

Started on	Friday, 17 June 2022, 9:28 AM
State	Finished
Completed on	Friday, 17 June 2022, 10:08 AM
Time taken	39 mins 26 secs
Marks	20.00/45.00
Grade	6.67 out of 15.00 (44.44%)

Question 1

Complete

Mark 1.00 out of 1.00

Which of the following is not a SSP?

- ☐ a. PubMatic
- ☒ b. AdWords (Google Ads)
- ☐ c. AppNexus
- ☐ d. MoPub

The correct answer is: AdWords (Google Ads)

Question 2

Complete

Mark 1.00 out of 1.00

Let's assume you are the only person visiting a website and, click on any link on this page and it redirects you to another page of that site then which of the following is true?

- ☐ a. Unique Visitors Count = 0 and Page Views Count = 1
- ☐ b. Unique Visitor Count = 1 and Page Views Count = 1
- ☐ c. Unique Visitor Count = 0 and Page Views Count = 2
- ☒ d. Unique Visitor Count = 1 and Page Views Count = 2

The correct answer is: Unique Visitor Count = 1 and Page Views Count = 2

Question 3

Complete

Mark 0.00 out of 1.00

Which of the following is false about search advertising?

- ☐ a. Search advertising is a part of SEO
- ☐ b. Search advertising helps companies drive traffic
- ☐ c. None of these
- ☒ d. Search advertising is paid

The correct answer is: Search advertising is a part of SEO

Question 4

Complete

Mark 0.00 out of 1.00

If you are selling a bike and advertising it on automobile websites, this method is

- ☐ a. keyword targeting
- ☐ b. placement targeting
- ☐ c. re-marketing
- ☒ d. display targeting

The correct answer is: placement targeting

Question 5

Complete

Mark 0.00 out of 1.00

As an experienced marketing professional, do you feel that the top position in search engine results page can show your ad if there is not any other ad?

- ☐ a. No, if it does not have the ad rank greater than the threshold
- ☒ b. Yes, the availability of the slot is the only deciding factor
- ☐ c. No, it will show the ad of the most recent bidder in that case
- ☐ d. Yes, only the bidding matters

The correct answer is: No, if it does not have the ad rank greater than the threshold

Question 6

Complete

Mark 0.00 out of 1.00

What is the criterion for a banner advertisement to be marked as viewed?

- ☐ a. 10% of website traffic should be successful conversions
- ☐ b. 50% of the banner should be viewed for 1 second
- ☒ c. 100% of the banner should be viewed for 2 seconds
- ☐ d. Number of repeated viewers increases by 20%

The correct answer is: 50% of the banner should be viewed for 1 second

Question 7

Complete

Mark 0.00 out of 1.00

Which of the following is one of the criteria for working of viral marketing?

- ☐ a. Environment
- ☒ b. Push Marketing
- ☐ c. None of these
- ☐ d. Pull Marketing

The correct answer is: Environment

Question 8

Complete

Mark 0.00 out of 1.00

Which of the following is the correct formula for calculating Click-Through Rate (CTR)?

- ☐ a. $(\text{Total Impressions} - \text{Total Clicks on Ad}) * 100$
- ☐ b. None of these
- ☒ c. $(\text{Total Impressions} / \text{Total Clicks on Ad}) * 100$
- ☐ d. $(\text{Total Clicks on Ad} / \text{Total Impressions}) + 100$
- ☐ e. $(\text{Total Impressions} + \text{Total Clicks on Ad}) * 100$

The correct answer is: None of these

Question 9

Complete

Mark 1.00 out of 1.00

As a digital marketer at an emerging EduTech startup, do you feel your job is done with SEO and getting higher ranks in search engine result page?

- ☐ a. No, Search Advertising is most important, organic result does not matter.
- ☐ b. Yes, because SEO can guarantee more leads.
- ☒ c. No, because there is still ad space that has to be covered.
- ☐ d. Yes, there will be ads generated in other places that should be enough to optimize funding.

The correct answer is: No, because there is still ad space that has to be covered.

