Digital Marketing MCQ   Total Markes: 100

1. SMM helps improve -
a) Brand Awareness
b) Product Visibility
c) Both A and B
d) None of the above

2. Which of the following is NOT a feature available on a Facebook Business Page?
a) Insights
b) Groups
c) Events
d) Stories

3. What is the maximum number of ad accounts you can add to Facebook Business Manager?
a) 5
b) 10
c) 20
d) Unlimited

4) What does the term "ROI" stand for in social media marketing?
a) Reach on Instagram
b) Return on Investment
c) Reach of Influencers
d) Ratio of Interactions

5) What is the purpose of A/B testing in social media marketing?
a) To identify the best time to post content
b) To compare different ad creatives and determine the most effective one
c) To measure the percentage of fake followers
d) To track the number of clicks on a link

6) Where would you set your budget and schedule?
a) Campaign
b) Ad Set
c) Ad
d) None of these

7) Which of the following is a Facebook ad objective for brand awareness?
a) Traffic

b) Conversions
c) App installs
d) Reach

8) How can a company target prospective users via paid Facebook ads?
a) Browser bookmarks & download history
b) Keywords & search history
c) All of these
d) Interests & demographics

9) What is the character limit for a Facebook bio?
a) 155
b) 101
c) 156
d) 100

10) What is the primary purpose of YouTube advertising in a marketing campaign?

a) To drive traffic to competitor's videos
b) To increase the number of dislikes on a video
c) To promote a brand, product, or service to a targeted audience
d) To increase the number of spam comments on a video

11. What does "call-to-action" (CTA) mean in YouTube marketing?
a) Encouraging viewers to click on ads displayed during the video
b) Asking viewers to share the video on social media platforms
c) Directing viewers to take a specific action, such as subscribing or visiting a website
d) Inviting viewers to participate in a live stream

12. What is the term used for the area on a YouTube video where viewers can subscribe to the channel, view suggested videos, and see the video description?

a) Thumbnail
b) Video title
c) End screen
d) Video player

13. Which type of YouTube ad is a short video ad that cannot be skipped by viewers?
a) TrueView ads
b) Display ads
c) Non-skippable video ads
d) Bumper ads

14. Which of the following platforms is often used for professional networking and B2B marketing?
a) Facebook
b) Instagram
c) Twitter
d) LinkedIn

15. Which platform is known for its character limit and real-time updates?
a) Facebook
b) Instagram
c) Twitter
d) LinkedIn

16. What is the term for the practice of promoting a brand or product through influential individuals on social media?
a) Native advertising
b) Affiliate marketing
c) Influencer marketing
d) Content marketing

17.Which metric measures the number of users who engage with social media content, such as likes, comments, and shares?
a) Impressions
b) Click-through rate
c) Engagement rate
d) Conversion rate

18. What is the maximum length for a LinkedIn headline?
a) 50 characters
b) 120 characters
c) 220 characters
d) There is no character limit

19. Which of the following is NOT a best practice for optimizing your LinkedIn Company Page?
a) Using relevant keywords in the company description
b) Posting only promotional content
c) Adding a cover image that reflects your brand
d) Including a link to your company website

20. What is the primary purpose of LinkedIn for businesses?
a) Entertainment
b) Networking
c) Shopping

d) Gaming

21. How can YouTube Analytics help improve your video's performance?
a) By providing insights into audience demographics and behavior
b) By automatically optimizing video titles
c) By increasing video resolution
d) By allowing for automatic captioning

22.Which YouTube feature allows creators to monetize their videos through advertising?
a) YouTube Premium
b) YouTube Partner Program (YPP)
c) YouTube Red
d) YouTube Studio

23. Which section of a YouTube video typically has the most influence on its ranking in search results?
a) Tags
b) Description
c) Title
d) Thumbnail

24. What is an essential factor for optimizing YouTube videos for search engines?
a) Adding as many tags as possible
b) Using misleading titles
c) Creating long videos without breaks
d) Using relevant keywords in titles, descriptions, and tags

25. What is the primary goal of YouTube marketing?
a) Entertainment
b) Networking
c) Increasing brand visibility and engagement
d) Online shopping

26. What does SEO stand for?
a) Search Engine Operation
b) Search Engine Optimization
c) Search Engine Outreach
d) Search Engine Operation

27. Which of the following is NOT a major search engine?
a) Google
b) Bing
c) Yahoo
d) Facebook

28. What is the primary purpose of SEO?
a) Increasing website traffic
b) Decreasing website loading time
c) Reducing bounce rate
d) Enhancing social media presence

