

E-Content: Module: 21: Pay Per Click Advertising- Google Ads

Additional Resources/ Videos : Module: 21: Pay Per Click Advertising: Google Ads

Module: 22 :Types of Campaign Goals and Bidding strategies -Part-1

Module: 22 :Types of Campaign Goals and Bidding strategies -Part-2

E-Content:Module: 22: Types of Campaign Goals and Bidding strategies

Quiz: Quiz M20 (JAN 2024)

Additional Resources/ Videos : Module: 22: Types of Campaign Goals and Bidding strategies

Week Summary

Week: 9

Week:10

Week :11

Week:12

Week:13

Week:14

Week-15

Quiz M20 (JAN 2024)

Assignment submitted on 2024-04-20, 06:28 IST

Due date: 2024-04-

1) What is full form of PPC pages?

- ☐ Per Pay Click (A)
- ☒ Pay Per Click (B)
- ☐ Prize per click
- ☐ Both A and B

2) What are the following factors behind Successful PPC Advertising?

- ☐ Keyword Relevance
- ☐ Landing Page Quality
- ☐ Quality Score
- ☒ All of the above

3) PPC advertising offers a unique opportunity to _____.

- ☐ Generate Leads at High Costs (A)
- ☐ Grow Your Customer Base (B)
- ☐ Generate Leads at Low Costs (C)
- ☒ Both B and C

4) Showing you ads on Google SERP is called

- ☒ Search Engine Marketing
- ☐ Display Advertising
- ☐ Remarketing
- ☐ Shopping Ads

5) Suppose, I want to book an air ticket from Chandigarh to Goa through MakeMyTrip and yet not finalized the booking. It is very strange to notice that ads of MakeMyTrip start appearing on other websites as well where my purpose of visiting is altogether different. From Marketing perspective it is called

- ☐ Search Engine Marketing
- ☐ Display Advertising
- ☒ Remarketing
- ☐ Shopping Ads

You were allowed to submit this assignment only once.

Assignment submitted on 2024-04-20, 06:25 IST

1) Campaign link can be customised.

1 point

- ☒ True
☐ False

2) Plain text campaign refers to

1 point

- ☐ A mail written in plain english
☒ A mail having no fancy text and animation
☐ A mail having images and animations
☐ Mail having videos

3) You cannot customise themes of mailchimp

1 point

- ☐ True
☒ False

4) If you want to classify your subscribers into different groups on the basis of interest. Which of the following option is best ?

1 point

- ☐ Creating segments
☒ Creating groups
☐ Both segments and groups
☐ None of these

5) Landing page is a page

1 point

- ☒ Where a subscriber will land after clicking on your link
☐ Homepage of a website
☐ A readymade mail template
☐ A template design using mailchimp

You were allowed to submit this assignment only once.



Assignment submitted on 2024-04-20, 06:21 IST

1) Different parts of a template is called

1 point

- ☒ Block
- ☐ Section
- ☐ Paragraph
- ☐ Line

2) Which block will you select to add a logo to your template ?

1 point

- ☐ Caption plus image
- ☐ Text block
- ☒ Logo block
- ☐ Image block

3) Which of the following merge tag you will use to insert the first name in a mail ?

1 point

- ☒ FNAME
- ☐ LNAME
- ☐ NAMEF
- ☐ NAMWL

4) 'Social follow' block refers to

1 point

- ☐ people can share your mail on social media
- ☒ people can follow you on social media
- ☐ they automatically become member of your social page
- ☐ none of these

5) Which of the following element is available in content studio ?

1 point

- ☐ Products
- ☐ Files
- ☐ My logo
- ☒ All of these

You were allowed to submit this assignment only once.







• Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance

- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)

• Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Week Summary

Week:7

Week : 8

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Week:10

Week :11

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Week-15

Quiz16B Jan (2024)

Assignment submitted on 2024-04-19, 12:40 IST

Due date: 2024-04-30, 23:59 IST.

- Which of the following types of forms are available in Embedded form ? 1 point
 - ☐ Classic
 - ☐ Condensed
 - ☐ Horizontal
 - ☒ All
- What is the right option to add Pop-up form ? 1 point
 - ☐ Use WordPress Plug-in
 - ☐ Paste the code in a body of the page
 - ☒ Embed the code in Theme footer
 - ☐ None
- Which of the following is/are third party platform to integrate the sign up form ? 1 point
 - ☐ Wufoo
 - ☐ SquareSpace
 - ☒ Both (Wufoo and SquareSpace)
 - ☐ None
- How can you share a sign up form ? 1 point
 - ☐ Sharing link
 - ☐ Sharing link on Facebook
 - ☐ Sharing link through QR code
 - ☒ All of these
- MailChimp forms can't be integrated with third party 1 point
 - ☐ True
 - ☒ False

You were allowed to submit this assignment only once.