Question 10

Complete

Mark 1.00 out of 1.00

As a new marketer at established footwear firm, which of the following captions would you prefer the most?

- ☐ a. Continue to receive more discount
- ☐ b. Satisfaction guaranteed
- ☒ c. Limited period offer
- ☐ d. Click on this ad to buy shoes

The correct answer is: Limited period offer

Question 11

Complete

Mark 1.00 out of 1.00

Which of the following is not a characteristic of digital marketing?

- ☒ a. Uni-directional
- ☐ b. Push and pull medium
- ☐ c. Measurability
- ☐ d. Real time

The correct answer is: Uni-directional

Question 12

Complete

Mark 1.00 out of 1.00

An advertiser campaign is getting a lot of clicks, but the conversion rate is low. Which approach should you suggest to help improve that advertiser's conversion rate?

- ☐ a. Add new keywords to get even more clicks
- ☒ b. Make sure the landing page is closely related to the ad
- ☐ c. Increase the cost-per-click bid for low performing keywords
- ☐ d. Increase average daily budget for the campaign

The correct answer is: Make sure the landing page is closely related to the ad

Question 13

Complete

Mark 0.00 out of 1.00

RTB is used in approx. ... of programmatic buying.

- ☐ a. 90%
- ☒ b. 95%
- ☐ c. 99%
- ☐ d. 75%

The correct answers are: 90%, 75%

Question 14

Complete

Mark 0.00 out of 1.00

Which of the following items is not a component of Quality Score?

- ☒ a. Expected click through rate (CTR)
- ☐ b. Maximum cost-per-click (max. CPC) bid
- ☐ c. Ad relevance
- ☐ d. Landing page experience

The correct answer is: Maximum cost-per-click (max. CPC) bid

Question 15

Complete

Mark 0.00 out of 1.00

As a marketer at an e-commerce site, you found that people are visiting your website and keeping their products in cart, but not buying. What would you do to increase conversions?

- ☒ a. Do cross selling
- ☐ b. Launch usage of better web analytic tools and start using premium versions
- ☐ c. Track the social media profiles of users who visited the website and message them.
- ☐ d. Launch remarketing ads suggesting completion of the transaction process

The correct answer is: Launch remarketing ads suggesting completion of the transaction process

Question 16

Complete

Mark 1.00 out of 1.00

Which of the following is not the principle of online PR?

- ☐ a. Face up to Crisis
- ☐ b. Think Creatively
- ☒ c. Identify Sellers
- ☐ d. Build a Web Strategy

The correct answer is: Identify Sellers

Question 17

Complete

Mark 0.00 out of 1.00

A common display ad size known as a “medium rectangle” measures

- ☐ a. 200 × 280
- ☒ b. 336 × 280
- ☐ c. 420 × 300
- ☐ d. 300 × 250

The correct answer is: 300 × 250

Question 18

Complete

Mark 1.00 out of 1.00

... .. refers to promotional techniques that include an element of feedback from those to whom the advertisements are directed.

- ☐ a. Push marketing
- ☐ b. Online partnerships
- ☒ c. Interactive advertising
- ☐ d. Online PR

The correct answer is: Interactive advertising

Question 19

Complete

Mark 0.00 out of 1.00

In search engine advertising, a high quality score of ad can

- ☒ a. be achieved with an increase in bid
- ☐ b. improve an ad's position
- ☐ c. prevent an ad from being served
- ☐ d. be assigned to negative keywords

The correct answer is: improve an ad's position

Question 20

Complete

Mark 0.00 out of 1.00

Which of the following is earned media?

- ☐ a. Microsite
- ☐ b. Mobile apps
- ☒ c. Blogs
- ☐ d. Favorites

The correct answer is: Favorites

Question 21

Complete

Mark 0.00 out of 1.00

As a marketing manager at a newly emerging firm, which format of Ad size will you use, to make sure that users see your ad and get exposed to your brand?

- ☐ a. Half Page
- ☐ b. Expendables
- ☐ c. Skinning Ad
- ☒ d. Large Mobile Banner

The correct answer is: Skinning Ad

Question 22

Complete

Mark 1.00 out of 1.00

What would be an ideal order for choosing keywords?