29. What is the term for the process of optimizing individual web pages to rank higher and earn more relevant traffic in search engines?
a) Off-page SEO
b) On-page SEO
c) Technical SEO
d) Social Media Optimization (SMO)

30. Which HTML tag is crucial for on-page SEO and typically contains the primary keyword for the webpage?
a) <title>
b) <h1>
c) <meta>
d) <body>

31. What is the term for the practice of increasing the quantity and quality of inbound links to a webpage to improve its search engine ranking?
a) Link building
b) Content syndication
c) Social bookmarking
d) Pay-per-click (PPC)

32. Which HTTP status code indicates that a webpage has been permanently moved to a new location?
a) 200 OK
b) 301 Moved Permanently
c) 404 Not Found
d) 503 Service Unavailable

33. What does SERP stand for?
a) Search Engine Ranking Page
b) Search Engine Results Page
c) Search Engine Research Paper
d) Search Engine Registration Process

34. What is the term for the process of optimizing a website's structure and settings to make it easier for search engine crawlers to index and understand its content?
a) On-page SEO

b) Off-page SEO
c) Technical SEO
d) Local SEO

35. What is the term for the practice of optimizing website content to target specific geographic regions?
a) Global SEO
b) National SEO
c) Local SEO
d) Regional SEO

36. Which of the following is an important aspect of mobile SEO?
a) Page load speed
b) Responsive design
c) Mobile-friendly content
d) All of the above

37. What is the term for the process of improving the usability, accessibility, and user satisfaction of a website?
a) User Experience Optimization (UXO)
b) User Interface Design (UID)
c) Conversion Rate Optimization (CRO)
d) Search Engine Marketing (SEM)

38. Which of the following is NOT considered a technical SEO factor?
a) Website security (HTTPS)
b) Mobile-friendliness
c) Page load speed
d) Content relevance

39. What is the primary purpose of an XML sitemap in SEO?
a) To provide a visual representation of a website's structure
b) To improve user experience by organizing content
c) To instruct search engines on which pages to crawl and index
d) To display recent blog posts and updates

40. Which of the following factors does Google's PageRank algorithm primarily consider when determining the importance of web pages?
a) Page speed
b) Number of backlinks
c) Keyword density
d) Social media engagement

41. What is the term for the practice of creating multiple versions of a webpage to test different elements and determine which one performs the best?
a) A/B testing
b) Split testing
c) Multivariate testing
d) Regression testing

42. Which feature of Google Search Console allows you to request the removal of outdated or sensitive content from Google's search results?
a) Removals tool
b) Disavow links tool
c) Fetch as Google
d) URL Inspection tool

43. What is the recommended action if your website encounters security issues, such as malware or hacked content, as indicated by Google Search Console?
a) Ignore the warnings and continue as usual
b) Contact your web hosting provider for assistance
c) Install a security plugin and resolve the issues immediately
d) Disable Google Search Console notifications

44. Which of the following is NOT a feature of the URL Inspection tool in Google Search Console?
a) Checking the index status of a specific URL
b) Viewing crawl errors for a specific URL
c) Requesting indexing for a new or updated URL
d) Analyzing the performance of a specific URL in search results

45. Which of the following data does Google Analytics NOT track by default?
a) Pageviews
b) Session duration
c) Demographics of website visitors
d) Keywords used to find the website

46. Which of the following metrics indicates the percentage of sessions that result in a conversion on your website?
a) Conversion rate
b) Bounce rate
c) Exit rate
d) Average session duration

47. Which Twitter feature allows users to pin a specific tweet to the top of their profile?
a) Retweet
b) Like

c) Tweetstorm
d) Pin tweet

48. What is the purpose of Twitter Analytics for businesses?
a) To track competitors' tweets
b) To analyze audience demographics and engagement
c) To create custom emojis for tweets
d) To automate tweet replies

49. Which type of content typically receives the highest engagement on Twitter?
a) Text-only tweets
b) Tweets with images
c) Tweets with links
d) Tweets with polls

50. What is the term for a Twitter feature that allows users to categorize their tweets under a specific topic?
a) Followers
b) Lists
c) Trends
d) Hashtags

51. What is the primary purpose of Twitter for businesses?
a) Entertainment
b) Networking
c) Advertising products and services
d) Online shopping

52. How can businesses measure the effectiveness of their Pinterest marketing efforts?
a) By analyzing Pinterest Analytics data
b) By counting the number of Pins created
c) By tracking the number of followers gained
d) By posting Pins at random times

