

☐ Determine the customer and market needs

9. Which of the following is a part of digital marketing customer journey techniques?

☐ External Hypothesis

☐ External Environment

☐ Affiliate Marketing

☐ Hypothesis formulation

☐ Internal Hypothesis

10. Which of the following is not mandatory to develop an effective Digital Marketing Strategy?

☐ Describe goals.

☐ Recognize challenges.

☐ Understand target market and potential customer.

☐ Define and measure the marketing investment against the available marketing budget and KPIs.

☐ Propose plan to the target market for approval or further refinement.

11. Which of the following does not belong to Digital Marketing Stages?

☐ Differentiate

☐ Maintain

☐ Boost

☐ Generate

☐ Convert

12. Select the one NOT relevant to Digital Marketing Advantages over Traditional Marketing.

☐ Option to monetize efforts

☐ Option to measure efforts

☐ Option to expand globally

☐ Option to adapt quickly

☐ Option to withdraw failed campaigns or delete mistakes permanently

13. Internet marketing has several benefits. Which one is less truthful?

☐ The Internet helps a business to sell their products

☐ The Internet helps the business to connect with their customers

☐ The Internet guarantees the sale of a new product

☐ The Internet allows global sales

☐ The Internet allows for a global reach

14. Which of the following comes under Ansoff's Matrix of Market Strategies:

☐ Customer development

☐ Diversification

☐ Product penetration

☐ End-user education

☐ Internet development

15. Which of the following relates to traditional marketing?

☐ Newspapers

☐ Search engine

☐ Blogs

☐ Live streaming video

☐ Social media

16. Which of the following is NOT a key element of the website?

☐ Credibility

☐ Good Visual

☐ Navigation

☐ Payment gateway

☐ Content

17. Which one describes best a community building website?

☐ A social networking website

☐ A professional networking website

☐ A commercial website

☐ A working experience (CV/Resume) website

☐ A marriage proposal website

18. Which of the following would be considered website hosting?

☐ Shared website hosting

☐ Website builder

☐ Cloud website hosting

☐ Dedicated website hosting

☐ All of the above

19. Which of the following statements is FALSE about the web hosting?

☐ A website host is a computer that stores all the website data including text, databases, images, etc.

☐ When a user requests a domain name, a request is sent to the server (hosting machine), website data is downloaded onto the user's machine, and the website is displayed.

☐ Stable website hosting is very expensive, as it requires one or more servers and a high-speed Internet connection (T1, DS3, or GIG-E type connections).

☐ Web-hosting companies offer these services at a lower price when compared to hosting on your own.

☐ Web-hosting is part of website development primarily for security reasons.

20. Which of the following statements is not correct?

☐ If you are searching for a good host for your website, free hosting provides all the services that you want.

☐ Many of the free web hosts do not allow the subscriber to sell advertising space on their website and that can impact the profits for the business.

☐ The hosts that provide a free hosting service do not have sufficient funds to hire a customer support team.

☐ You do not need to check your server regularly and maintain it so that there won't be any server outages.

☐ If your website is not updated frequently, then there is a chance that your website will be ignored by search engines and users may not know about it.

21. Which one of the following is not a web usability procedure?

☐ Complex design features

☐ Enhanced productivity

☐ Minimal user errors

☐ Increased user satisfaction

☐ Reduced long-term development costs

22. Which of the following techniques is used to bring information architecture to life without building the website?

☐ Storyboards

☐ Page templates

☐ Personas

☐ Prototypes

☐ Annotated page layouts

23. Which of the following guidelines is NOT related to creating effective web content?

☐ Make sure that the text and graphics are clear and understandable when viewed without color.

☐ Design device-independent page elements that can be activated through a variety of input devices.

☐ Provide contextual information that helps users understand any complex pages.

☐ Delete tables that are transformed by accessible browsers.

☐ Ensure that the embedded user interfaces are accessible.

24. Which of the following security threats is NOT related to website development?

☐ Password guessing

☐ Data leakage

☐ Sniffing

☐ Denial of Service

☐ Social engineering

25. Which of the following is NOT related to website testing?

☐ Speed loading check-up.

☐ CTA conversion check-up.

☐ Spelling errors check-up.

☐ Broken-links check-up.

☐ Payment gateway check-up.

26. Which of the following statements is NOT true regarding A/B testing?

☐ A/B testing compares two versions of the website to help select the better one.

☐ A/B testing studies your website overall performance.

☐ A/B testing evaluates a hypothesis.

☐ A/B testing observes user behavior in different scenarios.

☐ A/B testing validates the design that results in higher conversion rates.

27. Which of the following statements is NOT correct regarding web design?

☐ Website design is the process of developing a website.

☐ Minimalist website design is the strategy of removing unwanted elements from a website.