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• Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5

• E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Quiz: Quiz16A Jan (2024)

• Quiz: Quiz16B Jan (2024)

• Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

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Week:15

Quiz16A Jan (2024)

Assignment submitted on 2024-04-19, 12:34 IST

Due date: 2024-04-30, 23:59 IST.

1) How many subscribers you can add in Free Plan of Mail Chimp

1 point

- ☐ 3000
☒ 2000
☐ 4000
☐ 5000

2) How many lists you can create in Free mail chimp ?

1 point

- ☒ 1
☐ 2
☐ 3
☐ No limit

3) Which type of file you can import to mail chimp for contacts ?

1 point

- ☐ .doc
☒ .csv
☐ .png
☐ .jpg

4) GDPR stands for General Data Protection Regulation (GDPR)

1 point

- ☒ True
☐ False

5) If you want to host a link of sign up form on your website, which one is the right approach ?

1 point

- ☐ Contact form
☐ Embedded form
☒ QR form
☐ None

You were allowed to submit this assignment only once.





• Additional Readings/ Videos / Links : Module: 15: Email Marketing- Introduction and Significance

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-1

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-2

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-3

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-4

• Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part-5

• E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Quiz: Quiz16A Jan (2024)

• Quiz: Quiz16B Jan (2024)

• Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms

• Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

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Quiz15B Jan (2024)

Assignment submitted on 2024-04-16, 14:57 IST

Due date: 2024-04-30, 23:59 IST.

- 1) A welcome mail is 1 point
- ☐ Promotional mail
- ☐ Transactional mail
- ☒ Relational mail
- ☐ Personalised mail
- 2) Which of the following is a promotional mail ? 1 point
- ☐ Promotional content
- ☐ Sale announcement e-mails
- ☐ New product release
- ☒ All of these
- 3) The domain of e-mail marketing is limited to promotional mails only 1 point
- ☐ True
- ☒ False
- 4) A personalised mail is 1 point
- ☐ A mail sent to the personal id of the person
- ☐ A mail sent to the person with her/his name
- ☐ A mail having personal messages
- ☒ All of these
- 5) The abandoned cart mail is 1 point
- ☐ a mail sent to confirm the order
- ☐ a mail sent for return confirmation
- ☒ A mail sent to customers as a reminder who added product to cart but did not purchase it
- ☐ A mail as request to add items to the cart

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- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part2
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part3
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part4
- Module: 16: Mail Chimp: Building E-mail List and Signup Forms -Part5
- E-Content : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Quiz: Quiz16A Jan (2024)
- Quiz: Quiz16B Jan (2024)
- Additional Reading / Videos : Module: 16: Mail Chimp: Building E-mail List and Signup Forms
- Week Summary

Week:7

Week : 8

Week: 9

Week:10

Week :11

Week:12

Week:13

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Week-15

Quiz-M15 A Jan (2024)

Assignment submitted on 2024-04-16, 14:55 IST

Due date: 2024-04-30, 23:59 IST.

- 1) Which of the following is not an e-mail - marketing platform ? 1 point
- ☐ MailChimp
 - ☐ Drip
 - ☐ Constant Contact
 - ☒ Elementor
- 2) According to Get Response (2017), the average open rate of email is 1 point
- ☒ 20.81%
 - ☐ 21.81%
 - ☐ 81.20%
 - ☐ 21.80%
- 3) A gated content is 1 point
- ☐ a paid content
 - ☒ Content available in exchange of your mail id or social share
 - ☐ a free content
 - ☐ Content on social media
- 4) According to Statista, in 2018 the total number of e-mail users were 1 point
- ☒ 3.7 billion
 - ☐ 7.7 billion
 - ☐ 5.7 billion
 - ☐ 6.7 billion
- 5) How many subscribers can be added to MailChimp in a free plan ? (Please select the answer as per the discussion) 1 point
- ☒ 2000
 - ☐ 3000
 - ☐ 1500
 - ☐ 4000

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- Quiz: Quiz-M13 B JAN 2024

- Quiz: Quiz-M13 B JAN 2024

- Module:14: Off -Page SEO Techniques -Part-1

- Module:14: Off -Page SEO Techniques -Part-2

- Module:14: Off -Page SEO Techniques -Part-3

- Module:14: Off -Page SEO Techniques -Part-4

- E-Content: Module:14: Off -Page SEO Techniques

- Quiz: Quiz-M14 A JAN 2024

- Quiz: Quiz-14B JAN 2024

- Summary Week 5

Week :6

Week:7

Week : 8

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Quiz-M14 A JAN 2024

Assignment submitted on 2024-04-14, 20:59 IST

Due date: 2024-04-30, 23:59 IST.

