

# 220- Digital Marketing – I

## 1. What is the primary focus of Digital Marketing?

- a. Product manufacturing
- b. Service provision
- c. Creating a digital presence and engaging with the audience
- d. Traditional marketing techniques

**Answer: c. creating a digital presence and engaging with the audience**

## 2. How does Digital Marketing differ from Traditional Marketing?

- a. Digital Marketing is more expensive
- b. Traditional Marketing is faster
- c. Digital Marketing involves online channels, while Traditional Marketing uses offline channels
- d. Traditional Marketing is more interactive

**Answer: c. Digital Marketing involves online channels, while Traditional Marketing uses offline channels**

## 3. What does Physical marketing involve?

- a. Physical and digital integration
- b. Only physical marketing
- c. Only digital marketing
- d. physical marketing is not a valid concept

**Answer: a. Physical and digital integration**

**4. What is the role of cyber policy in the Digital Marketing Macro environment?**

- a. It does not impact Digital Marketing
- b. It regulates online payment methods
- c. It influences the legal and ethical aspects of Digital Marketing
- d. It only addresses cybersecurity concerns

**Answer: c. It influences the legal and ethical aspects of Digital Marketing**

**5. What does PESTAL Analysis involve in the context of Digital Marketing?**

- a. Analyzing pest control measures
- b. Evaluating the environmental factors affecting Digital Marketing
- c. Assessing the impact of technology on Digital Marketing
- d. PESTAL Analysis is not relevant to Digital Marketing

**Answer: b. evaluating the environmental factors affecting Digital Marketing**

**6. Why is segmentation important in Digital Marketing?**

- a. To increase product prices
- b. To identify and target specific customer groups
- c. To reduce competition
- d. Segmentation has no impact on Digital Marketing

**Answer: b. To identify and target specific customer groups**

**7. Which criteria are used for segmenting the Digital Audience?**

- a. Only geographic criteria
- b. Only demographic criteria
- c. Geographic, demographic, psychographic, and behavioral criteria
- d. Only psychographic criteria

**Answer: c. Geographic, demographic, psychographic, and behavioral criteria**

**8. What is the primary focus of Product Positioning in Digital Marketing?**

- a. Increasing production efficiency
- b. Aligning with competitors
- c. Creating a unique image in the customer's mind
- d. Positioning has no impact on Digital Marketing

**Answer: c. creating a unique image in the customer's mind**

**9. How is the Marketing Mix applied in the context of Digital Marketing?**

- a. Only through traditional channels
- b. It is not applicable in Digital Marketing
- c. Adjusting product, price, place, and promotion for online presence
- d. It only involves price adjustments

**Answer: c. Adjusting product, price, place, and promotion for online presence**

**10. What is the main difference between Inbound and Outbound Marketing?**

- a. Inbound focuses on online channels, while Outbound focuses on offline channels
- b. Inbound is more expensive than Outbound
- c. Outbound focuses on customer engagement, while Inbound focuses on advertising
- d. Inbound and Outbound are interchangeable terms

**Answer: a. Inbound focuses on online channels, while Outbound focuses on offline channels**

**11. What is the core objective of a website in Digital Marketing?**

- a. Displaying fancy graphics
- b. Achieving a high bounce rate
- c. Enhancing user experience and engagement
- d. Ignoring leads and traffic

**Answer: c. Enhancing user experience and engagement**

**12. What is the primary purpose of Search Engine Optimization (SEO) in Digital Marketing?**

- a. Reducing website traffic
- b. Enhancing website visibility on search engines
- c. Improving server performance
- d. SEO has no impact on Digital Marketing

**Answer: b. Enhancing website visibility on search engines**

**13. What model is used in Digital Marketing to understand consumer behavior?**

- a. Five Stage AACRO POEM model
- b. SWOT analysis
- c. Six Sigma model
- d. Maslow's Hierarchy of Needs

**Answer: a. Five Stage AACRO POEM model**

**14. What is the significance of Inbound Marketing in Digital Marketing?**

- a. It is not relevant to Digital Marketing
- b. It focuses on offline channels
- c. It aims to attract and engage customers through content
- d. Inbound Marketing only involves traditional advertising

**Answer: c. It aims to attract and engage customers through content**

**15. Which tool is used for website auditing in SEO?**

- a. Google Analytics
- b. SEM Rush
- c. Google Trends
- d. Google Tag manager

**Answer: a. Google Analytics**

**16. What is the primary difference between SEO and SEM?**

- a. SEO focuses on paid advertising, while SEM focuses on organic search
- b. SEO and SEM are interchangeable terms
- c. SEM involves paid advertising, while SEO focuses on organic search
- d. SEO and SEM have no impact on Digital Marketing

**Answer: c. SEM involves paid advertising, while SEO focuses on organic search**

**17. What does CTR stand for in the context of Search Engine Marketing?**

- a. Click-Through Rate
- b. Cost to Rank
- c. Click to Respond
- d. Conversion Tracking Ratio

**Answer: a. Click-Through Rate**

**18. Which tool is used for Pay Per Click (PPC) in Digital Marketing?**

- a. Google Trends
- b. Google Admob
- c. Word stream advisor
- d. Google Ads

**Answer: d. Google Ads**

**19. What is the fundamental concept behind Blogging in Digital Marketing?**

- a. Ignoring customer engagement
- b. Only for personal expression
- c. Creating valuable content to attract and engage audiences
- d. Blogging is not relevant in Digital Marketing

**Answer: c. creating valuable content to attract and engage audiences**

**20. What is the primary focus of Web Analytics in Digital Marketing?**

- a. Evaluating server performance
- b. Assessing website aesthetics
- c. Analyzing user behavior on a website
- d. Web Analytics is not applicable in Digital Marketing