☐ HTML coding is used for designing the website.

☐ Illustrative web design defines and communicates with the brand message.

☐ Typography in website design can affect the overall look of the content.

28. Which of the following does not fall under good website design?

☐ Increased number of customer feedback submissions

☐ Returning visitors

☐ Opt-ins for promotions and newsletters

☐ Brand recognition and retention

☐ Increased sales

29. Which of the following is not part of the website design process?

☐ Determining objectives

☐ Developing technology and selecting a strategy

☐ Developing user interfaces and content

☐ Testing the website before release

☐ Hosting the website

30. Which of the following is NOT advisable for a creation of a good e-commerce website?

☐ Add social media and bookmarking buttons to your e-commerce site.

☐ Design a unique brand logo for your web store.

☐ Add RSS Feed to your blog posts linked to your product listings.

☐ Display clear information about the payment system.

☐ Show upcoming events and news related to your product category.

31. Which of the following steps should be done before the launch of an e-commerce website?

☐ Build a user-friendly website.

☐ Secure your site with SSL certificates.

☐ Maintain ideal keyword density in your website content for a good search engine rank.

☐ Test the site in different browsers and different operating systems.

☐ All of the above

32. Which of the following is a tactic for converting visitors into customers?

☐ Developing a good navigation scheme

☐ Optimizing for search rankings

☐ Developing comprehensive landing pages

☐ Scheduling and planning email campaigns

☐ All the above

33. Which of the following is a part of conversion optimization?

☐ Adding several call-to-action buttons

☐ Creating multiple landing pages

☐ Bidding for the most popular keywords

☐ Optimizing payment gateways and procedures

☐ Scheduling and planning email campaigns on Saturday evenings

34. We can optimize conversion rate with the help of _____.

☐ SEO

☐ Paid Ads

☐ Design features

☐ Compelling content

☐ Cross-device compatible pages

☐ All the above

35. What can indirectly affect conversion rate?

☐ Page Traffic

☐ Social Media Buttons

☐ External Links

☐ Number of contact details requested in a form

☐ All the above

36. Which of the following is a part of conversion optimization tips and tricks?

☐ Using cheesy stock photos

☐ Using multiple headings and titles throughout the page

☐ Using Chat bots with automatic responses

☐ Avoid using automatic image sliders or carousels

☐ Placing pop-ads

37. Which of the following is NOT a strategy for converting visitors into customers?

☐ Use of best navigation techniques

☐ Use of site map updating tools

☐ Use of various language options plug-ins

☐ Develop an easily accessible site

☐ Make the front page attractive

38. Which is not part of TOFU in Lead Generation process?

☐ Branding

☐ Advertising (Organic or Paid)

☐ Social Media Marketing

☐ Remarketing

☐ Campaign Marketing

39. Which of the following is NOT a benefit of CRM?

☐ Customer "Follow-up" automation

☐ Lead Management

☐ Customer Profiling & Segmentation

☐ Lead Generation

☐ Work flow optimization

40. Which of the following is NOT part of the SCM strategy?

☐ Actual market coverage

☐ Market penetration

☐ Inventory control

☐ Accessibility of the product

☐ Inventory visibility

41. Web traffic is used to monitor the behavior of _____.

☐ Website visitors

☐ Website products

☐ Website content

☐ Website owners

42. What is the default time of a session?

☐ 15 minutes

☐ 30 minutes

☐ 35 minutes

☐ 40 minutes

☐ 45 minutes

43. The _____ metric in web analytics indicates the number of webpages visited and loaded by visitor.

☐ Visits

☐ Page views

☐ Bounce rate

☐ Exit rate

☐ Entrances

44. The percentage of visits that are terminated on a particular page is known as the _____.

☐ Bounce rate

☐ Conversion rate

☐ Exit rate

☐ Entrances

☐ None of the above

45. Conversion rate is a metrics that can be used to analyze effectiveness of:

☐ Modified menu name on a navigation bar

☐ Improved promotional graphic in a website container

☐ Improved data-capture form

☐ Optimized landing page design

☐ All of the above

46. Google real time reporting shows:

☐ Number of visitors' active, page views per second and page views per minute

☐ Number of visitors' active, sessions per device and country

☐ The country from where traffic is coming

☐ The browser used

☐ The device used

47. Browser information comes under which analysis?

☐ Demographic analysis

☐ Behavior analysis

☐ Technology analysis

☐ Content analysis

☐ All the above

48. Which of the following comes under mobile analysis?

☐ Browser and OS of a visitor

☐ Engagement of a visitor

☐ Language of a visitor

☐ Devices used by a visitor

☐ All the above

49. Which of the following comes under conversion overview?

☐ Browser and OS of a visitor

☐ Engagement of a visitor

☐ Language of a visitor

☐ Lead generation

☐ All the above

50. Which of the following comes under conversion overview?

☐ Browser and OS of a visitor

☐ Engagement of a visitor

☐ Language of a visitor

☐ Goal conversion

☐ All the above

51. What is the Google Webmaster tool used for?

☐ Submits/checks the sitemap for your website

☐ Provides management tools and diagnostic reporting for website developers

☐ Generates/checks the robots.txt file for your website

☐ Adjusts the crawl rate of the Google bots for your website and views the statistics