- _____ is one of the methods that Google uses to determine a page's relevance or importance. 1 point
 - ☐ Domain authority
 - ☐ Page authority
 - ☒ Page Rank
 - ☐ Link juice
- Google 'Page Rank' is calculated on a scale 1 point
 - ☐ 1-10
 - ☐ 1-100
 - ☒ 0-10
 - ☐ 1-1000
- _____ are those links that are counted as link points and helps in boosting the ranking of sites in the SERPs. 1 point
 - ☒ Do follow links
 - ☐ Back links
 - ☐ No-follow links
 - ☐ External links
- The more reputable site, the bigger boost of link juice is transferred to the linked sites. 1 point
 - ☒ True
 - ☐ False
- _____ is a way to save the favorite Web Pages online for future use. 1 point
 - ☒ Bookmarking
 - ☐ Social marketing
 - ☐ Social Bookmarking
 - ☐ None of these

You were allowed to submit this assignment only once.





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- Quiz-M13A JAN 2024
- Quiz: Quiz-M13 B JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-14B JAN 2024
- Summary Week:5

Week :6

Week:7

Week : 8

Week: 9

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Week :11

Week:12

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Quiz-M13 B JAN 2024

Due date: 2024-04-30, 23:59 IST.

Assignment submitted on 2024-04-14, 20:53 IST

- 1) Yoast SEO is _____. 1 point
 - ☐ Free plugin
 - ☐ Premium plugin
 - ☒ It is free but additional features are premium
- 2) Yoast SEO can be used for _____. 1 point
 - ☐ Content optimization
 - ☐ Readability analysis
 - ☐ XML maps
 - ☒ All of these
- 3) How many lights are there in Yoast SEO ? 1 point
 - ☐ 2
 - ☒ 3
 - ☐ 4
 - ☐ 1
- 4) What is the acceptable limit of passive voice in the text according to Yoast SEO ? 1 point
 - ☒ Less than 15%
 - ☐ Less than 25%
 - ☐ Less than 35%
 - ☐ Less than 45%
- 5) The Flesch Reading Ease checks if your copy is easy to read or not. 1 point
 - ☒ True
 - ☐ False

You were allowed to submit this assignment only once.





- Quiz: Quiz-M13A JAN 2024
- Quiz: Quiz-M13 B JAN 2024
- Module:14: Off -Page SEO Techniques -Part-1
- Module:14: Off -Page SEO Techniques -Part-2
- Module:14: Off -Page SEO Techniques -Part-3
- Module:14: Off -Page SEO Techniques -Part-4
- E-Content: Module:14: Off -Page SEO Techniques
- Quiz: Quiz-M14 A JAN 2024
- Quiz: Quiz-14B JAN 2024
- Summary Week 5

Week :6

Week:7

Week : 8

Week: 9

Week:10

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Week-15

Quiz-M13A JAN 2024

Assignment submitted on 2024-04-14, 20:45 IST

Due date: 2024-04-30, 23:59 IST.

- 1) What is optimal key phrase length? 1 point
 - ☒ For languages with function word support, the optimum length for a key phrase is upto 4 content words.
 - ☐ For languages with function word support, the optimum length for a key phrase is upto 5 content words.
 - ☐ For languages with function word support, the optimum length for a key phrase is upto 6 content words.
 - ☐ For languages with function word support, the optimum length for a key phrase is upto 7 content words.
- 2) Flesch Reading score is measured on a scale 1 point
 - ☒ 0-100
 - ☐ 1-10
 - ☐ 1-1000
 - ☐ 1-20
- 3) What is the optimal text length in Yoast SEO? 1 point
 - ☒ Minimum of 300 words
 - ☐ Minimum of 200 words
 - ☐ Minimum of 100 words
 - ☐ Minimum of 250 words
- 4) What is the ideal meta description length (character)? 1 point
 - ☒ 120-156
 - ☐ 100-156
 - ☐ 120-160
 - ☐ 150-200
- 5) Yoast SEO also reports on Image alt attributes. 1 point
 - ☒ True
 - ☐ False

You were allowed to submit this assignment only once.



1) Primarily Content Optimization is part of _____.

1 point

- ☐ Off-page SEO
- ☒ On-page SEO
- ☐ Both off-page and on-page SEO
- ☐ None

2) Google has not issued any guidelines related to the quality of the content.

1 point

- ☐ True
- ☒ False

3) Which of the following is a part of content variety ?

1 point

- ☐ Text
- ☐ Videos
- ☐ Images
- ☒ All

4) We should directly upload the video to our website rather than first uploading it to video hosting programs. **1 point**

- ☒ True
- ☐ False

5) Line height is _____.

1 point

- ☒ the space between lines
- ☐ the space between characters
- ☐ the space between words
- ☐ the space between paragraphs

You were allowed to submit this assignment only once.