- ☒ a. High traffic, low bid amount, low competition
- ☐ b. Low traffic, low bid amount, low competition
- ☐ c. High traffic, high bid amount, low competition
- ☐ d. High traffic, low bid amount, high competition

The correct answer is: High traffic, low bid amount, low competition

Question 23

Complete

Mark 1.00 out of 1.00

Which of the following does not refer to a key measure for email marketing?

- ☒ a. Transaction Rate
- ☐ b. Click Rate
- ☐ c. Delivery Rate
- ☐ d. Open Rate

The correct answer is: Transaction Rate

Question 24

Complete

Mark 0.00 out of 1.00

... .. refers to marketing where marketing messages are packaged with information pre-configured for a particular set of users.

- ☒ a. Push and pull medium
- ☐ b. Medium-initiated contact
- ☐ c. Consumer-initiated contact
- ☐ d. None of these

The correct answer is: Medium-initiated contact

Question 25

Complete

Mark 0.00 out of 1.00

Which of the following may be an effective approach for effective viral marketing?

- ☒ a. Enabling easy sharing and downloading
- ☒ b. Offering a valuable service or product for free
- ☒ c. All of these
- ☒ d. Creating an emotional appeal

Question 26

Complete

Mark 0.00 out of 1.00

Which of the following is correct in context to email marketing?

- ☐ a. In double opt-in, two emails are sent for verification.
- ☐ b. In opt-out, people are automatically put in the list to receive the emails.
- ☒ c. Opt-out approach is legal and good practice.
- ☐ d. Single opt-in procedure helps to ensure that a third party is not able to subscribe someone else accidentally.

The correct answer is: In opt-out, people are automatically put in the list to receive the emails.

Question 27

Complete

Mark 0.00 out of 1.00

When multiple ads are served within the same placement, this is called

- ☒ a. Pixel stuffing
- ☐ b. Bot activity
- ☐ c. Domain identity theft
- ☐ d. Ad-stacking

The correct answer is: Ad-stacking

Question 28

Complete

Mark 0.00 out of 1.00

A platform through which publisher manage their ad impression inventory and maximize revenue from digital media, is known as

- ☐ a. DMP
- ☐ b. Ad Server
- ☐ c. SSP
- ☒ d. DSP

The correct answer is: SSP

Question 29

Complete

Mark 1.00 out of 1.00

... .. are sent out after certain actions trigger them.

- ☐ a. Newsletters emails
- ☐ b. Invitation emails
- ☒ c. Transactional emails
- ☐ d. Direct emails

The correct answer is: Transactional emails

Question 30

Complete

Mark 1.00 out of 1.00

... .. is the most appropriate for advocacy and word of mouth post purchase.

- ☐ a. Microsite
- ☒ b. Social media
- ☐ c. Newspaper
- ☐ d. Company website

The correct answer is: Social media

Question 31

Complete

Mark 1.00 out of 1.00

... .. may be effective approach for effective viral marketing.

- ☐ a. Enabling easy sharing and downloading
- ☒ b. All of these
- ☐ c. Creating an emotional appeal
- ☐ d. Offering a valuable service or product for free

The correct answer is: All of these

Question 32

Complete

Mark 1.00 out of 1.00

Which of the following is measured in terms of signups achieved?

- ☐ a. CPC
- ☒ b. CPL
- ☐ c. Fixed cost
- ☐ d. CPM

The correct answer is: CPL

Question 33

Complete

Mark 1.00 out of 1.00

When a company ran a campaign 'Mega Festival' during Diwali, a competitor showed ads against the keyword and also purchased 'Mega Festival' domain name. When users clicked on Mega Festival website link, it redirected them to competitor's site. This type of online marketing is called

- ☐ a. Network Marketing
- ☐ b. Guest blogging
- ☐ c. Affiliate Marketing
- ☒ d. Ambush marketing

The correct answer is: Ambush marketing

Question 34

Complete

Mark 0.00 out of 1.00

When a low-quality publisher disguises itself as a premium publisher in a programmatic marketplace, it is called

