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## Self-Made Assignment - Digital Marketing

### What is Digital Marketing?

Complete these MCQ-

1. Influencer Marketing primarily helps brands by \_\_\_\_\_.

- a) Increasing print ads
- b) Reaching niche audiences
- c) Reducing SEO ranking
- d) Removing competition

2. Showing ads of products users viewed but didn't buy is called \_\_\_\_\_.

- a) Remarketing
- b) Email marketing
- c) Organic marketing
- d) Content marketing

3. Content marketing mainly focuses on \_\_\_\_\_.

- a) Broadcasting TV ads
- b) Creating helpful content
- c) Distributing coupons offline
- d) SMS promotions

4. A bakery posting "Best Chocolate Cake Recipes" online is an example of \_\_\_\_\_.

- a) PPC
- b) SEO
- c) Email marketing
- d) Affiliate marketing

5. What is a major benefit of digital marketing for small businesses?

- a) Very high cost
- b) Limited reach
- c) Cost-effectiveness
- d) No measurable data

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### What is Digital Marketing?

6. Tata Tea's #JaagoRe campaign is an example of \_\_\_\_\_.

- a) Brand awareness
- b) SEM
- c) PPC
- d) Affiliate marketing

7. Which digital marketing channel focuses on optimizing unpaid search results?

- a) PPC
- b) SEO
- c) Email marketing
- d) Podcast marketing

8. A clothing brand posting reels on Instagram is an example of \_\_\_\_\_.

- a) SEO
- b) SMM
- c) SEM
- d) PPC

9. Which tool helps track clicks, conversions, and ROI?

- a) Google Maps
- b) Google Photos
- c) Google Analytics
- d) Google Pay

10. Email Marketing involves \_\_\_\_\_.

- a) Sending postcards
- b) Sending promotional emails
- c) Sending voice messages
- d) Sending SMS

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