- ☐ E-Content:Module 13: On Page SEO -Yoast SEO Plug-in (unit?unit=156&lesson=165)
- ☒ Quiz: Quiz-M13A JAN 2024 (assessment?name=174)
- ☒ Quiz: Quiz-M13 B JAN 2024 (assessment?name=175)
- ☒ Module:14: Off –Page SEO Techniques -Part-1 (unit?unit=156&lesson=166)
- ☒ Module:14: Off –Page SEO Techniques -Part-2 (unit?unit=156&lesson=167)
- ☒ Module:14: Off –Page SEO Techniques -Part-3 (unit?unit=156&lesson=168)
- ☒ Module:14: Off –Page SEO Techniques -Part-4 (unit?unit=156&lesson=169)
- ☒ E-Content: Module:14: Off –Page SEO Techniques (unit?unit=156&lesson=170)
- ☒ Quiz: Quiz-M14 A JAN 2024 (assessment?name=176)
- ☒ Quiz: Quiz-14B JAN 2024 (assessment?name=177)
- ☐ Summary Week:5 (unit?unit=156&lesson=171)

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M12 A JAN 2024

Assignment submitted on 2024-04-14, 20:30 IST

Due date: 2024-04-30, 23:59 IST.



1) As a thumb rule, line height should be _____.

1 point

- ☐ 100% of the font size
- ☐ 15% of the font size
- ☐ 200% of the font size
- ☒ 150% of the font size

2) Line length is _____.

1 point

- ☒ the space between lines
- ☐ the space between character
- ☐ the space between words
- ☐ the space between paragraphs

3) If you have given the link of a page of your website on any word of your website. It will be called _____.

1 point

- ☐ External linking
- ☒ Internal linking
- ☐ Outbound linking
- ☐ None

4) SEO Quake is a/an _____.

1 point

- ☐ Software
- ☒ Extension
- ☐ Website
- ☐ Mobile app

5) If you have given the link of a page of another website on any word (in your website). It will be called _____.

1 point

- ☐ External linking
- ☐ Internal linking
- ☒ Outbound linking
- ☐ SEO linking
- ☐ None

You were allowed to submit this assignment only once.



- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3 (unit?unit=122&lesson=133)
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4 (unit?unit=122&lesson=134)
- E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement (unit?unit=122&lesson=135)
- **Quiz: Quiz-M11 (JAN 2024) (assessment?name=140)**
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement (unit?unit=122&lesson=136)
- Summary of Week 4 (unit?unit=122&lesson=137)

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M11 (JAN 2024)

Assignment submitted on 2024-04-11, 20:32 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is re-branded as Google Search Console?

1 point

- ☐ Google Trends
- ☒ Google Webmaster

☐ Google Keyword Planner

☐ Google Analytics

2) How many methods are there to verify the domain ownership in Google Search Console **1 point**
?

☐ 4

☒ 5

☐ 3

☐ 6

3) HTML tag is one of the methods to verify the domain ownership

1 point

☒ True

☐ False

4) Which of the following is true

1 point

☒ Your web pages start appearing in search results once indexed

☐ You will pay to Google to get your pages indexed

☐ Crawlers visit homepage only

☐ You cannot see how many pages of your website have been indexed

5) What are Meta Tags ?

1 point

☒ Visible to visitors

☐ Helps crawler to understand your website better

☐ Written in HTML language

☐ Both b and c (b and c is the order of the options)

6) AltText is used for

1 point

☒ Images

☐ Links

☐ Text

☐ None of these

7) 'Keyword Density' is measured: $(\text{Total words in the text} / \text{Keyword appeared in the text}) \times 100$ **1 point**

☐ True

☒ False

8) If you include important keyword in the domain, it is called

1 point

- ☐ Hash domain
- ☒ Keyword domain
- ☐ Popular domain
- ☐ Key domain

9) This is a title tag <title> best tools for digital marketing </title>

1 point

- ☒ True
- ☐ False

10) In Google results, the brief snippet next to a result is called

1 point

- ☐ Title Tag
- ☒ Meta description
- ☐ Keyword description
- ☐ None of these

You were allowed to submit this assignment only once.



Quiz -M10 (JAN 2024)

Assignment submitted on 2024-03-21, 12:52 IST

Due date: 2024-04-30, 23:59 IST.

- 1) A Keyword may be 1 point
- ☐ A single word
 - ☐ Couple of words
 - ☐ A phrase
 - ☒ All of these
- 2) In Suggestion Keyword Finder, how many results will you get at level one ? 1 point
- ☒ 10
 - ☐ 15
 - ☐ 20
 - ☐ No limit
- 3) Which of the following is a free Keyword Planner Tool ? 1 point
- ☐ Google Keyword Planner Tool
 - ☐ Google Trends
 - ☐ Google Search Console
 - ☒ All of these
- 4) Google Keyword Planner is 1 point
- ☒ Free tool
 - ☐ Premium Tool
 - ☐ Free upto some extent
 - ☐ Open source
- 5) To get keyword suggestions, in Google Keyword Planner 1 point
- ☐ You can enter search term
 - ☐ URL
 - ☒ Both a and b (a and b is the order of options)
 - ☐ None of these
- 6) Google Keyword Planner shows 1 point
- ☐ Average two week searches
 - ☐ Average weekly searches
 - ☐ Monthly searches
 - ☒ Average monthly searches
- 7) The popularity index in Google Trends varies between 1 point
- ☒ 0-100
 - ☐ -1 to +1
 - ☐ -100 to +100
 - ☐ 1 to 100
- 8) In Keyword Shitter, positive filter means 'Show all results having the word entered in positive filter' 1 point
- ☒ True
 - ☐ False
- 9) You can scan your competitor's website with Word Tracker Scout. 1 point
- ☒ True
 - ☐ False
- 10) To use the Google Keyword Planner, you have to Sign-in to 1 point
- ☐ Google Search Console
 - ☒ Google Ads
 - ☐ Google Webmaster
 - ☐ Google Trends

You were allowed to submit this assignment only once.





