

Exam Summary

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Total Questions: 60

Attempted: 60/60

Score: 10/60

Started: 2025-09-25 12:26:19

Completed: 2025-09-25 12:30:34

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Time Taken: 00:04:15

Details

Question	Your Answer	Correct	Status	Marks	Earned
Retargeting ads help businesses by:	Ignoring user behavior	Re-engaging users who showed interest	Wrong	1	0
Carousel ads on Facebook/Instagram allow:	Pop-ups	Multiple images/videos	Wrong	1	0
Organic reach means:	Influencer marketing	Free, unpaid reach	Wrong	1	0
Facebook Page roles include all EXCEPT:	Moderator	Follower	Wrong	1	0
Which of the following is NOT a channel of digital marketing?	Billboard Advertising	Billboard Advertising	Correct	1	1
Facebook Insights show:	SEO backlinks	Page performance analytics	Wrong	1	0
A viral campaign means:	Content spreading rapidly online	Content spreading rapidly online	Correct	1	1
Influencer marketing is considered beneficial because:	It's always free	It uses trusted personalities to promote brands	Wrong	1	0
YouTube Channel keywords help in:	Monetization approval	Discoverability in search	Wrong	1	0
Instagram Stories disappear after:	24 hours	24 hours	Correct	1	1
The overall benefit of digital marketing can be summarized as:	Unmeasurable and random	Measurable, targeted, and global	Wrong	1	0
To give someone permission to manage a Facebook Page, you must:	Send them a message	Assign them a Page role	Wrong	1	0

The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Copyright claims	Audience engagement	Wrong	1	0
Which metric measures engagement on social posts?	CPC	Likes, Comments, Shares	Wrong	1	0
PPC in digital marketing stands for:	Pay Per Conversion	Pay Per Click	Wrong	1	0
A Business Portfolio can be used by:	Friends only	Multiple team members with roles	Wrong	1	0
A Facebook Profile is different from a Page because:	Page has friend requests	Profile is for individuals, Page is for businesses	Wrong	1	0
Which of the following is NOT a Facebook Page role?	Moderator	Subscriber	Wrong	1	0
Hashtags are mainly used to:	Reduce CPC	Increase Reach	Wrong	1	0
Which type of content marketing is long-term effective?	Pop-ups	Blogging	Wrong	1	0
Which feature is best for limited-time offers?	Pinterest boards	Stories	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Only geography	Age, location, interests	Wrong	1	0
Which is NOT a benefit of digital marketing?	Limited data insights	Limited data insights	Correct	1	1
Content marketing benefits a business by:	Spamming users	Educating and building trust with customers	Wrong	1	0
Minimum requirement for YouTube monetization is:	500 subscribers & 1,000 hours	1,000 subscribers & 4,000 watch hours	Wrong	1	0
Which tool helps creators analyze video performance?	Google Docs	YouTube Studio	Wrong	1	0
A Business Portfolio helps you:	Block users	Securely manage multiple Pages & ad accounts	Wrong	1	0
Which metric shows how many people saw a Page post?	CTR	Reach	Wrong	1	0
The main advantage of SMM is:	Limited reach	Two-way engagement	Wrong	1	0
To transfer full control of a Page to another person, you must:	Invite them as a follower	Make them an Admin	Wrong	1	0
Which of the following is the safest way to give access to a Page?	Create a new personal account	Assign appropriate Page roles	Wrong	1	0
Instagram Insights are available for:	Only verified accounts	Business & Creator accounts	Wrong	1	0

A person with “Editor” access can:	Publish posts & reply to comments	Publish posts & reply to comments	Correct	1	1
The ultimate goal of a Facebook Page for a business is:	Brand awareness & lead generation	Brand awareness & lead generation	Correct	1	1
One advantage of using Business Portfolio is:	Only personal chatting	Centralized control of business assets	Wrong	1	0
Ads in Business Portfolio are managed through:	Google Ads	Meta Ads Manager	Wrong	1	0
Digital Marketing mainly uses:	Newspaper & Magazines	Internet & Online Platforms	Wrong	1	0
Which of these is a benefit of using Business Portfolio?	Less transparency	Better security & permissions	Wrong	1	0
Which analytics helps creators track channel performance?	Google Ads	YouTube Studio	Wrong	1	0
LinkedIn is primarily used for:	Professional Networking	Professional Networking	Correct	1	1
YouTube monetization requires:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1
A “Moderator” on a Facebook Page can:	Change Page name	Reply to comments & messages	Wrong	1	0
Paid campaigns on social media are called:	Sponsored Ads	Sponsored Ads	Correct	1	1
A “Call to Action” (CTA) button on a Page can be:	Share Only	Book Now, Contact Us, Shop Now	Wrong	1	0
The default privacy setting when uploading a video is:	Private	Public	Wrong	1	0
The benefit of SEO in digital marketing is:	Deleting competitors’ sites	Free organic visibility	Wrong	1	0
The highest level of access on a Facebook Page is:	Admin	Admin	Correct	1	1
Facebook Business Portfolio is mainly used for:	Sending friend requests	Managing business assets like Pages, Ads, and Pixels	Wrong	1	0
Facebook Ads Manager is used for:	Creating websites	Managing paid campaigns	Wrong	1	0
The maximum default video upload length for unverified accounts in YouTube is:	30 minutes	15 minutes	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:	Creating groups	Managing multiple Pages & permissions	Wrong	1	0
ROI in digital marketing is usually higher because:	Ads run randomly	Campaigns can be optimized in real-time	Wrong	1	0
Which feature is useful for selling products directly on Instagram?	Stories Highlights	Instagram Shopping	Wrong	1	0
Digital marketing is more cost-effective because:	It requires no planning	It allows budget control & precise targeting	Wrong	1	0
Which benefit of digital marketing helps small businesses compete with big brands?	High TV ad costs	Equal online visibility	Wrong	1	0
The full form of SEO is:	System Engine Optimization	Search Engine Optimization	Wrong	1	0
Which content is NOT allowed for monetization?	Product reviews	Reused copyrighted videos	Wrong	1	0
YouTube Shorts are videos of:	Less than 10 minutes	Less than 1 minute	Wrong	1	0
Facebook Pages can connect with customers via:	Emails only	Messenger	Wrong	1	0