

## 314- Digital Marketing II

**1. What is the interlinkage of working between search engines and website pages known as?**

- A) SEO**
- B) Link Building**
- C) Web Interconnection**
- D) Page Optimization**

**Answer: A) SEO**

**2. What is the primary focus of webpage and website structure in website development?**

- A) Design**
- B) Content**
- C) Navigation**
- D) All of the above**

**Answer: D) All of the above**

**3. Which type of Web Analytics focuses on analyzing social media data?**

- A) Conversion Web Analytics**
- B) Social Web Analytics**
- C) Mobile Web Analytics**
- D) Key Performance Indicators**

**Answer: B) Social Web Analytics**

**What is the purpose of Google Analytics in website analytics?**

- A) Content Creation**
- B) Traffic Analysis**
- C) Designing Remarketing Images**
- D) Mobile App Development**

**Answer: B) Traffic Analysis**

## **Digital Marketing Tools and Platforms:**

### **2.1 Google Adwords:**

**5. What does PPC stand for in the context of Google Adwords?**

- A) Page Per Click**
- B) Pay Per Click**
- C) Pay Per Conversion**
- D) Page Position Calculator**

**Answer: B) Pay Per Click**

### **2.2 Affiliate Marketing:**

**6. In digital marketing, what does CPA stand for?**

- A) Clicks per Ad**
- B) Cost per Action**
- C) Conversion Probability Analysis**
- D) Campaign Performance Assessment**

**Answer: B) Cost per Action**

### **2.3 Traffic Analysis:**

**7. How can you track website traffic using Google Analytics?**

- A) Implementing Cookies**
- B) Using IP Addresses**
- C) Analyzing Server Logs**
- D) Embedding Tracking Code**

**Answer: D) Embedding Tracking Code**

**Email Marketing:**

**8. What is the "Fuel-Value" in the Email Machine Strategy?**

- A) Emotional Appeal**
- B) Monetary Value**
- C) Value Proposition**
- D) Fuel for Thought**

**Answer: C) Value Proposition**

**9. In Email Marketing, who makes the purchase decision?**

- A) Buyer**
- B) Consumer**
- C) Both A and B**
- D) Neither A nor B**

**Answer: A) Buyer**

**10. What is the main advantage of Social Media Marketing over Online Marketing?**

- A) Limited Reach**
- B) Real-time Interaction**
- C) Static Content**

- **D) Higher Cost**

- **Answer: B) Real-time Interaction**

**11. Which tool is used for creating and optimizing Facebook Ads?**

- A) Google Adwords

- B) Facebook Power Editor

- C) Twitter Ads Manager

- D) Instagram Ads

- **Answer: B) Facebook Power Editor**

**12. What is the primary goal of Twitter Video Advertising?**

- A) Increase Followers

- B) Generate Leads and Traffic

- C) Promote App Installations

- D) Boost Website Traffic

- **Answer: B) Generate Leads and Traffic**

**13. How can you find video ideas with competitor analysis on YouTube?**

- A) Use Google Trends

- B) Analyze YouTube Analytics

- C) Conduct Keyword Research

- D) Use Social Media Listening Tools

- **Answer: B) Analyze YouTube Analytics**

**14. What is the first step in setting up an Instagram Business Account?**

- A) Choose a Profile Image

- B) Write a Bio

- C) Create Instagram Stories
- D) Optimize Instagram Analytics
- **Answer: A) Choose a Profile Image**

**15. Which type of LinkedIn Advertising involves displaying ads in the LinkedIn News Feed?**

- A) Sponsored Content
- B) Sponsored InMail
- C) Display Ads
- D) Text Ads
- **Answer: A) Sponsored Content**

**16. Why is it beneficial to market your business on Pinterest?**

- A) Limited Reach
- B) Visual Discovery and Inspiration
- C) Real-time Interaction
- D) Higher Cost
- **Answer: B) Visual Discovery and Inspiration**