☐ All of the above

52. Inserting additional relevant keywords can improve _____.

☐ Audience Segmentation

☐ Customer satisfaction

☐ Webpage design

☐ Page performance in search engines

☐ None of the above

53. Which meta tag is acknowledged by all search engines?

☐ Large

☐ Small

☐ Description

☐ Unique

☐ All the above

54. Which type of HTML is used to build a webpage contain the same prebuilt content each time the page is loaded?

☐ Static

☐ Dynamic

☐ Custom

☐ Active

☐ Passive

55. Which of the following cannot be used to track and monitor the performance of the site?

☐ Google analytics

☐ Google Webmaster tools

☐ MailChimp

☐ All of the above

☐ None of the above

56. Site maps include _____.

☐ Frequency

☐ Indexing

☐ Listing

☐ Link baiting

☐ Link framing

57. What are the types of SEO?

☐ In-page SEO and Out-page SEO

☐ Back-page SEO and Front-page SEO

☐ On-page and Off-page SEO

☐ Up-page and Down-page SEO

☐ Inside and Outside page SEO

58. The problem faced by the search engines in determining the original creator of content is due to _____.

☐ Session IDs based on the URL

☐ Content theft

☐ Duplicate content

☐ Content hiding

☐ Copywriting

59. What does keyword density mean?

☐ Total number of keywords/ (Total number of words – Total number of HTML words)

☐ Total number of keywords/Total number of words on the page

☐ Total number of words/Total number of Keywords on the page

☐ Total number of keywords in page description

☐ Total number of keywords in page title

60. What is the appropriate percentage range for keyword density?

☐ 0.1-0.5%

☐ 3-5%

☐ 6-8%

☐ 8%-10%

☐ Greater than 10%

61. Which of the following is not one of the elements of off-page SEO?

☐ Content

☐ Keywords

☐ Directory submissions

☐ Valid CSS

☐ RSS

62. What should you not do to build backlinks for sites?

☐ Post in blogs

☐ Submit articles

☐ Buy links

☐ Exchange links with other sites

☐ Download links

63. Which of the following is not a link-building strategy?

☐ Anchor text

☐ Submissions

☐ Content promotion

☐ Campaigning

☐ All the above

64. What does a search engine use to rank a page?

☐ Rank meters

☐ Ranking steps

☐ Rank number

☐ Ranking algorithm

☐ All the above

65. Which keywords are embedded with style and title tags?

☐ H1, H2, H3

☐ H3, H4, H5

☐ H4, H5, H6

☐ H2, H4, H6

☐ H1, H3, H5

66. Search engines are _____-oriented in relation to the rankings in search results.

☐ User

☐ Design

☐ Speed

☐ Content

☐ Image

67. What does "search engine submissions" mean?

☐ Submitting a site to search engines

☐ Submitting a site to crawl engines

☐ Submitting a search engine to a site

☐ Submitting directories to search engines

☐ Submitting blogs/articles to search engines

68. Which of the following is a benefit of indexing?

☐ Search engine optimization

☐ Keyword optimization

☐ Content optimization

☐ Conversion optimization

☐ Link building

69. Which factors influence positions on local search results?

☐ Location, quantity, quality

☐ Position, expertise, creativity

☐ Prominence, distance, relevance

☐ Prominence, position, accuracy

☐ Relevance, visibility, accuracy

70. Which of the following affects Google PageRank?

☐ Count of inbound links to a webpage

☐ Subject matter of the website that provides the inbound links

☐ Text that describes the inbound link

☐ Count of outbound links on the webpage

☐ Count of outbound links on the landing pages

71. Which of the following search engine algorithms establishes the importance of a webpage?

☐ PageRank

☐ PageMap

☐ FastMap

☐ Florida

☐ SVD

72. Which of the following factors did the Panda update focus on?

☐ Quality content

☐ Keyword stuffing

☐ Website ranking

☐ Backlink quality

☐ Google webmaster guidelines

73. PageSpeed Insights grades a website on _____ and _____ versions.

☐ Mobile, Desktop

☐ Mobile, Tablet

☐ Desktop, Tablet

☐ Alpha, Beta

☐ Draft, Final

74. What is the effect of unstructured data on the ranking of a website?

☐ Higher ranking

☐ Lower ranking

☐ No effect

☐ Google Spam

☐ All the above

75. What is the result of using excessive anchor text in the content of a webpage?

☐ Improved ranking

☐ Improved structure

☐ Higher ranking

☐ A Google penalty

☐ Google Spam

☐ All the above

76. How can you restrict the search engine from indexing an URL?

☐ Using sitemap

☐ Using non optimized URL

☐ Using robots.txt file

☐ Using no-follow links

☐ All the above

77. 301 HTTP Response status is for?

