

Exam Summary

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Total Questions: 60

Attempted: 59/60

Score: 46/48

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Details

Question	Your Answer	Correct	Status	Marks	Earned
LinkedIn is primarily used for:	Professional Networking	Professional Networking	Correct	1	1
Business Manager (Meta Business Suite) allows:	Managing multiple Pages & permissions	Managing multiple Pages & permissions	Correct	1	1
YouTube Channel keywords help in:	Discoverability in search	Discoverability in search	Correct	1	1
A person with “Editor” access can:	Publish posts & reply to comments	Publish posts & reply to comments	Correct	1	1
PPC in digital marketing stands for:	Pay Per Click	Pay Per Click	Correct	1	1
Retargeting ads help businesses by:	Re-engaging users who showed interest	Re-engaging users who showed interest	Correct	1	1
Facebook Ads Manager is used for:	Managing paid campaigns	Managing paid campaigns	Correct	1	1
A “Call to Action” (CTA) button on a Page can be:	Book Now, Contact Us, Shop Now	Book Now, Contact Us, Shop Now	Correct	1	1
Facebook Insights show:	Page performance analytics	Page performance analytics	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
Instagram Insights are available for:	Business & Creator accounts	Business & Creator accounts	Correct	1	1
A Business Portfolio can be used by:	Multiple team members with roles	Multiple team members with roles	Correct	1	1

A “Moderator” on a Facebook Page can:	Reply to comments & messages	Reply to comments & messages	Correct	-1	-1
A Business Portfolio helps you:	Securely manage multiple Pages & ad accounts	Securely manage multiple Pages & ad accounts	Correct	1	1
The overall benefit of digital marketing can be summarized as:	Measurable, targeted, and global	Measurable, targeted, and global	Correct	1	1
Minimum requirement for YouTube monetization is:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1
The full form of SEO is:	Search Engine Optimization	Search Engine Optimization	Correct	1	1
Which of the following is NOT a channel of digital marketing?	Billboard Advertising	Billboard Advertising	Correct	1	1
One advantage of using Business Portfolio is:	Centralized control of business assets	Centralized control of business assets	Correct	1	1
Which of the following is NOT a Facebook Page role?	Subscriber	Subscriber	Correct	1	1
The default privacy setting when uploading a video is:	Public	Public	Correct	-1	-1
Which is NOT a benefit of digital marketing?	Limited data insights	Limited data insights	Correct	1	1
The maximum default video upload length for unverified accounts in YouTube is:	15 minutes	15 minutes	Correct	1	1
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
The main advantage of SMM is:	Two-way engagement	Two-way engagement	Correct	1	1
Which analytics helps creators track channel performance?	YouTube Studio	YouTube Studio	Correct	1	1
Which metric measures engagement on social posts?	CPC	Likes, Comments, Shares	Wrong	1	0
Hashtags are mainly used to:	Increase Reach	Increase Reach	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
To transfer full control of a Page to another person, you must:	Make them an Admin	Make them an Admin	Correct	1	1
Organic reach means:	Free, unpaid reach	Free, unpaid reach	Correct	1	1

Carousel ads on Facebook/Instagram allow:	Multiple images/videos	Multiple images/videos	Correct	1	1
Which of these is a benefit of using Business Portfolio?	Better security & permissions	Better security & permissions	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 metric shows how many people saw a Page post?	CTR	Reach	Wrong	1	0
The “Like,” “Share,” and “Subscribe” buttons on YouTube help with:	Audience engagement	Audience engagement	Correct	1	1
Which benefit of digital marketing helps small businesses compete with big brands?	Equal online visibility	Equal online visibility	Correct	1	1
YouTube Shorts are videos of:	Less than 1 minute	Less than 1 minute	Correct	1	1
Which type of content marketing is long-term effective?	Blogging	Blogging	Correct	1	1
Digital Marketing mainly uses:	Internet & Online Platforms	Internet & Online Platforms	Correct	1	1
A verified Instagram account is identified by:	A blue checkmark	A blue checkmark	Correct	-1	-1
Which tool helps creators analyze video performance?	YouTube Studio	YouTube Studio	Correct	1	1
Influencer marketing is considered beneficial because:	It uses trusted personalities to promote brands	It uses trusted personalities to promote brands	Correct	1	1
Instagram Stories disappear after:	24 hours	24 hours	Correct	-1	-1
Facebook Page roles include all EXCEPT:	Follower	Follower	Correct	-1	-1
Paid campaigns on social media are called:	Sponsored Ads	Sponsored Ads	Correct	1	1
The highest level of access on a Facebook Page is:	Admin	Admin	Correct	1	1
Ads in Business Portfolio are managed through:	Meta Ads Manager	Meta Ads Manager	Correct	1	1
Which content is NOT allowed for monetization?	Reused copyrighted videos	Reused copyrighted videos	Correct	1	1
YouTube monetization requires:	1,000 subscribers & 4,000 watch hours	1,000 subscribers & 4,000 watch hours	Correct	1	1

Which feature is useful for selling products directly on Instagram?	Instagram Shopping	Instagram Shopping	Correct	1	1
To give someone permission to manage a Facebook Page, you must:	Add them as a friend	Assign them a Page role	Wrong	-1	0
A viral campaign means:	Content spreading rapidly online	Content spreading rapidly online	Correct	1	1
Which of the following is the safest way to give access to a Page?	Assign appropriate Page roles	Assign appropriate Page roles	Correct	1	1
Facebook Pages can connect with customers via:	Messenger	Messenger	Correct	1	1
Digital marketing allows businesses to target audiences by:	Age, location, interests	Age, location, interests	Correct	1	1
ROI in digital marketing is usually higher because:	Campaigns can be optimized in real-time	Campaigns can be optimized in real-time	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
Which feature is best for limited-time offers?	Stories	Stories	Correct	1	1
The benefit of SEO in digital marketing is:	Not Answered	Free organic visibility	Wrong	1	0