53. Which of the following is NOT a best practice for Pinterest marketing?
a) Using relevant keywords in PIN descriptions
b) Posting Pins sporadically
c) Using high-quality images and videos
d) Engaging with followers and other users

54. What is the term for the practice of optimizing Pinterest boards and Pins for better visibility in search results?
a) Pin optimization
b) Board optimization

c) Pin SEO
d) Pinterest optimization

55. Which Pinterest feature allows users to shop directly from Pins?
a) Buy Now button
b) Shop Now button
c) Purchase Pin
d) Add to Cart button

56. What is the term for a collection of Pins saved by a user on a specific topic?
a) Group
b) Collection
c) Board
d) Stream

57. What is the purpose of Pinterest Analytics for businesses?
a) To analyze audience demographics and engagement
b) To create boards and Pins
c) To communicate with followers
d) To schedule Pins for publication

58. How can businesses optimize their Pins for better visibility on Pinterest?
a) Using long, descriptive captions
b) Adding as many hashtags as possible
c) Uploading low-resolution images
d) Repinning only their own content

59. What is a "Pin" on Pinterest?
a) A user's profile picture
b) A link to a website
c) A visual bookmark of an image or video
d) A message sent between users

60. How can businesses measure the effectiveness of their Quora marketing efforts?
a) By counting the number of answers posted
b) By analyzing metrics such as views, upvotes, and clicks on their answers and links
c) By avoiding engagement with the Quora community
d) By posting irrelevant content on popular topics

61. Which of the following is NOT a Quora best practice for businesses?
a) Providing value-added answers to questions
b) Posting irrelevant content in popular topics
c) Interacting with other users and building relationships
d) Following relevant topics and spaces

62. How can businesses drive traffic to their website using Quora?
a) By spamming links to their website in every answer
b) By creating engaging and informative answers with relevant links to their website
c) By creating multiple Quora accounts to upvote their own answers
d) By ignoring questions related to their industry

63. What is the term for the action of a recipient marking an email as spam?
a) Unsubscribe
b) Opt-in
c) Bounce
d) Complaint

64. Which of the following is NOT a common type of email marketing campaign?
a) Welcome emails
b) Transactional emails
c) Social media posts
d) Promotional emails

65. How can A/B testing benefit email marketing campaigns?
a) By sending the same email to all subscribers
b) By comparing the performance of different email variations to optimize results
c) By ignoring subscriber feedback
d) By segmenting subscribers based on location

66. What is the purpose of segmentation in email marketing?
a) Sending the same email to all subscribers
b) Personalizing email content based on subscriber characteristics
c) Ignoring subscriber preferences
d) Avoiding customization

67. What is the term for the group of people you want to show your ads to on Facebook?
a) Followers
b) Friends
c) Audience
d) Likes

68. What is the term for a Facebook ad format that appears in users' News Feeds and blends in with organic content?
a) Carousel ad
b) Video ad
c) Sponsored post
d) Canvas ad

69. Which section of Facebook Business Ad Manager allows advertisers to create and manage ad campaigns?
a) Insights
b) Audience
c) Ad Set
d) Ads

70. Which of the following is an example of paid digital advertising?
a) Organic social media posts
b) Blogging
c) Google Ads
d) Influencer marketing

71. What is the term for marketing tactics that involve promoting products or services on social media platforms?
a) Social media marketing
b) Email marketing
c) Content marketing
d) Affiliate marketing

72. What is the term for the process of optimizing a website to rank higher in search engine results pages (SERPs)?
a) Search Engine Marketing (SEM)
b) Pay-per-click (PPC) advertising
c) Content marketing
d) Search Engine Optimization (SEO)

73. In which type of email campaige, advertisment are sent to target group of customer?
a) Direct email marketing
b) Indirect email marketing
c) Spamming
d) spoofing

74. What is the maximum video length allowed for a tweet on Twitter?
a) 15 seconds
b) 60 seconds
c) 140 seconds
d) 120 seconds

75. What is the maximum number of characters allowed in a Twitter DM (Direct Message)?
a) 100
b) 140

c) 1000
d) 10000

76. What is the maximum length of a Twitter username?
a) 15 characters
b) 20 characters
c) 25 characters
d) 30 characters

