**HCL DFP New Hire**

1. Read this extract and answer the questions that follow

*DoubleClick for Publishers (DFP) Small Business is a free ad management solution that helps growing publishers sell, schedule, deliver, and measure all of their digital ad inventory. With a simple interface, rich feature set, built-in revenue optimization, and Google powered ad delivery, you’ll be quickly on your way to maximizing the value of your ad impressions. To sign in to your DFP Small Business account, go to https://www.google.com/dfp/. If you're already signed in to the Google Account you use for DFP, then you're all set. If this is your first time using DFP, you'll be taken through the process of setting up a new DFP account.*

*If you're trying to sign in to a particular DFP Small Business network and don't see it, check to be sure your Google Account has received an invitation to the network you need. If you haven't received an invitation, contact your DFP network administrator for help. DFP small business is one platform that allows you to manage and deliver all of your web, mobile, and video advertising. It is simple, has an easy-to-use interface, workflow, inventory management and forecasting systems make it easy to get up and running quickly. DFP Small Business helps revenue optimization by maximizing revenue with built-in Google AdSense and ad network optimization. It is worry-free, it allows free ad serving powered by Google's fast and reliable infrastructure*

1. How do you sign up for a DFP Small Business account

Go to https://www.google.com/dfp/ and set up a new DFP account.

1. What are the two most important benifits of using DFP Small Business for your business

Helps growing publishers sell, schedule, deliver, and measure all of their digital ad inventory.

Allows us to manage and deliver all of the web, mobile, and video advertising

Helps revenue optimization by maximizing revenue with built-in Google AdSense and ad network optimization

1. What is the full form of DFP

DoubleClick for Publishers

1. Can you add a particular network to your DFP account
2. You are part of Vodafone Support. Please read the following email and draft a suitable response for the customer, make up the reason for the issue and provide a possible solution.

*Hi,*

*I am wondering if you guys check your feature requests real time and audit it to ensure customers have what they need. I had requested for International Calling facility about 2 weeks ago via sms, received an automated response that it will be enabled within 48 hrs.*

*I’ve been trying to call a US no. for an important meeting today but my phone wouldn’t allow.   
How would you take care of my loss?*

*-Pamela*

Dear customer,

Greeting from Vodafone.

We sincerely regret the inconvenience caused from our end. We request you to please share the request number so that we can check in our database and assist you better.

We have different vouchers with different validity . So, there might be a possibility that the feature which you have requested is valid for a weeks time only. However, we will get it checked in our database once the request number is shared , whether its a fault from our end. And if there is a fault from our end then we will refund the voucher amount and make sure that in future any of our client will not face any of such business loss.

Please feel free to write to us for any concerns and suggestions.

Regards,

Team Vodafone

1. Write a synopsis of the latest movie watched

Synopsis of The Dawn of the planet of the Apes

10 years from now, Caesar tries to maintain order over a growing nation of genetically evolved apes who are threatened by a band of humans in San Francisco, survivors of the devastating virus unleashed a decade and a half earlier. They reach a fragile peace, but it proves short-lived, as both sides are brought to the brink of a war that will determine who will emerge as Earth's dominant species.

1. You are part of the support team for Myntra.com . A customer (using an online shopping portal for the first time) calls in for help to make a purchase. Write down the instructions for him to make a successful purchase.

* *I* will probe what exactly he/she wants to purchase.
* Suppose user wants to buy a pair a women shoes
* So, as per the requirement will guide her to select the women tab then in the footwear section she could select from the options available for what kind of shoes she wants to buy (casual,sports etc)
* Then will guide her to select the category for the selected option and select brands for which she is interested in.
* she could also filter her search by color, price and discount(if any)
* Then select from the available options for the shoes
* Select her size and click on offers available link to check if there is any discount offer available for that product and then click on buy now option
* Then click on place order option which will pop a window to login or register user. Fill in the details if the user is placing the order for first time and register
* After that will ask her to enter the delivery address and after filling the details will ask to click on continue to payment option
* Would ask her to select the correct tab for how she would like to do the payment like by credit card /debit card/ mobile banking
* After successful payment has been done user will receive the notification with reference number on her registered email and mobile number. So, would ask her to keep the reference number for any queries

