

Exam Summary

Student: Arka Dey

Total Questions: 60

Attempted: 59/60

Score: 43/60

Started: 2025-09-25 12:24:31

Completed: 2025-09-25 12:46:31

Deadline: 2025-09-25 12:54:31

Time Taken: 00:22:00

Details

| Question | Your Answer | Correct | Status | Marks | Earned |
|--|----------------------------------|----------------------------------|---------|-------|--------|
| Digital marketing allows businesses to target audiences by: | Age, location, interests | Age, location, interests | Correct | 1 | 1 |
| To transfer full control of a Page to another person, you must: | Make them an Admin | Make them an Admin | Correct | 1 | 1 |
| Which content is NOT allowed for monetization? | Product reviews | Reused copyrighted videos | Wrong | 1 | 0 |
| Facebook Pages can connect with customers via: | WhatsApp only | Messenger | Wrong | 1 | 0 |
| A viral campaign means: | Content spreading rapidly online | Content spreading rapidly online | Correct | 1 | 1 |
| Which of the following is the safest way to give access to a Page? | Assign appropriate Page roles | Assign appropriate Page roles | Correct | 1 | 1 |
| Which of the following is NOT a channel of digital marketing? | Social Media Marketing | Billboard Advertising | Wrong | 1 | 0 |
| A “Moderator” on a Facebook Page can: | Reply to comments & messages | Reply to comments & messages | Correct | 1 | 1 |
| Facebook Page roles include all EXCEPT: | Admin | Follower | Wrong | 1 | 0 |
| YouTube Shorts are videos of: | Less than 1 minute | Less than 1 minute | Correct | 1 | 1 |
| Which is NOT a benefit of digital marketing? | Limited data insights | Limited data insights | Correct | 1 | 1 |

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| Which feature is useful for selling products directly on Instagram? | Instagram Shopping | Instagram Shopping | Correct | 1 | 1 |
| Digital marketing is more cost-effective because: | Ads are free everywhere | It allows budget control & precise targeting | Wrong | 1 | 0 |
| One advantage of using Business Portfolio is: | Centralized control of business assets | Centralized control of business assets | Correct | 1 | 1 |
| Digital Marketing mainly uses: | Internet & Online Platforms | Internet & Online Platforms | Correct | 1 | 1 |
| A person with “Editor” access can: | Manage roles & settings | Publish posts & reply to comments | Wrong | 1 | 0 |
| The “Like,” “Share,” and “Subscribe” buttons on YouTube help with: | Audience engagement | Audience engagement | Correct | 1 | 1 |
| Paid campaigns on social media are called: | Organic campaigns | Sponsored Ads | Wrong | 1 | 0 |
| Hashtags are mainly used to: | Increase Reach | Increase Reach | Correct | 1 | 1 |
| PPC in digital marketing stands for: | Pay Per Conversion | Pay Per Click | Wrong | 1 | 0 |
| The overall benefit of digital marketing can be summarized as: | Measurable, targeted, and global | Measurable, targeted, and global | Correct | 1 | 1 |
| Facebook Ads Manager is used for: | Managing paid campaigns | Managing paid campaigns | Correct | 1 | 1 |
| Retargeting ads help businesses by: | Re-engaging users who showed interest | Re-engaging users who showed interest | Correct | 1 | 1 |
| YouTube Channel keywords help in: | Discoverability in search | Discoverability in search | Correct | 1 | 1 |
| To give someone permission to manage a Facebook Page, you must: | Assign them a Page role | Assign them a Page role | Correct | 1 | 1 |
| Which feature is best for limited-time offers? | Stories | Stories | Correct | 1 | 1 |
| Ads in Business Portfolio are managed through: | Meta Ads Manager | Meta Ads Manager | Correct | 1 | 1 |
| The maximum default video upload length for unverified accounts in YouTube is: | 15 minutes | 15 minutes | Correct | 1 | 1 |
| The full form of SEO is: | Search Engine Optimization | Search Engine Optimization | Correct | 1 | 1 |
| The benefit of SEO in digital marketing is: | Not Answered | Free organic visibility | Wrong | 1 | 0 |