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- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-1
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-2
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-3
- Module 11: On Page SEO Techniques-Indexing and Key Word Placement -Part-4
- E-Content: Module 11: On Page SEO Techniques-Indexing and KeyWord Placement
- Quiz: M11 (JAN 2024)
- Additional Readings / Videos : Module 11:On Page SEO Techniques-Indexing and Key Word Placement
- Summary of Week 4

Week:5

Week :6

Week:7

Week : 8

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Quiz-M9 (JAN 2024)

Assignment submitted on 2024-02-19, 21:18 IST

Due date: 2024-04-30, 23:59 IST.

- 1) What is the purpose of Search Engine Optimization? 1 point
- ☐ To increase the traffic to website from natural results
 - ☐ To get the website ranked high in natural results of Google
 - ☒ Both a and b (a and b is the order in which options appear)
 - ☐ None of these
- 2) SERP stands for 1 point
- ☒ Search Engine Result Page
 - ☐ Search Engine Result Performance
 - ☐ Search Engine Receiving Page
 - ☐ Search Engine Result Parts
- 3) Organic results are 1 point
- ☒ natural results and you need not to pay anything to search engine to get high rank in the SERP
 - ☐ paid results
 - ☐ cannot be optimized
 - ☐ least clickable by the users
- 4) To optimize the web pages by making some changes in HTML code is 1 point
- ☐ Off-page SEO
 - ☒ On-page SEO
 - ☐ Both (On-page SEO AND Off-page SEO)
 - ☐ None
- 5) Off- page SEO is all about back-links 1 point
- ☐ True
 - ☒ False

You were allowed to submit this assignment only once.



- 1) What is the role of plugins? **1 point**
- ☐ Provide additional functionality to the website
 - ☐ Increase productivity of a website
 - ☐ Helps in improving the aesthetic look of a website
 - ☒ All
- 2) All plugins are free of cost **1 point**
- ☐ True
 - ☒ False
- 3) Which of the following is the last step of plugin installation? **1 point**
- ☐ Search
 - ☒ Activate
 - ☐ Install
 - ☐ Setup
- 4) Which of the following is a plugin we used to insert contact form? **1 point**
- ☒ Contact form 7
 - ☐ Contact form 8
 - ☐ Contact form 9
 - ☐ Contact form 6
- 5) The purpose of smart slider 3 plugin is **1 point**
- ☐ To add video
 - ☒ To add multiple images as a slideshow
 - ☐ To add multiple pages
 - ☐ To add multiple post
- 6) What is the purpose of installing under construction plugin? **1 point**
- ☒ Your website will show the customized message of under construction
 - ☐ It helps you in design the website
 - ☐ Once activated, you cannot see your website live
 - ☐ None of these
- 7) Elementor is **1 point**



- ☒ A plugin
- ☐ Slider
- ☐ CMS
- ☐ Website

8) What type of responsive websites are available in elementor?

1 point

- ☐ Desktop
- ☐ Mobile
- ☐ Tablet
- ☒ All of these

9) Which of the following element is not available in basic and free version?

1 point

- ☐ Image
- ☐ Imagebox
- ☐ Heading
- ☒ Fancy text

10) Can you link menu items to various sections of page under Elementor plug-in?

1 point

- ☒ Yes
- ☐ No

You were allowed to submit this assignment only once.



1) Which of the following is a prerequisite of website development?

1 point

- ☐ Person
- ☐ Domain name
- ☐ Webhosting
- ☒ All

2) Word press is a

1 point

- ☐ Software
- ☐ Application
- ☐ Plugin
- ☒ Content management system(CMS)

3) Which of the following is not a feature of word press?

1 point

- ☐ It supports multimedia
- ☒ It is paid
- ☐ It is easy customize
- ☐ It is safe and secure

4) How will you open Cpanel?

1 point

- ☐ www.yourdomainname.com/panel
- ☒ www.yourdomainname.com/cpanel
- ☐ www.yourdomainname.com
- ☐ www.cpanel.com/yourdomainname

5) In Cpanel dashboard, wordpress is available in which of the sections?

1 point

- ☐ Domains
- ☐ Files
- ☒ Softaculous app installer
- ☐ Mails

6) One should always install wordpress in default directory that is wp

1 point

- ☐ True
- ☒ False

7) Which of the following is a correct way to open the word press dashboard?

1 point



- ☒ www.yourdomainname.com/wp-admin
- ☐ www.yourdomainname.com/wpadmin
- ☐ www.yourdomainname.com/wp
- ☐ www.yourdomainname.com/wordpress

8) Which of the following is name of new editor of word press?