☐ Page not found

☐ Temporary Redirection

☐ Permanent Redirection

☐ Site under construction

☐ Site under maintenance

78. Social Bookmarking is?

☐ Submitting website in classified listing

☐ Creating backlink on Tumblr, Stumbleupon

☐ Promoting site on Facebook and Twitter

☐ Placing ads on Facebook, Tumblr, LinkedIn etc.

☐ Creating social media accounts

79. CPC plays an important role in advertising because:

☐ It determines the financial success of a campaign

☐ It helps in evaluating ROI of ad campaign

☐ It determines the quality of traffic on website

☐ It determines whether an advertiser is over paying or underpaying per click.

☐ All of the above

80. A/B testing refers to:

☐ Measuring the impact of changes on a campaign

☐ Setting the budget of a campaign

☐ Finding the right set of keywords

☐ Improving the website rank

☐ None of the above

81. Marketing objectives must be:

☐ Strict, Measurable, Applicable, Realistic, Timely

☐ Specific, Measurable, Attainable, Realistic, Timely

☐ Specific, Meaningful, Applicable, Realistic, Timely

☐ Specific, Measurable, Applicable, Rare, Timely

☐ Specific, Measurable, Applicable, Realistic, Transparent

82. _____ involves posting advertisements and a company's banner or logo on different websites.

☐ Affiliate marketing

☐ Social media marketing

☐ Blogs

☐ All of the above

☐ None of the above

83. Advertising agencies are primarily aimed to help to _____.

☐ Hit the target audience

☐ Minimize the advertising budget

☐ Boost sales

☐ Build brand identity

☐ All the above

84. Advertisers use display engine marketing platforms to _____ on websites.

☐ Buy ads

☐ Place ads

☐ Manage ads

☐ All of the above

☐ None of the above

85. Campaign tracking is important because it helps to:

☐ Set the budget according to campaign performance

☐ Set the best design by tracking previous performance

☐ Improve the quality of the campaign

☐ Evaluate the ROI

☐ All of the above

86. Advertisers use ____ for tracking ads.

☐ Cookies

☐ Visitor information

☐ Search engine information

☐ All of the above

☐ None of the above

87. Low conversion rate refers to:

☐ Lower number of people directed to the website

☐ Lower number of people engaging on the website

☐ Lower number of people bouncing from the website

☐ All of the above

☐ None of the above

88. Which one is NOT correct about search engine advertising:

☐ Search engine charges advertisers when their ad is clicked

☐ Search engine displays ad relevant to search query entered by user

☐ Advertisers make advertising campaign in order promote their products and services

☐ Search engine shows only one ad at a time

89. Offering various discount to the visitors is the example of

☐ Click through landing page

☐ Lead generation landing pages

☐ Can be both

☐ None of the above

90. Search engine marketing is _____ marketing, which means companies use ads to promote products and services.

☐ Pull

☐ Push

☐ Free

☐ TV

☐ None of the above

91. _____ ensures a higher ranking probability in the top results of search engine.

☐ SEO

☐ SEA

☐ SMA

☐ SMM

☐ SMO

92. One of the methods for optimizing online marketing is:

☐ Paid search marketing

☐ Display advertising

☐ Search engine optimization

☐ Affiliate marketing

☐ Conversion tracking

93. Which statement is NOT correct about Search Engine Advertising?

☐ It increases traffic to website

☐ It increases brand awareness

☐ It provides a quality experience to online users

☐ It helps marketers target customers

☐ All of the above

94. Search engine marketing allows an advertiser to promote their brand through:

☐ Keyword search query

☐ Content-based advertisement

☐ Channel-based advertisement

☐ All of the above

☐ None of the above

95. Why do marketers use SEA for their business?

☐ To drive audience to their company website

☐ To increase customer engagement

☐ To promote special events

☐ All of the above

☐ None of the above

96. Targeting is important because it allows advertisers to:

☐ Select the right set of people to show their ads

☐ Select the right time to display their ads to people

☐ Promote their ads to the people they want

☐ All of the above

☐ None of the above

97. Advertisers use negative keywords to:

☐ Reject ad from displaying based on the search keyword

☐ Reject keywords based on an irrelevant ad

☐ Reject irrelevant keywords based on search ads

☐ All of the above

☐ None of the above

98. Cost per transaction refers to:

☐ Pricing based on the number of orders received as a result of ad placement

☐ Pricing based on the number of new leads generated by ad

☐ Pricing based on number of clicks

☐ Pricing based on number of sales

☐ None of the above

99. _____ help track the activity of a specific visitor in order to retarget that visitor.

