




Account




Dashboard




Courses




Calendar



Inbox



Help



- Home
- Modules
- People
- Announcements
- Discussions
- Quizzes
- SEM 1: Financial Accounting
- SEM 1: Principles of Management
- SEM 1: Business Communication
- SEM 1: Business Statistics
- SEM 1: Managerial Economics
- Live Sessions

## Quiz 8: Week 8 Quiz

Due Nov 21 at 11:59pm


Points 20

Questions 20

Available Nov 8 at 12am - Nov 21 at 11:59pm

Time Limit 30 Minutes

### Instructions

 Learning Outcome Addressed

- Present their viewpoints in front of an audience in a lucid manner.

It is now time to assess your understanding of the concepts covered so far in this module.

**Quiz Instructions**

- The time limit for this quiz is 30 mins. Kindly complete and submit this quiz within this time.
- You have only one attempt to answer the quiz.
- All quiz attempts must be attempted by **Friday, November 21, 2025, by 11:59 PM IST.**
- The correct answers will be displayed after quiz submissions deadline.

*Note: This is a graded quiz and counts towards programme completion.*

This quiz was locked Nov 21 at 11:59pm.

### Attempt History

	Attempt	Time	Score
LATEST	<a href="#">Attempt 1</a>	23 minutes	19 out of 20

Score for this quiz: **19** out of 20  
Submitted Nov 16 at 9:15pm  
This attempt took 23 minutes.

Correct!

Question 11 / 1 pts

What is a consequence of unethical advertising mentioned in the text?

☐ Increased consumer trust

☐ Enhanced industry integrity

☒ Legal penalties

☐ Positive brand reputation

That's correct!

Correct!

Question 21 / 1 pts

What is a red flag that consumers can look for to identify false advertising claims?

☒ Lack of scientific evidence

☐ Transparency and honesty

☐ Emotional appeals

☐ Quality graphics

That's correct!

### Question 3

1 / 1 pts

What is the main purpose of paid search advertising?

☐ Promoting consumer-generated advertising

Correct!

☒ Driving sales and generating leads

☐ Building brand awareness

☐ Creating interest in a product

That's correct!

### Question 4

1 / 1 pts

Where can consumers fact-check advertising claims for accuracy?

☐ Company websites

☐ Unreliable websites

☐ Social media comments

Correct!

☒ Fact-checking websites

That's correct!

### Question 5

1 / 1 pts

What has the rise of digital advertising led to, according to the information provided?

☐ A decrease in consumer power

Correct!

☒ A transformation in the advertising industry

☐ An increase in traditional advertising

☐ A decline in digital spending

That's correct!

### Question 6

1 / 1 pts

What does the text recommend for businesses looking to create effective digital advertising campaigns?

Correct!

- ☐ Avoid graphic design
- ☒ Understand the target audience and create engaging content
- ☐ Ignore the target audience
- ☐ Leverage the wrong platforms

That's correct!

### Question 7

1 / 1 pts

What challenge does traditional advertising face in the digital age according to the text?

- ☐ Lack of consumer interest
- ☐ Inability to create emotional connections
- ☐ Overemphasis on digital platforms
- ☒ Difficulty adapting to the digital age

Correct!

That's correct!

### Question 8

1 / 1 pts

How are display ads formatted compared to paid search ads?

- ☐ Text-based
- ☐ Audio format
- ☐ QR codes and barcodes
- ☒ Images, videos, and interactive elements

Correct!

That's correct!

### Question 9

1 / 1 pts

Which of the following is NOT an example of digital advertising?

- ☐ Display Advertising
- ☐ Social Media Ads
- ☒ Brochure distribution
- ☐ Search Engine Marketing (SEM)

Correct!

That's correct!

### Question 10

1 / 1 pts

How can businesses appeal to environmentally conscious consumers in their advertising?

- ☐ Use excessive paper in print advertising
- ☒ Highlight eco-friendly messaging and imagery
- ☐ Avoid mentioning environmental concerns
- ☐ Use excessive packaging

Correct!

That's correct!

#### Question 11

1 / 1 pts

What is the role of graphic design and illustrations in advertising?

- ☐ Conducting market research
- ☒ Creating visually appealing and engaging content
- ☐ Collecting consumer data
- ☐ Managing social media platforms

Correct!

That's correct!

#### Question 12

1 / 1 pts

Which advertising technique involves showing that a large number of people already use or endorse a product?

- ☐ Color Psychology
- ☐ Promotional Advertising
- ☐ Emotional Appeal
- ☒ Social Proof

Correct!

That's correct!

#### Question 13

1 / 1 pts

In digital branding, what role does graphic design play?

- ☐ Social media management
- ☐ Administrative tasks
- ☐ Data analysis
- ☒ Creating visually appealing and consistent visual elements

Correct!

That's correct!

#### Question 14

0 / 1 pts

What is one suggestion for advertising mentioned in the provided information?

- ☐ Mobile Advertising
- ☐ Consumer-generated advertising
- ☒ Social Media Advertising
- ☐ Coupon Books

You Answered

Correct Answer

That's incorrect! Revisit the videos for this week.

#### Question 15

1 / 1 pts

Which of the following is an example of traditional advertising?

- ☒ Print advertising
- ☐ Online search advertising
- ☐ Social media advertising
- ☐ Mobile advertising

Correct!

That's correct!

#### Question 16

1 / 1 pts

How does digital advertising impact traditional media, according to the information provided?

- ☐ Traditional media is unaffected
- ☒ Traditional media faces challenges and shifts to digital platforms
- ☐ Digital and traditional media remain entirely separate
- ☐ Traditional media surpasses digital in spending

Correct!

That's correct!

#### Question 17

1 / 1 pts

What advantage does digital advertising have over traditional advertising in terms of measurement?

- ☒ Digital advertising allows easy measurement and real-time tracking
- ☐ Digital advertising cannot be measured
- ☐ Traditional advertising allows real-time tracking

Correct!

- ☐ Traditional advertising provides more accurate measurements

That's correct!

### Question 18

1 / 1 pts

What is digital branding primarily focused on achieving?

- ☐ Radio advertising
- ☐ Traditional advertising
- ☐ Print media exposure
- ☒ Creating a recognizable digital presence

Correct!

That's correct!

### Question 19

1 / 1 pts

Where do paid search ads typically appear?

- ☐ Various websites and social media platforms
- ☒ Search engine results pages (SERPs)
- ☐ Out-of-home (OOH) advertising spaces
- ☐ Direct mail promotions

Correct!

That's correct!

### Question 20

1 / 1 pts

How has consumer behavior changed with the rise of digital media?

- ☐ Consumers have less power in their advertising experience
- ☒ Consumers have more power in their advertising experience
- ☐ Consumer behavior remains unchanged
- ☐ Consumers can't choose what they see

Correct!

That's correct!

Quiz Score: **19** out of 20

[◀ Previous](#)

[Next ▶](#)