- ☒ a. click fraud
- ☐ b. pixel stuffing
- ☐ c. domain spoofing
- ☐ d. ad spoofing

The correct answer is: domain spoofing

Question 35

Complete

Mark 1.00 out of 1.00

If a unique visitor can see the ad maximum 3 times in a day, it is most commonly known as

- ☐ a. Delivery throttling
- ☒ b. Frequency capping
- ☐ c. Impression management
- ☐ d. Ad scheduling

The correct answer is: Frequency capping

Question 36

Complete

Mark 1.00 out of 1.00

Suppose you own a page and a user visits multiple links in your website. Which of these will increase?

- ☒ a. Page views count
- ☐ b. Visitors count
- ☐ c. Backlink count
- ☐ d. Link count

The correct answer is: Page views count

Question 37

Complete

Mark 0.00 out of 1.00

Which of the following is not a form of opt-in email?

- ☐ a. Triple opt-in
- ☒ b. Opt-out
- ☐ c. Confirmed opt-in
- ☐ d. Unconfirmed opt-in

The correct answer is: Triple opt-in

Question 38

Complete

Mark 0.00 out of 1.00

Clicks/Impressions is used to calculate

- ☐ a. CTR
- ☐ b. CPA
- ☒ c. CPM
- ☐ d. ROI

The correct answer is: CTR

Question 39

Complete

Mark 1.00 out of 1.00

According to your knowledge as a marketer at an e-commerce site, when do you feel that 'coverage' increases?

- ☐ a. It does not have any particular increase
- ☐ b. Sundays
- ☒ c. Festivals and Occasions
- ☐ d. Artificially introduced sales days

The correct answer is: Festivals and Occasions

Question 40

Complete

Mark 0.00 out of 1.00

Which of the following is not the owned form of media?

- ☐ a. Sponsored advertisements
- ☐ b. Twitter handle
- ☐ c. Official website of the company
- ☒ d. Microsite

The correct answer is: Sponsored advertisements

Question 41

Complete

Mark 0.00 out of 1.00

Your client wants to increase the number of people visiting his website. When analyzing the data for his search campaign, which metric do you most want to improve?

- ☐ a. Converted Click
- ☐ b. Click through Rate
- ☒ c. Conversion Rate
- ☐ d. Impressions

The correct answer is: Click through Rate

Question 42

Complete

Mark 0.00 out of 1.00

Which of the following does not explain why the click-through rates are highest for search advertising among all platforms?

- ☐ a. There is intent and interest curated.
- ☐ b. Pull Medium, user seeks the advertisement.
- ☒ c. More knowledge on whether the customer is interested.
- ☐ d. Push Medium, users have to see the advertisements.

The correct answer is: Push Medium, users have to see the advertisements.

Question 43

Complete

Mark 0.00 out of 1.00

Which of the following statement about DSP is not true?

- ☐ a. It is used by publishers and buyers to store and manage audience data from multiple sources.
- ☐ b. It works on CPM model.
- ☐ c. It allows advertiser to buy the inventory from various ad exchanges and data exchange accounts through one interface.
- ☒ d. It optimizes the campaign for a pre-defined strategy.

The correct answer is: It is used by publishers and buyers to store and manage audience data from multiple sources.

Question 44

Complete

Mark 1.00 out of 1.00

Which of the following should be done to improve ad position in search engine result page?

- ☐ a. Add more keyword and increase daily budget
- ☐ b. Improve the ad quality and decrease bid amount
- ☒ c. Improve the ad quality and increase bid amount
- ☐ d. Make max. CPC 2 times the current max. CPC

The correct answer is: Improve the ad quality and increase bid amount

Question 45

Complete

Mark 1.00 out of 1.00

In email marketing's success factors 'CRITICAL', what are the meanings of two 'C's?

- ☐ a. Content and Clarity
- ☒ b. Creative and Copy
- ☐ c. CPC and CPM
- ☐ d. Critical and Content

The correct answer is: Creative and Copy

