

# Exam Summary

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**Total Questions:** 60

**Questions Attempted:** 60/60

**Score:** 0/44

**Started At:** 2025-09-24 19:54:16

**End At(Deadline):** 2025-09-24 20:24:16

**Completed At:** 2025-09-24 20:03:41

**Time Taken:** 00:09:25

## Details

Question	Your Answer	Correct	Status	Marks	Earned
Digital Marketing mainly uses:	Free, unpaid reach	Internet & Online Platforms	Wrong	1	0
Which of the following is NOT a channel of digital marketing?	Managing multiple Pages & permissions	Billboard Advertising	Wrong	1	0
The full form of SEO is:	Limited data insights	Search Engine Optimization	Wrong	1	0
PPC in digital marketing stands for:	Professional Networking	Pay Per Click	Wrong	1	0
Hashtags are mainly used to:	Managing business assets like Pages, Ads, and Pixels	Increase Reach	Wrong	1	0
LinkedIn is primarily used for:	Meta Ads Manager	Professional Networking	Wrong	1	0
Facebook Ads Manager is used for:	Increase Reach	Managing paid campaigns	Wrong	1	0
YouTube monetization requires:	Multiple images/videos	1,000 subscribers & 4,000 watch hours	Wrong	1	0
Which metric measures engagement on social posts?	Pay Per Click	Likes, Comments, Shares	Wrong	1	0
A viral campaign means:	Book Now, Contact Us, Shop Now	Content spreading rapidly online	Wrong	1	0
Which type of content marketing is long-term effective?	Re-engaging users who showed interest	Blogging	Wrong	1	0

The main advantage of SMM is:	A blue checkmark	Two-way engagement	Wrong	1	0
Organic reach means:	Centralized control of business assets	Free, unpaid reach	Wrong	1	0
Paid campaigns on social media are called:	Free organic visibility	Sponsored Ads	Wrong	1	0
Instagram Stories disappear after:	15 minutes	24 hours	Wrong	-1	0
Carousel ads on Facebook/Instagram allow:	Measurable, targeted, and global	Multiple images/videos	Wrong	1	0
Which feature is best for limited-time offers?	Profile is for individuals, Page is for businesses	Stories	Wrong	1	0
A Facebook Profile is different from a Page because:	Blogging	Profile is for individuals, Page is for businesses	Wrong	1	0
Facebook Insights show:	Educating and building trust with customers	Page performance analytics	Wrong	1	0
A “Call to Action” (CTA) button on a Page can be:	Content spreading rapidly online	Book Now, Contact Us, Shop Now	Wrong	1	0
Facebook Page roles include all EXCEPT:	Campaigns can be optimized in real-time	Follower	Wrong	-1	0
Which metric shows how many people saw a Page post?	YouTube Studio	Reach	Wrong	1	0
Facebook Pages can connect with customers via:	Make them an Admin	Messenger	Wrong	1	0
The ultimate goal of a Facebook Page for a business is:	Reused copyrighted videos	Brand awareness & lead generation	Wrong	1	0
The default privacy setting when uploading a video is:	Audience engagement	Public	Wrong	-1	0
YouTube Channel keywords help in:	Internet & Online Platforms	Discoverability in search	Wrong	1	0
Minimum requirement for YouTube monetization is:	Page performance analytics	1,000 subscribers & 4,000 watch hours	Wrong	0	0
Which analytics helps creators track channel performance?	1,000 subscribers & 4,000 watch hours	YouTube Studio	Wrong	1	0
Which content is NOT allowed for monetization?	Publish posts & reply to comments	Reused copyrighted videos	Wrong	1	0
To give someone permission to manage a Facebook Page, you must:	Two-way engagement	Assign them a Page role	Wrong	-1	0

Which of the following is NOT a Facebook Page role?	Billboard Advertising	Subscriber	Wrong	1	0
The highest level of access on a Facebook Page is:	CTR	Admin	Wrong	1	0
A person with “Editor” access can:	Less than 1 minute	Publish posts & reply to comments	Wrong	1	0
A “Moderator” on a Facebook Page can:	Search Engine Optimization	Reply to comments & messages	Wrong	-1	0
Business Manager (Meta Business Suite) allows:	Equal online visibility	Managing multiple Pages & permissions	Wrong	1	0
To transfer full control of a Page to another person, you must:	It allows budget control & precise targeting	Make them an Admin	Wrong	1	0
Which of the following is the safest way to give access to a Page?	Reply to comments & messages	Assign appropriate Page roles	Wrong	1	0
Digital marketing is more cost-effective because:	Add them as a friend	It allows budget control & precise targeting	Wrong	1	0
Which is NOT a benefit of digital marketing?	Sponsored Ads	Limited data insights	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Multiple team members with roles	Age, location, interests	Wrong	0	0
The benefit of SEO in digital marketing is:	24 hours	Free organic visibility	Wrong	1	0
Retargeting ads help businesses by:	Brand awareness & lead generation	Re-engaging users who showed interest	Wrong	1	0
ROI in digital marketing is usually higher because:	Securely manage multiple Pages & ad accounts	Campaigns can be optimized in real-time	Wrong	1	0
Which benefit of digital marketing helps small businesses compete with big brands?	Follower	Equal online visibility	Wrong	1	0
Content marketing benefits a business by:	Managing paid campaigns	Educating and building trust with customers	Wrong	1	0
Influencer marketing is considered beneficial because:	Discoverability in search	It uses trusted personalities to promote brands	Wrong	1	0
The overall benefit of digital marketing can be summarized as:	Age, location, interests	Measurable, targeted, and global	Wrong	1	0

Facebook Business Portfolio is mainly used for:	Likes, Comments, Shares	Managing business assets like Pages, Ads, and Pixels	Wrong	1	0
A Business Portfolio helps you:	Subscriber	Securely manage multiple Pages & ad accounts	Wrong	1	0
One advantage of using Business Portfolio is:	Public	Centralized control of business assets	Wrong	1	0
A Business Portfolio can be used by:	YouTube Studio	Multiple team members with roles	Wrong	1	0
Ads in Business Portfolio are managed through:	Instagram Shopping	Meta Ads Manager	Wrong	1	0
Which of these is a benefit of using Business Portfolio?	Messenger	Better security & permissions	Wrong	1	0
The maximum default video upload length for unverified accounts in YouTube is:	Better security & permissions	15 minutes	Wrong	1	0
YouTube Shorts are videos of:	Stories	Less than 1 minute	Wrong	1	0
Which tool helps creators analyze video performance?	Business & Creator accounts	YouTube Studio	Wrong	1	0
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Assign appropriate Page roles	Audience engagement	Wrong	1	0
Which feature is useful for selling products directly on Instagram?	1,000 subscribers & 4,000 watch hours	Instagram Shopping	Wrong	0	0
A verified Instagram account is identified by:	Admin	A blue checkmark	Wrong	-1	0
Instagram Insights are available for:	It uses trusted personalities to promote brands	Business & Creator accounts	Wrong	0	0