1. A customer is complaining about a particular page of your website not working. You are

part of the Technical Services Team. What will you do, choose one option from the following

* Apologies for the inconvenience
* Ask the browser being used and suggest changes if any
* Ask the customer to wait for 60 mins and try again
* Ask for a screenshot with the error message
* Check the settings
* a), b), d) before anything else
* Inform the customer that you are escalating the issue to the network team
* None of the above

Ask for a screen shot with the error message

1. Write a paragraph on one of the following (150 words)

* Advertizing is only as annoying as you want it to be
* How did life change after social networking sites?
* [Is Facebook a Fad? Will Our Grandchildren Tweet?](http://www.nytimes.com/roomfordebate/2012/06/19/are-social-networks-just-a-fad-6)
* Has technological advancement improved Information Security or are we at more risk?

**How did life change after social networking sites?**

There is no getting around the fact that social media has changed the way that we interact. Depending on who you ask this is a great thing or an absolute disaster, in reality the truth falls somewhere in the middle. There are certainly benefits to social media but there are also some legitimate concerns about the way that is has changed our interactions. These changes are likely to become even more pronounced in the future.

There are some aspects where it has a palpable effect:

**Connected everyone:**

Social Media is the platform where we are connected with each other directly or indirectly. It is a symbol of unity. It has united us at a single place and breaks all the barriers of country, religion, cast or language.

**Made Us Dynamic:**

Social Media never sleeps. It is dynamic. And it changes in every fraction of seconds. In its peak time twitter gets up to 150,000 tweets. There are approximately 500,000 comment posted, 295,000 status updated and 135,000 photos uploaded in each passing minute of time on Facebook. How busy and dynamic these are! In this way, it has made our life dynamic too because we are one who do tweets and updates.

**Great marketing place:**

Its dynamic nature has opened big market for marketing and advertising our products. Due to this, our product reaches to maximum number of netizens. Digital marketing has played a vital role in it. Simply, social media has digitalized the way of marketing.

**Online Business Redefine:**

Social networking sites has redefined the online business. Especially, bloggers do use social media very effectively for getting referral traffics and branding for their blog and products. We easily reach out to the maximum people online. Business owners can directly interact with their clients or business partner with no bar.

1. Choose one of the highlighted words to correct the sentence

* Having studied the networking fundamentals we should offer an explanation that complements/compliments complements
* I would love to accept/except the invitation to the cricket match accept
* Please advise/advice - advice
* Please altar/alter paragraph 9 - alter
* You have being/been a star performer – been
* There is nothing permanent accept/except change - except
* Go and sit beside/besides Alia - besides
* Thanks for the complement/compliment - compliment
* By doing this I am confidant/confident that your issue will be resolved - confident
* This is another instants/instance of the Forecasting bug - instance
* To find a fault is easy, to do better maybe/may be difficult – may be
* Satish does not know whether/weather the bug is resolved - whether
* The Transport Committee is /are meeting today - is
* Rainy write/writes to us regularly - writes
* Jack and Jill is/are in Kamal’s training class - are
* Do you want a/an/the Appy or a/an Pepsi – an , a
* Jitendra is exporting/export today’s report - exporting
* My cab wasn’t there, it had been left/had left/has left already – has left
* Sylvia spoke/spoken/had spoken good French - spoke
* Do not allow this incident to affect/effect your decision - affect

1. Read the following sentences written by a support team member and redraft sentences with errors (reorder/structure, punctualtions, grammar). Do not change the meaning

* *However our engineering team is working on this issue and therefore your patience is hereby appreciated*

*However our engineering team is working on this issue and thereforr,your patience is hereby appreciated.*

* *This delivery report is beyond the scope of our support therefore I am unable to extracting it*

*This delivery report is beyond the scope of our support, therefore I am unable to extract it*

* *You can probably contact your web developer while the reasons you mentioned do not appear when I tries*

*You can probably contact your web developer while the reasons you mentioned do not appear when I tried*

* *Feel free to contact me whenever you can I am here to help you at all times*

*Feel free to contact me whenever you can . I am here to help you at any time*

* *You can probably wait for the forecast date before renderings being tracked*

*You can probably wait for the forecast date before the renderings being tracked.*