☐ Ad space

☐ CPM

☐ Cookies

☐ Impressions

☐ All of the above

100. An ad that appears in separate window above the user's current page is called a:

☐ Pop-up ad

☐ Daughter Window ad

☐ Interstitial ad

☐ Floating ad

☐ None of the above

101. Which one of the factors is NOT used to determine a suitable search engine program?

☐ Review time

☐ Budget

☐ Bidding offered

☐ Capacity of displaying ads

☐ All of the above

102. Which factors help in selecting the right set of keywords?

☐ Keywords related to the content of the website

☐ Avoiding a broad phrase and general keywords

☐ Using a number of variations

☐ Selecting targeted keywords

☐ All of the above

103. Which of the following factors determines the amount of Pay-per-click bids?

☐ Bids that other advertisers are ready to pay

☐ Size of advertisement

☐ Size of keywords

☐ All of the above

☐ None of the above

104. The objective of a landing page is:

☐ Lower the cost of pay per click

☐ To convert the visitors into potential buyers

☐ To increase the popularity of a search engine

☐ Tracking the performance of campaign

☐ All of the above

105. A landing page is a better choice if compared to a homepage because:

☐ It makes it easy for visitors to get information on the website

☐ It has small size format than homepage

☐ It has large size format than homepage

☐ It has smaller CPC bid

☐ All of the above

106. Remarketing does NOT involve:

☐ Retargeting the audience who has already visited website

☐ Advertising the same product or services to the same targeted audience

☐ Bringing new customers

☐ All of the above

☐ None of the above

107. The _____ strategy helps advertisers target users based on complex criteria (e.g., a user from a campaign, domain, and search keyword).

☐ Classic remarketing

☐ Behavior retargeting

☐ Audience targeting

☐ Excluding visitors

☐ None of the above

108. The quality score of an ad is NOT determined by:

☐ Bidding on the ad

☐ Click-through rate

☐ Landing page actions

☐ All of the above

☐ None of the above

109. Dynamic search ads appear based on the _____.

☐ Content of the website

☐ Keywords

☐ URL of the website

☐ Logo of the website

☐ All of the above

110. Google AdWords allows advertisers to:

☐ Create an advertising campaign

☐ Choose particular keywords relevant to their products

☐ Reach a particular set of people

☐ All of the above

☐ None of the above

111. Google AdWords is the best network for advertising because it features _____.

☐ Accountability

☐ Budget flexibility

☐ Visibility

☐ Analysis

☐ All of the above

112. What does Google AdWords contain?

☐ Campaign design

☐ Keyword selection

☐ Campaign tracking

☐ All of above

☐ None of the above

113. When keywords are relevant to the website content, then a _____ campaign is best to display the ads.

☐ Search network

☐ Display network

☐ Search with network

☐ Remarketing

☐ None of the above

114. The headline in an AdWords ad can contain ____ characters

☐ 25

☐ 20

☐ 15

☐ 22

☐ 30

115. In _____, ads are shown on specific websites based on a user's most frequent visits.

☐ Placement targeting

☐ Interest targeting

☐ Contextual targeting

☐ Keywords targeting

☐ None of the above

116. Which of the following is NOT a part of targeting?

☐ Maximum ROI

☐ Improves the quality of the campaign

☐ Budgeting

☐ Audience selection

☐ Location selection

117. Which one is the most necessary option for a mobile ad campaign?

☐ Keyword targeting

☐ Location targeting

☐ Device targeting

☐ Customer targeting

☐ None of the above

118. Conversion tracking refers to checking:

☐ For users actions such as downloads, purchases, subscription, etc.

