

# Exam Summary

**Student:** Sk Aslam

**Total Questions:** 60

**Attempted:** 59/60

**Score:** 22/60

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**Time Taken:** 00:25:20

## Details

Question	Your Answer	Correct	Status	Marks	Earned
The benefit of SEO in digital marketing is:	Free organic visibility	Free organic visibility	Correct	1	1
Instagram Insights are available for:	Business & Creator accounts	Business & Creator accounts	Correct	1	1
A Business Portfolio helps you:	Delete personal profiles	Securely manage multiple Pages & ad accounts	Wrong	1	0
Facebook Page roles include all EXCEPT:	Admin	Follower	Wrong	1	0
Which feature is useful for selling products directly on Instagram?	Instagram Shopping	Instagram Shopping	Correct	1	1
Facebook Insights show:	Page performance analytics	Page performance analytics	Correct	1	1
Hashtags are mainly used to:	Increase Reach	Increase Reach	Correct	1	1
A viral campaign means:	Email spamming	Content spreading rapidly online	Wrong	1	0
YouTube Shorts are videos of:	Not Answered	Less than 1 minute	Wrong	1	0
Instagram Stories disappear after:	24 hours	24 hours	Correct	1	1
Which tool helps creators analyze video performance?	YouTube Studio	YouTube Studio	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 person with “Editor” access can:	Remove admins	Publish posts & reply to comments	Wrong	1	0
PPC in digital marketing stands for:	Pay Per Click	Pay Per Click	Correct	1	1
Organic reach means:	Paid advertisements	Free, unpaid reach	Wrong	1	0
The highest level of access on a Facebook Page is:	Admin	Admin	Correct	1	1
Which content is NOT allowed for monetization?	Reused copyrighted videos	Reused copyrighted videos	Correct	1	1
Carousel ads on Facebook/Instagram allow:	Multiple images/videos	Multiple images/videos	Correct	1	1
Business Manager (Meta Business Suite) allows:	Managing multiple Pages & permissions	Managing multiple Pages & permissions	Correct	1	1
The main advantage of SMM is:	High printing cost	Two-way engagement	Wrong	1	0
The maximum default video upload length for unverified accounts in YouTube is:	15 minutes	15 minutes	Correct	1	1
Which of the following is the safest way to give access to a Page?	Share your Facebook login details	Assign appropriate Page roles	Wrong	1	0
The overall benefit of digital marketing can be summarized as:	Only local reach	Measurable, targeted, and global	Wrong	1	0
Which is NOT a benefit of digital marketing?	Limited data insights	Limited data insights	Correct	1	1
ROI in digital marketing is usually higher because:	No tracking is done	Campaigns can be optimized in real-time	Wrong	1	0
The ultimate goal of a Facebook Page for a business is:	Only entertainment	Brand awareness & lead generation	Wrong	1	0
A “Moderator” on a Facebook Page can:	Change Page name	Reply to comments & messages	Wrong	1	0
One advantage of using Business Portfolio is:	Watching reels	Centralized control of business assets	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
Facebook Business Portfolio is mainly used for:	Sending friend requests	Managing business assets like Pages, Ads, and Pixels	Wrong	1	0
A verified Instagram account is identified by:	A blue checkmark	A blue checkmark	Correct	1	1
A Business Portfolio can be used by:	Page followers	Multiple team members with roles	Wrong	1	0

Which of these is a benefit of using Business Portfolio?	Better security & permissions	Better security & permissions	Correct	1	1
Which feature is best for limited-time offers?	YouTube playlists	Stories	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
Digital marketing is more cost-effective because:	It allows budget control & precise targeting	It allows budget control & precise targeting	Correct	1	1
Ads in Business Portfolio are managed through:	Instagram Insights	Meta Ads Manager	Wrong	1	0
Which of the following is NOT a channel of digital marketing?	SEM	Billboard Advertising	Wrong	1	0
YouTube monetization requires:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1
YouTube Channel keywords help in:	Ad creation	Discoverability in search	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Only geography	Age, location, interests	Wrong	1	0
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
Facebook Pages can connect with customers via:	SMS only	Messenger	Wrong	1	0
Which analytics helps creators track channel performance?	Google Ads	YouTube Studio	Wrong	1	0
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Copyright claims	Audience engagement	Wrong	1	0
To give someone permission to manage a Facebook Page, you must:	Assign them a Page role	Assign them a Page role	Correct	1	1
Influencer marketing is considered beneficial because:	It’s always free	It uses trusted personalities to promote brands	Wrong	1	0
Content marketing benefits a business by:	Spamming users	Educating and building trust with customers	Wrong	1	0
Paid campaigns on social media are called:	Blogging	Sponsored Ads	Wrong	1	0

Which type of content marketing is long-term effective?	Paid Ads	Blogging	Wrong	1	0
The full form of SEO is:	System Engine Optimization	Search Engine Optimization	Wrong	1	0
Retargeting ads help businesses by:	Ignoring user behavior	Re-engaging users who showed interest	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
Digital Marketing mainly uses:	Newspaper & Magazines	Internet & Online Platforms	Wrong	1	0
Facebook Ads Manager is used for:	Creating websites	Managing paid campaigns	Wrong	1	0
Which metric measures engagement on social posts?	CPC	Likes, Comments, Shares	Wrong	1	0
Which of the following is NOT a Facebook Page role?	Moderator	Subscriber	Wrong	1	0
LinkedIn is primarily used for:	Professional Networking	Professional Networking	Correct	1	1
The default privacy setting when uploading a video is:	Unlisted	Public	Wrong	1	0
Which metric shows how many people saw a Page post?	Bounce rate	Reach	Wrong	1	0