1 point

- ☒ Gutenberg editor
- ☐ Yoast
- ☐ Tiny MC
- ☐ Elementor

9) Block in word press editor represent

1 point

- ☒ A section
- ☐ Page
- ☐ Post
- ☐ Sub post

10) What are the ways of uploading a picture to a web page?

1 point

- ☐ URLs of image
- ☐ From desktop
- ☐ From media gallery
- ☒ All of these

11) Which of the following block will be used to highlight differently from rest of the text in a web page/post?

- ☐ Paragraph block
- ☐ Heading block
- ☒ Quote block
- ☐ Title block

12) What is the role of categories in blog?

1 point

- ☒ Organize the post on the basis of different themes
- ☐ Organize the pages on the basis of different themes
- ☐ Adding menu to the website
- ☐ Adding footer to the website



13) Where can the menu of a site be added?

1 point

- ☐ In the header
- ☐ In the footer
- ☐ In the sidebar
- ☒ Both a and b

14) Sidebar cannot be customized

1 point

- ☐ True
- ☒ False

15) You need social profile to add social icons to the website

1 point

- ☒ True
- ☐ False

You were allowed to submit this assignment only once.



- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M6 (JAN-2024)

Assignment submitted on 2024-02-13, 10:36 IST

Due date: 2024-04-30, 23:59 IST.

1) In layman's language the address of a website is known as



- ☐ Web hosting
- ☒ Domain name
- ☐ Name Servers
- ☐ None of these

2) How many generic top level domains (gTLD) were release in the year 1985?

1 point

- ☐ 7
- ☐ 8
- ☒ 6
- ☐ 9

3) Which of the following is an example of generic top level domains (gTLD)

1 point

- ☐ .com (a)
- ☐ .mil (b)
- ☐ .in (c)
- ☒ Both a and b

4) Which of the following is an example of country code top level domains (ccTLD)?

1 point

- ☐ .in
- ☐ .us
- ☐ .au
- ☒ All of these

5) There can be more than one website on a single domain

1 point

- ☒ True
- ☐ False

6) The process of buying a space on the server for your website is called

1 point

- ☒ Web hosting
- ☐ Domain name
- ☐ Web setup
- ☐ Server setup

7) If you buy a domain name and web hosting from 2 different service providers, there is a need to change the name servers.



- ☒ True
☐ False

8) You can host more than one domain on a single hosting

1 point

- ☒ True
☐ False

9) Which of the following is web hosting service provider?

1 point

- ☐ Hostgator
☐ Godaddy
☐ Bluehost
☒ All

10) How will you confirm that name servers have been updated?

1 point

- ☐ From confirmation mail (a)
☐ By opening Cpanel/Hpanel (b)
☒ Both a and b
☐ None of these

You were allowed to submit this assignment only once.



- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M5 (JAN-2024)

Assignment submitted on 2024-02-13, 10:34 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is not an example of a keyword ?

1 point

- ☐ Mobile phone
- ☐ Buy mobile phone
- ☐ How to repair mobile phone
- ☒ All are examples of Keywords

2) Primary keywords represent

1 point

- ☐ Product and services
- ☒ Core business
- ☐ Categories of product and services
- ☐ None of these

3) How many types of keywords are there ?

1 point

- ☒ 4
- ☐ 5
- ☐ 6
- ☐ There is no hard and fast rule

4) Which of the following is not a source of keyword ?

1 point

- ☒ You
- ☐ Your customer
- ☐ Your competitor
- ☐ All are the sources of keywords

5) Google keyword planner tool is a part of

1 point

- ☒ Google Ads
- ☐ Google analytics
- ☐ Google webmaster
- ☐ Google search console

6) Key related to the core business are called

1 point

- ☒ Primary keywords
- ☐ Secondary keywords
- ☐ Sub primary keywords
- ☐ Sub secondary keywords

7) Which of the following is an example of sub primary keyword ?

1 point

- ☐ Advertising agency
- ☐ Advertising company
- ☐ Advertising firm
- ☒ Best advertising firm

8) Is it possible to scan the website of your competitor to search for keywords idea?

1 point

- ☒ Yes
- ☐ No

9) Word tracker scouts is

1 point

- ☐ Software
- ☐ Application
- ☒ Chrome extension
- ☐ A website

10) Which of the following technique is useful for getting keyword ideas from your customers?

1 point

- ☐ Follow them on social media
- ☐ Conduct information discussions with them
- ☐ Conduct survey
- ☒ All of these

You were allowed to submit this assignment only once.

- Live Session Recording (2024) : How to buy Domain Name , Hosting and Name Server Updates (unit?unit=40&lesson=454)
- E-Content: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=55)
- Quiz: Quiz-M6 (JAN-2024) (assessment?name=61)
- Additional Readings/ Videos: Module:6:Understanding Domain and Webhosting (unit?unit=40&lesson=56)
- Activity: Buying of Domain Name and Webhosting (JAN 2024) (unit?unit=40&lesson=57)
- Summary of Week 2 (unit?unit=40&lesson=58)

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M4 (JAN 2024)

Assignment submitted on 2024-02-19, 21:10 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following are the prerequisites of a website ?



