

# Exam Summary

**Student:** Subhadip Pal

**Total Questions:** 60

**Attempted:** 1/60

**Score:** 0/60

**Started:** 2025-09-30 12:52:23

**Completed:** 2025-09-30 12:53:07

**Deadline:** 2025-09-30 13:22:23

**Time Taken:** 00:00:44

## Details

Question	Your Answer	Correct	Status	Marks	Earned
Ads in Business Portfolio are managed through:	Google Ads	Meta Ads Manager	Wrong	1	0
Digital marketing is more cost-effective because:	Not Answered	It allows budget control & precise targeting	Wrong	1	0
ROI in digital marketing is usually higher because:	Not Answered	Campaigns can be optimized in real-time	Wrong	1	0
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Not Answered	Audience engagement	Wrong	1	0
The main advantage of SMM is:	Not Answered	Two-way engagement	Wrong	1	0
Which is NOT a benefit of digital marketing?	Not Answered	Limited data insights	Wrong	1	0
The default privacy setting when uploading a video is:	Not Answered	Public	Wrong	1	0
The benefit of SEO in digital marketing is:	Not Answered	Free organic visibility	Wrong	1	0
The highest level of access on a Facebook Page is:	Not Answered	Admin	Wrong	1	0
A “Moderator” on a Facebook Page can:	Not Answered	Reply to comments & messages	Wrong	1	0
YouTube Shorts are videos of:	Not Answered	Less than 1 minute	Wrong	1	0
Minimum requirement for YouTube monetization is:	Not Answered	1,000 subscribers & 4,000 watch hours	Wrong	1	0

To transfer full control of a Page to another person, you must:	Not Answered	Make them an Admin	Wrong	1	0
Which feature is best for limited-time offers?	Not Answered	Stories	Wrong	1	0
Instagram Stories disappear after:	Not Answered	24 hours	Wrong	1	0
PPC in digital marketing stands for:	Not Answered	Pay Per Click	Wrong	1	0
The maximum default video upload length for unverified accounts in YouTube is:	Not Answered	15 minutes	Wrong	1	0
LinkedIn is primarily used for:	Not Answered	Professional Networking	Wrong	1	0
Facebook Insights show:	Not Answered	Page performance analytics	Wrong	1	0
A viral campaign means:	Not Answered	Content spreading rapidly online	Wrong	1	0
Which of the following is NOT a Facebook Page role?	Not Answered	Subscriber	Wrong	1	0
A Business Portfolio can be used by:	Not Answered	Multiple team members with roles	Wrong	1	0
Facebook Pages can connect with customers via:	Not Answered	Messenger	Wrong	1	0
YouTube monetization requires:	Not Answered	1,000 subscribers & 4,000 watch hours	Wrong	1	0
One advantage of using Business Portfolio is:	Not Answered	Centralized control of business assets	Wrong	1	0
Which of the following is NOT a channel of digital marketing?	Not Answered	Billboard Advertising	Wrong	1	0
Organic reach means:	Not Answered	Free, unpaid reach	Wrong	1	0
Which metric measures engagement on social posts?	Not Answered	Likes, Comments, Shares	Wrong	1	0
Instagram Insights are available for:	Not Answered	Business & Creator accounts	Wrong	1	0
Which of the following is the safest way to give access to a Page?	Not Answered	Assign appropriate Page roles	Wrong	1	0
A Business Portfolio helps you:	Not Answered	Securely manage multiple Pages & ad accounts	Wrong	1	0
Facebook Page roles include all EXCEPT:	Not Answered	Follower	Wrong	1	0

Influencer marketing is considered beneficial because:	Not Answered	It uses trusted personalities to promote brands	Wrong	1	0
The ultimate goal of a Facebook Page for a business is:	Not Answered	Brand awareness & lead generation	Wrong	1	0
Which benefit of digital marketing helps small businesses compete with big brands?	Not Answered	Equal online visibility	Wrong	1	0
YouTube Channel keywords help in:	Not Answered	Discoverability in search	Wrong	1	0
A verified Instagram account is identified by:	Not Answered	A blue checkmark	Wrong	1	0
Which tool helps creators analyze video performance?	Not Answered	YouTube Studio	Wrong	1	0
Facebook Ads Manager is used for:	Not Answered	Managing paid campaigns	Wrong	1	0
Paid campaigns on social media are called:	Not Answered	Sponsored Ads	Wrong	1	0
To give someone permission to manage a Facebook Page, you must:	Not Answered	Assign them a Page role	Wrong	1	0
Retargeting ads help businesses by:	Not Answered	Re-engaging users who showed interest	Wrong	1	0
Which type of content marketing is long-term effective?	Not Answered	Blogging	Wrong	1	0
Which content is NOT allowed for monetization?	Not Answered	Reused copyrighted videos	Wrong	1	0
Which of these is a benefit of using Business Portfolio?	Not Answered	Better security & permissions	Wrong	1	0
Carousel ads on Facebook/Instagram allow:	Not Answered	Multiple images/videos	Wrong	1	0
Which analytics helps creators track channel performance?	Not Answered	YouTube Studio	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Not Answered	Age, location, interests	Wrong	1	0
The overall benefit of digital marketing can be summarized as:	Not Answered	Measurable, targeted, and global	Wrong	1	0
Digital Marketing mainly uses:	Not Answered	Internet & Online Platforms	Wrong	1	0
A Facebook Profile is different from a Page because:	Not Answered	Profile is for individuals, Page is for businesses	Wrong	1	0
A person with "Editor" access can:	Not Answered	Publish posts & reply to comments	Wrong	1	0

The full form of SEO is:	Not Answered	Search Engine Optimization	Wrong	1	0
A “Call to Action” (CTA) button on a Page can be:	Not Answered	Book Now, Contact Us, Shop Now	Wrong	1	0
Which feature is useful for selling products directly on Instagram?	Not Answered	Instagram Shopping	Wrong	1	0
Content marketing benefits a business by:	Not Answered	Educating and building trust with customers	Wrong	1	0
Hashtags are mainly used to:	Not Answered	Increase Reach	Wrong	1	0
Which metric shows how many people saw a Page post?	Not Answered	Reach	Wrong	1	0
Facebook Business Portfolio is mainly used for:	Not Answered	Managing business assets like Pages, Ads, and Pixels	Wrong	1	0
Business Manager (Meta Business Suite) allows:	Not Answered	Managing multiple Pages & permissions	Wrong	1	0