

Exam Summary

Student: Sekhar Aguyan

Total Questions: 60

Attempted: 60/60

Score: 35/60

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Time Taken: 00:24:55

Details

Question	Your Answer	Correct	Status	Marks	Earned
Which analytics helps creators track channel performance?	YouTube Studio	YouTube Studio	Correct	1	1
Carousel ads on Facebook/Instagram allow:	Multiple images/videos	Multiple images/videos	Correct	1	1
PPC in digital marketing stands for:	Pay Per Click	Pay Per Click	Correct	1	1
Which feature is useful for selling products directly on Instagram?	Stories Highlights	Instagram Shopping	Wrong	1	0
ROI in digital marketing is usually higher because:	Limited audience	Campaigns can be optimized in real-time	Wrong	1	0
A verified Instagram account is identified by:	A blue checkmark	A blue checkmark	Correct	1	1
Which is NOT a benefit of digital marketing?	Customer targeting	Limited data insights	Wrong	1	0
Facebook Pages can connect with customers via:	Messenger	Messenger	Correct	1	1
Instagram Insights are available for:	Business & Creator accounts	Business & Creator accounts	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
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Audience engagement	Audience engagement	Correct	1	1

A Business Portfolio can be used by:	One user only	Multiple team members with roles	Wrong	1	0
Digital Marketing mainly uses:	Internet & Online Platforms	Internet & Online Platforms	Correct	1	1
Which tool helps creators analyze video performance?	YouTube Studio	YouTube Studio	Correct	1	1
Which feature is best for limited-time offers?	YouTube playlists	Stories	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Age, location, interests	Age, location, interests	Correct	1	1
A Business Portfolio helps you:	Securely manage multiple Pages & ad accounts	Securely manage multiple Pages & ad accounts	Correct	1	1
Content marketing benefits a business by:	Educating and building trust with customers	Educating and building trust with customers	Correct	1	1
Which of the following is NOT a channel of digital marketing?	SEO	Billboard Advertising	Wrong	1	0
A viral campaign means:	Paid Ads only	Content spreading rapidly online	Wrong	1	0
The full form of SEO is:	Search Engine Operations	Search Engine Optimization	Wrong	1	0
Influencer marketing is considered beneficial because:	It uses trusted personalities to promote brands	It uses trusted personalities to promote brands	Correct	1	1
Which of these is a benefit of using Business Portfolio?	Less transparency	Better security & permissions	Wrong	1	0
YouTube monetization requires:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1
The maximum default video upload length for unverified accounts in YouTube is:	15 minutes	15 minutes	Correct	1	1
Digital marketing is more cost-effective because:	It allows budget control & precise targeting	It allows budget control & precise targeting	Correct	1	1
Facebook Insights show:	Page performance analytics	Page performance analytics	Correct	1	1
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
Hashtags are mainly used to:	Reduce CPC	Increase Reach	Wrong	1	0
YouTube Shorts are videos of:	Less than 10 minutes	Less than 1 minute	Wrong	1	0

Instagram Stories disappear after:	24 hours	24 hours	Correct	1	1
A Facebook Profile is different from a Page because:	Both are the same	Profile is for individuals, Page is for businesses	Wrong	1	0
Minimum requirement for YouTube monetization is:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1
To transfer full control of a Page to another person, you must:	Add them as a Moderator	Make them an Admin	Wrong	1	0
A “Call to Action” (CTA) button on a Page can be:	Add Friend	Book Now, Contact Us, Shop Now	Wrong	1	0
Which type of content marketing is long-term effective?	Paid Ads	Blogging	Wrong	1	0
The default privacy setting when uploading a video is:	Private	Public	Wrong	1	0
Organic reach means:	Free, unpaid reach	Free, unpaid reach	Correct	1	1
YouTube Channel keywords help in:	Discoverability in search	Discoverability in search	Correct	1	1
Which content is NOT allowed for monetization?	Original tutorials	Reused copyrighted videos	Wrong	1	0
Which of the following is NOT a Facebook Page role?	Admin	Subscriber	Wrong	1	0
Facebook Ads Manager is used for:	Managing paid campaigns	Managing paid campaigns	Correct	1	1
Which metric shows how many people saw a Page post?	Reach	Reach	Correct	1	1
The benefit of SEO in digital marketing is:	Free organic visibility	Free organic visibility	Correct	1	1
Which benefit of digital marketing helps small businesses compete with big brands?	Equal online visibility	Equal online visibility	Correct	1	1
Retargeting ads help businesses by:	Avoiding old customers	Re-engaging users who showed interest	Wrong	1	0
The main advantage of SMM is:	Two-way engagement	Two-way engagement	Correct	1	1
A person with “Editor” access can:	Publish posts & reply to comments	Publish posts & reply to comments	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 metric measures engagement on social posts?	Likes, Comments, Shares	Likes, Comments, Shares	Correct	1	1
Ads in Business Portfolio are managed through:	Google Ads	Meta Ads Manager	Wrong	1	0
The highest level of access on a Facebook Page is:	Editor	Admin	Wrong	1	0
Business Manager (Meta Business Suite) allows:	Only boosting posts	Managing multiple Pages & permissions	Wrong	1	0
One advantage of using Business Portfolio is:	Only personal chatting	Centralized control of business assets	Wrong	1	0
LinkedIn is primarily used for:	Professional Networking	Professional Networking	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
Facebook Page roles include all EXCEPT:	Admin	Follower	Wrong	1	0
A “Moderator” on a Facebook Page can:	Reply to comments & messages	Reply to comments & messages	Correct	1	1
The overall benefit of digital marketing can be summarized as:	Measurable, targeted, and global	Measurable, targeted, and global	Correct	1	1
Paid campaigns on social media are called:	Sponsored Ads	Sponsored Ads	Correct	1	1