- ☐ Person
- ☐ Domain
- ☐ Hosting
- ☒ All of the above

2) Where all the websites are stored ?

1 point

- ☒ Server
- ☐ Desktop
- ☐ On Domain name
- ☐ All

3) Static websites are

1 point

- ☒ Same for everyone
- ☐ Vary from person to person
- ☐ Cannot be modified
- ☐ None of the above

4) Website that changes its view according to the screen size of a device on which it appears

1 point

- ☐ Dynamic site
- ☒ Responsive website
- ☐ Mobile website
- ☐ Static website

5) There are chances of mismatch of content between desktop version of a site and mobile version of a site

1 point

- ☒ True
- ☐ False

6) Website design for career purpose or resume purpose, are

1 point

- ☒ Personal websites
- ☐ Business websites
- ☐ Forum
- ☐ Wiki

7) Amazon is an example of

1 point



- ☐ Dynamic website (a)
- ☐ Static website (b)
- ☐ Responsive website (c)
- ☒ Both a and c

8) Which of the following is an example of info websites

1 point

- ☐ Blog
- ☐ Forum
- ☐ Wiki
- ☒ All of the above

9) Macro objectives are set for engagement purpose

1 point

- ☐ True
- ☒ False

10) How will you check number of web pages of your sites on google ?

1 point

- ☒ Site:www.yourdomainname.com
- ☐ Site//www.yourdomainname.com
- ☐ Site/www.yourdomainname.com
- ☐ Site-www.yourdomainname.com

You were allowed to submit this assignment only once.



- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M3 (JAN-2024)

Assignment submitted on 2024-01-26, 19:24 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following is an example of owned visibility

1 point

- ☒ Website
- ☐ Online review
- ☐ Paid ads
- ☐ Viral marketing

2) Earned visibility is

1 point

- ☐ Paid ads
- ☒ Free of cost
- ☐ Paid search
- ☐ Paid reviews

3) Which of the following is not an example of paid visibility?

1 point

- ☐ Google ads
- ☐ Facebook ads
- ☒ Facebook page
- ☐ Youtube ads

4) Which of the following technique will help you to bring the quality traffic to your website?

1 point

- ☐ Search engine optimization
- ☐ Social media optimization
- ☐ Pay per clicks
- ☒ All of the above

5) CTA stands for

1 point

- ☒ Call to action
- ☐ Call to ad
- ☐ Call to amount
- ☐ Come to action

6) Which of the following is micro conversion

1 point

- ☐ A sign up form was filled
- ☐ PDF book was downloaded
- ☐ A newsletter was subscribed
- ☒ All of the above

7) Which of the following is not a correct match?

1 point

- ☐ Retention- vertical
- ☐ Earned visibility- Word of mouth
- ☐ Macro conversion- Sales
- ☒ Paid visibility- search engine optimization

8) What helps in making a visitor to do some activities on your website?

1 point

- ☐ Search engine optimization
- ☒ Engagement
- ☐ Retention
- ☐ Conversion

9) What are the activities that users frequently engage in before purchasing?

1 point

- ☐ Macro conversions
- ☒ Micro conversions
- ☐ Engagements
- ☐ Sale leads

10) Which of the following is an example of macro conversion?

1 point

- ☒ Sales
- ☐ Downloading catalogue
- ☐ Subscribing to newsletter
- ☐ Downloading brochure

11) A single approach to have visibility always works

1 point

- ☐ True
- ☒ False

12) What exactly do you want that a visitor should do while he is on your landing page?

1 point

- ☒ CTA
- ☐ PPC
- ☐ SEO
- ☐ SEM

13) Sponsored link is an example of

1 point

- ☐ Earned visibility
- ☒ Paid visibility
- ☐ Owned visibility
- ☐ None of the above

14) Facebook page is an example of

1 point

- ☐ Earned visibility
- ☐ Paid visibility
- ☒ Owned visibility
- ☐ None of the above

You were allowed to submit this assignment only once.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-M2 (JAN-2024)

Assignment submitted on 2024-01-25, 20:15 IST

Due date: 2024-04-30, 23:59 IST.

1) In a given situation, which of the following platform has the highest reach ?

1 point

- ☐ Television
- ☐ Radio
- ☒ Internet
- ☐ Newspaper

2) Which of the following is not true ?

1 point

- ☐ Digital marketing helps you to target your niche audience
- ☐ Digital marketing is cost effective
- ☐ You can measure result of your digital marketing efforts
- ☒ Digital marketing is non-interactive

3) Re-targeting of customers is possible through

1 point

- ☐ Newspaper
- ☐ Television
- ☒ Google Adwords
- ☐ Radio

4) Which of the following is not a correct match ?