☐ Number of impressions and/or clicks on ad

☐ Cost per Click and Cost per Thousands

☐ All of the above

☐ None of the above

119. AdWords Application Programming Interface helps you to:

☐ Communicate with Google Team

☐ Practice on Application Coding

☐ Develop additional tools compatible with Google AdWords

☐ Manage remotely Google AdWords internal Team

☐ All the above

120. Click tag refers to:

☐ The link that redirects users to the ad

☐ The number of clicks on the ad from all sources

☐ The number of clicks on the ad from google

☐ The number of clicks on the ad from social media

☐ None of the above

121. Which AdWords setting cannot be changed after setting up an account:

☐ Location and Name

☐ Location and Currency

☐ Time zone and Location

☐ Time Zone and Currency

☐ Name and Time Zone

122. In Google AdWords where can you add comments?

☐ Campaigns and Keywords

☐ Campaigns and Ad Groups

☐ Ad Groups and Keywords

☐ All the above

☐ None of the above

123. How can you calculate the ROI:

☐ AdWords Revenue - Costs

☐ [Costs/ (AdWords Revenue –Costs)]*100

☐ [(AdWords Revenue –Costs)/Costs]*100

☐ Costs - AdWords Revenue

☐ None of the above

124. Which of the following is NOT a feature of high-quality guest posting?

☐ Provides great value

☐ Allows duplicate content

☐ Does not allow spam links from blogs

☐ Boosts brand reputation

☐ All of the above

125. Which of the following does NOT come under best practices for blogging?

☐ Best content strategy

☐ Should NOT promote on social networking website

☐ Attractive headlines

☐ Covering a specific topic

☐ All of the above

126. Conversion rate insight comes under which of the following content marketing KPIs?

☐ Consumption metrics

☐ Lead-generating metrics

☐ Sales metrics

☐ Sharing metrics

☐ None of the above

127. Under which of the following content marketing KPIs does manual reporting and anecdotes fall?

☐ Consumption metrics

☐ Lead-generating metrics

☐ Sales metrics

☐ Sharing metrics

☐ None of the above

128. Which of the following comes under intellectual property and copywriting?

☐ Intellectual property issues

☐ Testimonial disclosure requirements

☐ Advertising compliance

☐ All of the above

☐ None of the above

129. How would content be defined best?

☐ Content is the message your inbound strategy delivers

☐ Content is your landing pages and offers

☐ Content is your blog

☐ Content is your social media posts

☐ Content is your customers' feedback

130. What are the two essential criteria or creating best content?

☐ Buyer personas and the buyer's journey

☐ The inbound methodology and buyer personas

☐ Buyer personas and their goals

☐ The buyer's journey and buyer demographics

☐ The buyer's goals and journey

131. Which one is not an important metric when analyzing a content offer?

☐ Number of social followers

☐ Number of social shares

☐ Open rate

☐ Achievements by format type

☐ None of the above

132. Knowing what a searcher is looking for can help you to:

☐ Figure out keywords placement on your page

☐ Change your company's website design by their preferences

☐ Create content that will satisfy their intention

☐ All of the above

☐ None of the above

133. Email automated campaigns send emails to the user when a _____ is initiated.

☐ Trigger

☐ Automated send

☐ Segmentation

☐ Email list

☐ None of the above

134. Which of the following is NOT a type of CTA button?

☐ Lead Generation

☐ Lead Distribution

☐ Lead Nurturing

☐ Event Promotion

☐ None of the above

135. What is the optimum font size for mobile devices?

☐ 8 pixels

☐ 10 pixels

☐ 12 pixels

☐ 14 pixels

☐ 16 pixels

136. Data collection is done to find the user _____ on the email landing page.

☐ Profile

☐ Details

☐ Information

☐ Behavior

☐ Count

137. What step comes after "running variation" in the process of A/B testing?

☐ Analyze data

☐ Create variation

☐ Data collection

☐ Research

☐ Measurement

138. Which one of the following is NOT an email spam technique?

☐ Appending

☐ Image spam

☐ Blank spam

☐ Keyword stuffing

☐ None of the above

139. Purchasing email database lists may result most probably to:

☐ Increase in CTR

☐ Decrease in open rates

☐ Increase in click popularity

☐ Decrease hard bounces but increase soft bounces

☐ Decrease in deliverability rates

140. Who of the following brings customers to the website through another website?

☐ Merchant

☐ Affiliate

☐ Returning visitor

☐ Online customer

☐ Middleman

141. In which affiliate marketing program does an affiliate get paid for every single visit made through the provided link?

☐ Pay per performance

☐ Pay per click

☐ Pay per sale

☐ Pay per lead

☐ Pay per impression

142. In which affiliate marketing program does the affiliate get paid when a visitor purchases a product?

☐ Pay per performance

☐ Pay per click

☐ Cost per action

☐ Pay per lead

☐ Pay per impression

143. Which of the following is incorrect about affiliate marketing?

☐ An additional income is generated only for the affiliate

☐ There is no need for a huge investment

☐ No physical visit to the merchant's store is required

☐ All of the above

☐ None of the above

144. What form of marketing is particularly suited to generate revenue for both affiliates and merchants?

☐ Affiliate marketing

☐ Viral marketing

☐ E-mail marketing

☐ Permission marketing

☐ None of the above

145. Select the method that makes a business noticeable in affiliate marketing:

☐ Promoting videos

☐ Promoting relevant articles

☐ Using graphic banners

☐ Social media presence

☐ All of the above

146. The four main metrics in AdSense revenue are:

☐ CPC, CPM, users, page views

☐ CPM, CPC, CTR, CPE

☐ CPM, impressions, CPC, clicks

☐ Page views, impressions, CPM, CTR

147. Which of the following are true about CPM?

☐ It stands for Cost-per-Thousands-Impressions.

