

Exam Summary

Student: Samir Kundu (samirkundu@gmail.com)

Total Questions: 60

Questions Attempted: 59/60

Score: 1/48

Started At: 2025-09-24 21:07:32

End At(Deadline): 2025-09-24 21:37:32

Completed At: 2025-09-24 21:15:24

Time Taken: 00:07:52

Details

Question	Your Answer	Correct	Status	Marks	Earned
Digital Marketing mainly uses:	Re-engaging users who showed interest	Internet & Online Platforms	Wrong	1	0
Which of the following is NOT a channel of digital marketing?	Securely manage multiple Pages & ad accounts	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:	Follower	Pay Per Click	Wrong	1	0
Hashtags are mainly used to:	Add them as a friend	Increase Reach	Wrong	1	0
LinkedIn is primarily used for:	Professional Networking	Professional Networking	Correct	1	1
Facebook Ads Manager is used for:	Multiple team members with roles	Managing paid campaigns	Wrong	1	0
YouTube monetization requires:	Messenger	1,000 subscribers & 4,000 watch hours	Wrong	1	0
Which metric measures engagement on social posts?	Multiple images/videos	Likes, Comments, Shares	Wrong	1	0
A viral campaign means:	Measurable, targeted, and global	Content spreading rapidly online	Wrong	1	0
Which type of content marketing is long-term effective?	Make them an Admin	Blogging	Wrong	1	0
The main advantage of SMM is:	YouTube Studio	Two-way engagement	Wrong	1	0

Organic reach means:	Blogging	Free, unpaid reach	Wrong	1	0
Paid campaigns on social media are called:	Less than 1 minute	Sponsored Ads	Wrong	1	0
Instagram Stories disappear after:	Content spreading rapidly online	24 hours	Wrong	-1	0
Carousel ads on Facebook/Instagram allow:	Age, location, interests	Multiple images/videos	Wrong	1	0
Which feature is best for limited-time offers?	Subscriber	Stories	Wrong	1	0
A Facebook Profile is different from a Page because:	1,000 subscribers & 4,000 watch hours	Profile is for individuals, Page is for businesses	Wrong	1	0
Facebook Insights show:	It uses trusted personalities to promote brands	Page performance analytics	Wrong	1	0
A “Call to Action” (CTA) button on a Page can be:	Stories	Book Now, Contact Us, Shop Now	Wrong	1	0
Facebook Page roles include all EXCEPT:	Internet & Online Platforms	Follower	Wrong	-1	0
Which metric shows how many people saw a Page post?	Page performance analytics	Reach	Wrong	1	0
Facebook Pages can connect with customers via:	Increase Reach	Messenger	Wrong	1	0
The ultimate goal of a Facebook Page for a business is:	Pay Per Click	Brand awareness & lead generation	Wrong	1	0
The default privacy setting when uploading a video is:	Better security & permissions	Public	Wrong	-1	0
YouTube Channel keywords help in:	Free organic visibility	Discoverability in search	Wrong	1	0
Minimum requirement for YouTube monetization is:	Profile is for individuals, Page is for businesses	1,000 subscribers & 4,000 watch hours	Wrong	1	0
Which analytics helps creators track channel performance?	Brand awareness & lead generation	YouTube Studio	Wrong	1	0
Which content is NOT allowed for monetization?	Assign appropriate Page roles	Reused copyrighted videos	Wrong	1	0
To give someone permission to manage a Facebook Page, you must:	15 minutes	Assign them a Page role	Wrong	-1	0
Which of the following is NOT a Facebook Page role?	Sponsored Ads	Subscriber	Wrong	1	0

The highest level of access on a Facebook Page is:	Campaigns can be optimized in real-time	Admin	Wrong	1	0
A person with “Editor” access can:	Book Now, Contact Us, Shop Now	Publish posts & reply to comments	Wrong	1	0
A “Moderator” on a Facebook Page can:	Discoverability in search	Reply to comments & messages	Wrong	-1	0
Business Manager (Meta Business Suite) allows:	Meta Ads Manager	Managing multiple Pages & permissions	Wrong	1	0
To transfer full control of a Page to another person, you must:	Equal online visibility	Make them an Admin	Wrong	1	0
Which of the following is the safest way to give access to a Page?	Business & Creator accounts	Assign appropriate Page roles	Wrong	1	0
Digital marketing is more cost-effective because:	Managing paid campaigns	It allows budget control & precise targeting	Wrong	1	0
Which is NOT a benefit of digital marketing?	Reach	Limited data insights	Wrong	1	0
Digital marketing allows businesses to target audiences by:	Search Engine Optimization	Age, location, interests	Wrong	1	0
The benefit of SEO in digital marketing is:	YouTube Studio	Free organic visibility	Wrong	1	0
Retargeting ads help businesses by:	Admin	Re-engaging users who showed interest	Wrong	1	0
ROI in digital marketing is usually higher because:	Two-way engagement	Campaigns can be optimized in real-time	Wrong	1	0
Which benefit of digital marketing helps small businesses compete with big brands?	Public	Equal online visibility	Wrong	1	0
Content marketing benefits a business by:	It allows budget control & precise targeting	Educating and building trust with customers	Wrong	1	0
Influencer marketing is considered beneficial because:	Reply to comments & messages	It uses trusted personalities to promote brands	Wrong	1	0
The overall benefit of digital marketing can be summarized as:	Audience engagement	Measurable, targeted, and global	Wrong	1	0

Facebook Business Portfolio is mainly used for:	Reused copyrighted videos	Managing business assets like Pages, Ads, and Pixels	Wrong	1	0
A Business Portfolio helps you:	Educating and building trust with customers	Securely manage multiple Pages & ad accounts	Wrong	1	0
One advantage of using Business Portfolio is:	Publish posts & reply to comments	Centralized control of business assets	Wrong	1	0
A Business Portfolio can be used by:	CTR	Multiple team members with roles	Wrong	1	0
Ads in Business Portfolio are managed through:	Centralized control of business assets	Meta Ads Manager	Wrong	1	0
Which of these is a benefit of using Business Portfolio?	24 hours	Better security & permissions	Wrong	1	0
The maximum default video upload length for unverified accounts in YouTube is:	A blue checkmark	15 minutes	Wrong	1	0
YouTube Shorts are videos of:	Managing multiple Pages & permissions	Less than 1 minute	Wrong	1	0
Which tool helps creators analyze video performance?	Billboard Advertising	YouTube Studio	Wrong	1	0
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	1,000 subscribers & 4,000 watch hours	Audience engagement	Wrong	1	0
Which feature is useful for selling products directly on Instagram?	Free, unpaid reach	Instagram Shopping	Wrong	1	0
A verified Instagram account is identified by:	Instagram Shopping	A blue checkmark	Wrong	-1	0
Instagram Insights are available for:	Not Answered	Business & Creator accounts	Wrong	1	0