77. How many hashtags can be used in an Instagram post?
a) 5
b) 20
c) 30
d) 40

78. What is the maximum length of an Instagram Story video?
a) 15 seconds
b) 30 seconds
c) 60 seconds
d) 2 minutes

79. Which type of Instagram post receives the most engagement?
a) Images
b) Videos
c) Carousels
d) Stories

80. What is the aspect ratio for Instagram's standard photo posts?
a) 1:1
b) 4:3
c) 16:9
d) 2:1

81. What is the purpose of Instagram Reels?
a) To showcase long-form content
b) To display sponsored posts
c) To share behind-the-scenes moments and other short-form content
d) To create and share short-form videos with music and effects

82. We use _____ to display our latest content, our working hours, and also our location on a map so that our audience can get to know us better
    a) Twitter
    b) Instagram
    c) Facebook

d) Snapchat

83. LinkedIn was founded in the year -

a) 2001
b) 2002
c) 2003
d) 2004

84. There is no better social media platform for _____ marketing than LinkedIn.

a) B2C
b) B2G
c) B2B
d) B2B2C

85. Which of the following is an image-pinning website?
a) Twitter
b) Instagram
c) Pinterest
d) Snapchat

86. Which of the following is a free video-sharing platform created in the year 2005?
a) Instagram
b) Facebook
c) YouTube
d) LinkedIn

87. Which of the following is the second largest search engine?
a) YouTube
b) Google
c) Yahoo
d) None

88. _____ combine on YouTube.
a) Content marketing
b) Social Media Marketing
c) Both A and B
d) None of the above

89. Which of the following strategies does not come in SMM?
a) Set the goal
b) Know nothing about your targeted audience
c) Research the competition
d) Set brand guidelines

90. What is WordPress?

a) A social media platform
b) A content management system (CMS)
c) An e-commerce platform
d) A graphic design software

91. What is a WordPress theme?

a) A type of blog post
b) A collection of website pages
c) A pre-designed template for website layout and design
d) A WordPress plugin

92. Which of the following is NOT a type of WordPress hosting?

a) Shared hosting
b) Dedicated hosting
c) Managed hosting
d) Static hosting

93. What is the WordPress dashboard?

a) The homepage of a WordPress website
b) The area where users log in to their WordPress website
c) The backend interface for managing website settings and content
d) The area where visitors leave comments on a WordPress website

94. Which of the following is a best practice for WordPress website security?

a) Using weak passwords
b) Not updating WordPress core, themes, and plugins
c) Installing security plugins and regular backups
d) Sharing admin credentials with multiple users

95. What happens if a webpage is blocked by robots.txt?

a) Search engines will still crawl and index the webpage
b) Search engines will crawl the webpage but not index it
c) Search engines will not crawl or index the webpage
d) Search engines will display a warning message to visitors

96. Where is the robots.txt file typically located on a website?

a) In the website's root directory
b) In the website's footer
c) In the website's header
d) In the website's database

97. Which of the following directives in a robots.txt file tells search engine bots to crawl a specific webpage?
a) Disallow
b) Allow
c) Noindex
d) Index

98. Which of the following elements is commonly included in an XML sitemap?
a) JavaScript code
b) Image files
c) Video files
d) URL links

99. Where is an XML sitemap typically located on a website?
a) In the website's root directory
b) In the website's header
c) In the website's footer
d) In the website's database

100. What is the role of DNS (Domain Name System) in domain management?
a) To provide web hosting services
b) To translate domain names into IP addresses
c) To design website layouts
d) To create website content

Answer

1. Ans: c
2. Ans: b
3. Ans : d
4. Ans: b
5. Ans: b
6. Ans: b
7. Ans: d
8. Ans: d
9. Ans: b
10. Ans: C
11. Ans: c
12. Ans: c
13. Ans: c
14. Ans: d
15. Ans: c
16. Ans: c

17. Ans: c
18. Ans: c
19. Ans: b
20. Ans: b
21. Ans: a
22. Ans: b
23. Ans: c
24. Ans: d
25. Ans: c
26. Ans: b
27. Ans: d
28. Ans: a
29. Ans: b
30. Ans: b
31. Ans: a
32. Ans: b
33. Ans: b
34. Ans: c
35. Ans: c
36. Ans: d
37. Ans: a
38. Ans: d
39. Ans: c
40. Ans: b
41. Ans: a
42. Ans: a
43. Ans: c
44. Ans: b
45. Ans: c
46. Ans: a
47. Ans: c
48. Ans: b
49. Ans: b
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54. Ans: c
55. Ans: a

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94. Ans: c

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97. Ans:b
98. Ans: d
99. Ans: a
100.   Ans: b