☐ It stands for Cost-per-Milestone.

☐ It is the price advertisers pay to serve 1000 impressions of their ad.

☐ All the above.

☐ None of the above.

148. Which of the following are true about CPC?

☐ It stands for Cost-per-Click.

☐ If you multiply average CPC by total clicks, you can calculate your revenue from clicks.

☐ It is an industry-wide term.

☐ All the above.

☐ None of the above.

149. Which of the following are true about RPM?

☐ Revenue –per-Thousands-Impressions

☐ Revenue-per-Milestone

☐ It is used AdSense reporting

☐ All the above

☐ None of the above

150. When you create a new ad unit in your AdSense account, what are the current options for ad type?

☐ Text only

☐ Display only

☐ Text and display

☐ All the above

☐ None of the above

151. Targeting an audience based on psychographics refers to:

☐ Identifying the target audience based on people's interests, personality, values, attitudes, and lifestyles

☐ Identifying the target audience based on age

☐ Identifying the target audience based on gender

☐ Identifying the target audience based on country

☐ All of the above

152. LinkedIn provides advertising opportunities for companies such as:

☐ Self-service advertising

☐ Company pages

☐ Sponsored InMail

☐ Sponsored updates

☐ All of the above

153. How can marketers plan an effective marketing campaign through a company page?

☐ Creating interesting and engaging content

☐ Asking their employees to follow company updates

☐ Engaging connections with regular communication

☐ All of the above

☐ None of the above

154. Which of the following is NOT a core feature of the SiteScout platform?

☐ Real-Time Bidding

☐ Real-Time Statistics

☐ Maximum Ad Reporting

☐ Granular Reporting

☐ Maximum Reach

155. Which of the following statements is NOT correct?

☐ The AdWords interface determines what portion of clicks and conversions arrive from desktop and mobile.

☐ Google enables you to target customers from specific devices, operating systems, and carriers.

☐ Make mobile-specific ad copy short, eye-catching, and concise because mobile users cannot engage with your ad for very long.

☐ To showcase your ads in the top position, it is better to start with a less aggressive bidding strategy first.

☐ Mobile search marketing is carried out to boost the company's visibility.

156. Which of the following considerations is NOT related to emails?

☐ Make sure your content is readable.

☐ Plain-text versions of email messages do not load easily.

☐ Optimize images for a small screen.

☐ Keep messages short and concise.

☐ Use a simple design in messages so they are easy to navigate.

157. Which of the following is NOT part of mobile conversion best practices?

☐ Present a lead-generation asset or CTA at the start of your landing page.

☐ Keep the opt-in email and off-site second steps.

☐ Simplify the process of conversions.

☐ Keep your lead-generation assets conversion approach simple.

☐ Do not use multi-step conversion mechanisms.

158. Which of the following is less related to mobile marketing services?

☐ QR Codes

☐ SMS Marketing

☐ Voice Marketing

☐ MMS Marketing

☐ Mobile Apps

159. What are the types of ad formats that show extra information about your business?

☐ App installs

☐ Ad extensions

☐ Deep link

☐ Ad extensions

☐ App extensions

160. Which of the following is NOT a metric used for online video advertising?

☐ SEO

☐ Stream quality

☐ Abandonment

☐ Total cost

☐ Average engagement

161. What is the name of Google AdWords tool which helps to use the valuable information acquired from conversion tracking to generate more leads and sales at low cost by giving such information as number of total clicks on the ads, number of people who watched the ad, number of conversions generated, etc.?

☐ Conversion Tracking

☐ Conversion Manger

☐ Conversion Optimizer

☐ Conversion Leader

☐ Conversion Reader

162. The part of the product that is non-physical and might consist of warranties, customer support, etc., is called _____.

