

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Search Engine Results Page

Complete these MCQ



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Q1. What shows unpaid results in SERP?

- a) PPC Ads
- b) Organic Results
- c) Video Results
- d) News Results

Q2. Where do users type their search query?

- a) Footer
- b) Search Bar
- c) Sidebar
- d) Menu

Q3. Which appears with the label "Ad"?

- a) Organic Results
- b) Featured Snippet
- c) Paid Results
- d) Related Searches

Q4. Local Pack shows results on:

- a) Google Maps
- b) YouTube
- c) Wikipedia
- d) Instagram

Q5. Featured snippet is also called:

- a) Position Zero
- b) Bottom Rank
- c) Paid Result
- d) Keyword Box

Q6. Which factor improves organic ranking?

- a) High PPC bid
- b) More ads
- c) Quality content & backlinks
- d) Website color

Q7. "People Also Ask" helps users with:

- a) Music
- b) Images
- c) Related questions
- d) Games

Q8. Which result type appears for trending updates?

- a) News Results
- b) Image Results
- c) Local Pack
- d) PAA Section



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Q9. Knowledge Panel mainly shows:

- a) Songs
- b) Business or person information
- c) Cartoons
- d) Shopping ads

Q10. Paid results are created using:

- a) Google Ads
- b) Google Maps
- c) Gmail
- d) Google Docs

Q11. Which SERP element is most useful for local businesses?

- a) News Articles
- b) Local Pack
- c) Featured Snippet
- d) PAA Section

Q12. What is the main goal of SERP?

- a) Show random ads
- b) Show most relevant results
- c) Hide answers
- d) Promote only big companies

Q13. SEO-optimized blogs often target featured snippets by using:

- a) Unrelated content
- b) FAQ-style answers
- c) Long ads
- d) Paid promotions

Q14. When you see a summary box about "Tata Group," it is:

- a) Organic Result
- b) Knowledge Panel
- c) PAA
- d) Local Pack

Q15. Which element helps marketers find new keyword opportunities?

- a) Ad Section
- b) Related Searches
- c) Search Bar
- d) Video Results