1 point

- ☐ Print media- traditional marketing
- ☐ Pay per click- Internet advertising model
- ☐ Generating leads- landing pages
- ☒ Real time results- television advertising

5) Which of the following are advantage(s) of digital marketing over traditional marketing ? **1 point**

- ☐ Digital marketing is performance oriented
- ☐ Targeting of audience on the basis of user's interest is possible in digital marketing
- ☐ Digital marketing offers customer inter activity
- ☒ All of the above

6) What are the demographics on the basis of which you target your audience in digital marketing ?

1 point

- ☐ Age
- ☐ Gender
- ☐ Education
- ☒ All of the above

7) Which of the following is not a platform for generating sales leads ?

1 point

- ☐ Landing pages
- ☐ Sign up forms
- ☐ Call to action
- ☒ Online reviews

8) A landing page is

1 point

- ☐ Home page of a website
- ☒ The first page on which users land, after clicking an online ad
- ☐ Page from where user exit the website after visiting more than one page
- ☐ A page on which a user spent the maximum time

9) Which of the following is not a tool of measuring and tracking audience ?

1 point

- ☐ Google analytics
- ☐ Facebook pixels
- ☐ Google Adwords
- ☒ Wordpress

10) PPC in online advertising stands for

1 point

- ☒ Pay per click
- ☐ Pay pal commission
- ☐ Pay per cost
- ☐ Pay per citation

11) In a given situation, if advertising budget is allocated across search engine marketing, display advertising and email marketing equally, it is possible to calculate the return on investment (ROI) each platform (search engine marketing, display advertising and email marketing)

1 point

- ☒ True
- ☐ False

12) We can assess quickly under digital marketing whether your marketing efforts are successful

1 point

- ☒ True
- ☐ False

13) Customer interactivity is possible through

1 point

- ☐ Live chat
- ☐ Reviews
- ☐ Blog comments
- ☒ All of the above

14) Facebook page is an example of

1 point

- ☒ Earned visibility
- ☐ Paid visibility
- ☐ Owned visibilitiy
- ☐ None of the above

You were allowed to submit this assignment only once.

- E-content: Module 3: Digital Marketing Process (unit?unit=4&lesson=19)
- Additional Readings/ Videos : Module 3: Digital Marketing Process (unit?unit=4&lesson=20)
- Quiz: Quiz-M3 (JAN-2024) (assessment?name=436)
- Summary of Week 1 (unit?unit=4&lesson=21)

Week:2 ()

Week:3 ()

Week:4 ()

Week:5 ()

Week :6 ()

Week:7 ()

Week : 8 ()

Week: 9 ()

Week:10 ()

Week :11 ()

Week:12 ()

Week:13 ()

Week:14 ()

Week-15 ()

Quiz-1-M1 (JAN-2024)

Assignment submitted on 2024-01-25, 20:08 IST

Due date: 2024-04-30, 23:59 IST.

1) Which of the following country has maximum number of Internet users (2023) ?

1 point

- ☒ China
- ☐ India
- ☐ United States
- ☐ Brazil

2) According to Statista report, which of the following social media platform has highest penetration in India ? **1 point**

- ☐ Facebook
- ☐ Youtube
- ☒ Both a & b
- ☐ Instagram

3) Digital marketing aims to **1 point**

- ☐ Identify customer needs
- ☐ Targeting niche audience
- ☐ Use internet and digital devices
- ☐ Track the marketing efforts
- ☒ All of the above

4) India's digital ad spent is rising **1 point**

- ☒ True
- ☐ False

5) SERP stand for **1 point**

- ☒ Search engine result page
- ☐ Search engine rating page
- ☐ Search engine result programme
- ☐ Search engine repository page

6) Which of the following is a correct match ? **1 point**

- ☐ Search engine optimization -> In-organic results
- ☐ Search engine marketing -> Organic results
- ☒ Display Advertising -> banner and video ads
- ☐ Email marketing -> Fan Page

7) Ads are shown as a part of search results on any given SERP. It is

1 point

- ☐ Search engine optimization
- ☒ Search engine marketing
- ☐ Display advertising
- ☐ Social media marketing

8) Which of the following is not an email automation platform ?

1 point

- ☐ Mailchimp
- ☐ AWeber
- ☐ Getresponse
- ☒ Wordpress

9) Which of the following content management system is used for website development ? **1 point**

- ☐ Mailchimp
- ☐ AWeber
- ☐ Getresponse
- ☒ Wordpress

10) Google analytics is helpful in

1 point

- ☐ Sending bulk emails
- ☒ Measuring Web traffic
- ☐ Developing Website
- ☐ Social media marketing

11) Which of the following is true

1 point

- ☐ Display advertising is showing advertisement in google search results
- ☒ Search engine optimization brings website to the top in search engine results
- ☐ If you don't know HTML, you can't develop a website
- ☐ Social media marketing is all about showing ads on websites

You were allowed to submit this assignment only once.