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| The default privacy setting when uploading a video is: | Scheduled | Public | Wrong | 1 | 0 |
| Instagram Stories disappear after: | 24 hours | 24 hours | Correct | 1 | 1 |
| Which analytics helps creators track channel performance? | YouTube Studio | YouTube Studio | Correct | 1 | 1 |
| Influencer marketing is considered beneficial because: | It uses trusted personalities to promote brands | It uses trusted personalities to promote brands | Correct | 1 | 1 |
| Which metric shows how many people saw a Page post? | Reach | Reach | Correct | 1 | 1 |
| A Facebook Profile is different from a Page because: | Profile is for individuals, Page is for businesses | Profile is for individuals, Page is for businesses | Correct | 1 | 1 |
| A “Call to Action” (CTA) button on a Page can be: | Book Now, Contact Us, Shop Now | Book Now, Contact Us, Shop Now | Correct | 1 | 1 |
| The ultimate goal of a Facebook Page for a business is: | Only entertainment | Brand awareness & lead generation | Wrong | 1 | 0 |
| Carousel ads on Facebook/Instagram allow: | Multiple images/videos | Multiple images/videos | Correct | 1 | 1 |
| A Business Portfolio can be used by: | Multiple team members with roles | Multiple team members with roles | Correct | 1 | 1 |
| Which benefit of digital marketing helps small businesses compete with big brands? | Equal online visibility | Equal online visibility | Correct | 1 | 1 |
| Which tool helps creators analyze video performance? | YouTube Studio | YouTube Studio | Correct | 1 | 1 |
| Which of the following is NOT a Facebook Page role? | Admin | Subscriber | Wrong | 1 | 0 |
| A verified Instagram account is identified by: | A green tick | A blue checkmark | Wrong | 1 | 0 |
| Business Manager (Meta Business Suite) allows: | Editing personal profiles | Managing multiple Pages & permissions | Wrong | 1 | 0 |
| Facebook Insights show: | Page performance analytics | Page performance analytics | Correct | 1 | 1 |
| ROI in digital marketing is usually higher because: | Campaigns can be optimized in real-time | Campaigns can be optimized in real-time | Correct | 1 | 1 |
| Organic reach means: | Paid advertisements | Free, unpaid reach | Wrong | 1 | 0 |
| A Business Portfolio helps you: | Securely manage multiple Pages & ad accounts | Securely manage multiple Pages & ad accounts | Correct | 1 | 1 |

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| Minimum requirement for YouTube monetization is: | 1,000 subscribers & 4,000 watch hours | 1,000 subscribers & 4,000 watch hours | Correct | 1 | 1 |
| The highest level of access on a Facebook Page is: | Admin | Admin | Correct | 1 | 1 |
| YouTube monetization requires: | 1,000 subscribers & 4,000 watch hours | 1,000 subscribers & 4,000 watch hours | Correct | 1 | 1 |
| Which metric measures engagement on social posts? | Likes, Comments, Shares | Likes, Comments, Shares | Correct | 1 | 1 |
| The main advantage of SMM is: | One-way communication | Two-way engagement | Wrong | 1 | 0 |
| LinkedIn is primarily used for: | Professional Networking | Professional Networking | Correct | 1 | 1 |
| Which of these is a benefit of using Business Portfolio? | Only one user allowed | Better security & permissions | Wrong | 1 | 0 |
| Content marketing benefits a business by: | Educating and building trust with customers | Educating and building trust with customers | Correct | 1 | 1 |
| Facebook Business Portfolio is mainly used for: | Managing business assets like Pages, Ads, and Pixels | Managing business assets like Pages, Ads, and Pixels | Correct | 1 | 1 |
| Which type of content marketing is long-term effective? | Blogging | Blogging | Correct | 1 | 1 |
| Instagram Insights are available for: | Business & Creator accounts | Business & Creator accounts | Correct | 1 | 1 |