☐ Core product

☐ Actual product

☐ Augmented product

☐ Virtual product

☐ Intangible product

163. Which of the following goes under Paid Media?

☐ SEO, Social Media, Media Partners, Influencers, Bloggers

☐ Website, Email, Blogs

☐ TV, Radio, Print Media, Sponsorships

☐ All of the above

☐ None of the above

164. Which of the following is a key element which Digital marketing mix depends on?

☐ Market Research

☐ Effective customer acquisition

☐ Value-added communication

☐ Brand loyalty

☐ All of the above

ANSWER KEY

1. Radio

2. Determine the customer and market needs

3. Understand the business strategy

4. SWOT analysis

5. Billboard Marketing

6. Business development and meeting appointments

7. Optimize for Funds & Investors

8. Determine the customer and market needs

9. Hypothesis formulation

10. Propose plan to the target market for approval or further refinement.

11. Differentiate

12. Option to withdraw failed campaigns or delete mistakes permanently

13. The Internet guarantees the sale of a new product

14. Diversification

15. Newspapers

16. Payment gateway

17. A social networking website

18. All of the above

19. Web-hosting is part of website development primarily for security reasons.

20. You do not need to check your server regularly and maintain it so that there won't be any server outages.

21. Complex design features

22. Storyboards

23. Delete tables that are transformed by accessible browsers.

24. Social engineering

25. CTA conversion check-up.

26. A/B testing studies your website overall performance.

27. HTML coding is used for designing the website.

28. Increased number of customer feedback submissions

29. Developing technology and selecting a strategy

30. Show upcoming events and news related to your product category.

31. All of the above

32. All the above

33. Optimizing payment gateways and procedures

34. All the above

35. All the above

36. Avoid using automatic image sliders or carousels

37. Use of site map updating tools

38. Remarketing

39. Lead Generation

40. Market penetration

41. Website visitors

42. 30 minutes

43. Page views

44. Exit rate

45. All of the above

46. Number of visitors' active, page views per second and page views per minute

47. Technology analysis

48. Devices used by a visitor

49. Lead generation

50. Goal conversion

51. All of the above

52. Page performance in search engines

53. Description

54. Static

55. MailChimp

56. Frequency

57. On-page and Off-page SEO

58. Duplicate content

59. Total number of keywords/Total number of words on the page

60. 3-5%

61. Valid CSS

62. Buy links

63. Campaigning

64. Ranking algorithm

65. H1, H2, H3

66. Content

67. Submitting a site to search engines

68. Search engine optimization

69. Prominence, distance, relevance

70. Count of inbound links to a webpage

71. PageRank

72. Quality content

73. Mobile, Desktop

74. Lower ranking

75. A Google penalty

76. Using robots.txt file

77. Permanent Redirection

78. Creating backlink on Tumblr, Stumbleupon

79. All of the above

80. Measuring the impact of changes on a campaign

81. Specific, Measurable, Attainable, Realistic, Timely

82. Affiliate marketing

83. Minimize the advertising budget

84. All of the above

85. All of the above

86. Cookies

87. Lower number of people engaging on the website

88. Search engine shows only one ad at a time

89. Lead generation landing pages

90. Push

91. SEA

92. Search engine optimization

93. It provides a quality experience to online users

94. All of the above

95. All of the above

96. All of the above

97. Reject ad from displaying based on the search keyword

98. Pricing based on the number of orders received as a result of ad placement

99. Cookies

100. Pop-up ad

101. Capacity of displaying ads

102. All of the above

103. Bids that other advertisers are ready to pay

104. All of the above

105. It makes it easy for visitors to get information on the website

106. Bringing new customers

107. Behavior retargeting

108. Bidding on the ad

109. Content of the website

110. All of the above

111. All of the above

112. All of above

113. Display network

114. 25

115. Placement targeting

116. Budgeting

117. Device targeting

118. For users actions such as downloads, purchases, subscription, etc.

119. Develop additional tools compatible with Google AdWords

120. The number of clicks on the ad from all sources

121. Time Zone and Currency

122. Campaigns and Ad Groups

123. [(AdWords Revenue –Costs)/Costs]*100

124. Allows duplicate content

125. Should NOT promote on social networking website

126. Lead-generating metrics

127. Sales metrics

128. All of the above

129. Content is the message your inbound strategy delivers

130. Buyer personas and the buyer's journey

131. Open rate

132. Create content that will satisfy their intention

133. Trigger

134. Lead Distribution

135. 16 pixels

136. Behavior

137. Analyze data

138. Keyword stuffing

139. Decrease in deliverability rates

140. Affiliate

141. Pay per click

142. Pay per performance

143. An additional income is generated only for the affiliate

144. Affiliate marketing

145. All of the above

146. CPM, impressions, CPC, clicks

147. All the above.

148. All the above.

149. All the above

150. All the above

151. Identifying the target audience based on people's interests, personality, values, attitudes, and lifestyles

152. All of the above

153. All of the above

154. Maximum Ad Reporting

155. To showcase your ads in the top position, it is better to start with a less aggressive bidding strategy first.

156. Plain-text versions of email messages do not load easily.

157. Keep the opt-in email and off-site second steps.

158. Voice Marketing

159. Ad extensions

160. Total cost

161. Conversion Optimizer

162. Augmented product

163. TV, Radio, Print Media, Sponsorships

164. All of the above