## **✅ Chapter 1: Digital Transformation & Marketing Basics**

**MCQs**

1. Which of the following is not a "D" of digital marketing?  
    a) Digital devices  
    b) Digital platforms  
    c) Digital clouds  
    d) Digital data  
    **Ans:** c) Digital clouds
2. Digital transformation impacts business by:  
    a) Reducing innovation  
    b) Improving manual workload  
    c) Enhancing customer experience  
    d) Blocking digital access  
    **Ans:** c) Enhancing customer experience

**Fill in the Blanks** 3. The \_\_\_\_\_\_\_\_\_ journey refers to the process a user follows from awareness to purchase in the digital space.  
 **Ans:** Digital consumer

**True/False** 4. Digital marketing is usually more targeted and measurable than traditional marketing.  
 **Ans:** True

**Short Answer** 5. What are the 5 D’s of digital marketing?  
 **Ans:** Digital devices, Digital platforms, Digital media, Digital data, Digital technology

## **✅ Chapter 2: Content, Blogging & Social Media Roles**

**MCQs**

1. Which of the following is a key component of a blog?  
    a) Cart  
    b) Checkout  
    c) Imagery  
    d) API  
    **Ans:** c) Imagery
2. Which social platform is best for B2B product marketing?  
    a) Instagram  
    b) LinkedIn  
    c) TikTok  
    d) Pinterest  
    **Ans:** b) LinkedIn

**Fill in the Blanks** 3. \_\_\_\_\_\_\_\_ marketing uses text, visuals, and multimedia to attract and retain users.  
 **Ans:** Content

**True/False** 4. Facebook cannot be used for targeted product promotion.  
 **Ans:** False

**Short Answer** 5. Define a blog and list its four main components.  
 **Ans:** A blog is a regularly updated online content platform. Components: Headline, Imagery, Links, Posts.

## **✅ Chapter 3: Digital Channels, SEO & Analytics**

**MCQs**

1. Which is not a digital channel?  
    a) Email  
    b) Newspaper  
    c) Instagram  
    d) WhatsApp  
    **Ans:** b) Newspaper
2. Which tool is used for tracking web traffic and user behavior?  
    a) Google Docs  
    b) Facebook Ads  
    c) Google Analytics  
    d) Twitter  
    **Ans:** c) Google Analytics

**Fill in the Blanks** 3. \_\_\_\_\_\_\_ marketing is the use of video to promote a product.  
 **Ans:** Video

**True/False** 4. SEO stands for Social Engagement Optimization.  
 **Ans:** False

**Short Answer** 5. What is gamification in marketing?  
 **Ans:** The use of game-like features to engage users in marketing campaigns (e.g., points, badges, leaderboards).

## **✅ Chapter 4: Digital Strategies, PR, and ROI**

**MCQs**

1. Which of these is an example of online PR?  
    a) TV interviews  
    b) Influencer collaboration  
    c) Magazine coverage  
    d) Newspaper ads  
    **Ans:** b) Influencer collaboration
2. ROI stands for:  
    a) Return on Interest  
    b) Rate of Income  
    c) Return on Investment  
    d) Rate of Influence  
    **Ans:** c) Return on Investment

**Fill in the Blanks** 3. \_\_\_\_\_\_\_\_\_ transformation is the shift from analog to digital marketing processes.  
 **Ans:** Digital

**True/False** 4. Traditional PR uses social media analytics for campaign success.  
 **Ans:** False

**Short Answer** 5. How is ROI calculated in digital marketing?  
 **Ans:** ROI = (Profit from campaign – Cost of campaign) / Cost of campaign

## **✅ Chapter 5: Trends, Innovation, Security**

**MCQs**

1. Which of these is a security threat in digital marketing?  
    a) SEO  
    b) Phishing  
    c) Branding  
    d) Loyalty programs  
    **Ans:** b) Phishing
2. Which is a trend in global digital marketing?  
    a) Voice search  
    b) Manual data entry  
    c) Printed coupons  
    d) Radio ads  
    **Ans:** a) Voice search

**Fill in the Blanks** 3. \_\_\_\_\_\_\_\_\_ innovation refers to using technology to create new marketing opportunities.  
 **Ans:** Digital

**True/False** 4. Online communities allow customer co-creation of content.  
 **Ans:** True

**Short Answer** 5. Name one digital trend in Nepal.  
 **Ans:** Increased use of TikTok and Instagram for product marketing.

## **✅ Chapter 6: Mobile Marketing & M-Commerce**

**MCQs**

1. Showrooming refers to:  
    a) Buying online and picking up offline  
    b) Viewing offline and buying online  
    c) Sharing product links  
    d) Watching product videos  
    **Ans:** b) Viewing offline and buying online
2. Which of these is NOT a mobile platform?  
    a) Android  
    b) iOS  
    c) Windows XP  
    d) HarmonyOS  
    **Ans:** c) Windows XP

**Fill in the Blanks** 3. \_\_\_\_\_\_\_\_ services use GPS to deliver personalized mobile experiences.  
 **Ans:** Location-based

**True/False** 4. Mobile commerce is only possible with an app.  
 **Ans:** False

**Short Answer** 5. Give one example of location-based mobile commerce.  
 **Ans:** Uber uses GPS to find nearby rides.