



QUIZ • 10 MIN

Congratulations! You passed!

Keep Learning

TO PASS 80% or higher

GRADE  
100%

Review Key Concepts

## Goals and Planning for Success Quiz

LATEST SUBMISSION GRADE

100%

Submit your assignment

1. What's the 5-letter framework through which you should plan your business goals?

Try again

1 / 1 point

DUE DATE Oct 12, 12:29 PM IST

SMART

Receive grade

TO PASS 80% or higher

Correct

Correct! SMART stands for Specific, Measurable, Achievable, Relevant, Time-bound.

Grade  
100%

View Feedback

We keep your highest score



2. Which of the following goals fit the SMART framework? (Choose all that apply) 1 / 1 point

☒ Increase the number of visitors to 100/day in two months

Correct

☒ Get 5,000 website visits in the month of June

Correct

☐ Enroll 500 new customers

☐ Increase revenue by 25%

3. Which of the following are examples of Key Performance Indicators [KPIs]? (Choose all that apply) 1 / 1 point

☒ The number of subscriptions/sales

Correct  
Correct! This is a good example of a KPI: it is directional, quantitative, and can relate directly to a SMART goal.

☐ A pie graph that breaks down your audience's favorite color

☒ A measurement of website traffic to your new product page

Correct  
Correct! This is a good example of a KPI: it is directional, quantitative, and can relate directly to a SMART goal.

☒ Your conversion rate for purchases

Correct  
Correct! This is a good example of a KPI: it is directional, quantitative, and can relate directly to a SMART goal.

4. Maria set a SMART goal for her chocolates business: "Increase online sales by 50% by the end of 6 months". 1 / 1 point

What would be a good KPI for her to use to evaluate if she is reaching this goal?

- ☐ Sales Revenue (how much money you generate from sales)
- ☐ Brand awareness (number of people who know about your brand)
- ☒ Conversion rate (how many people took action, e.g. bought something, out of the people you attracted)
- ☐ Cost per sale (how much it cost in marketing dollars to generate a sale)

Correct  
Correct! If Maria wants to increase the number of online sales she has to track how many people are actually clicking through her ads and buying on her website.