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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

Submission Details:

Time: 23 minutes

Current Score: 19 out of 20

Kept Score: 19 out of 20

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	Attempt 1	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.

Question 1 1 / 1 pts

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

Increased consumer trust

Enhanced industry integrity

Legal penalties

Positive brand reputation

Correct!

That's correct!

Question 2 1 / 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

Driving sales and generating leads

Building brand awareness

Creating interest in a product

That's correct!

Correct!

Question 4

1 / 1 pts

Where can consumers fact-check advertising claims for accuracy?

Company websites

Unreliable websites

Social media comments

Fact-checking websites

That's correct!

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

A transformation in the advertising industry

An increase in traditional advertising

A decline in digital spending

That's correct!

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

That's correct!

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

That's correct!

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)

That's correct!

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

That's correct!

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

That's correct!

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

That's correct!

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

That's correct!

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?

Correct!

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

That's correct!

Question 16

1 / 1 pts

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

Correct!

- 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

That's correct!

Question 17

1 / 1 pts

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

Correct!

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

- 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

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