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Test Series

Self-Made Assignment - Digital Marketing

Search Engine Results Page

Complete These MCQ

1. What does SERP stand for?
  - a) Search Engine Ranking Process
  - b) Search Engine Results Page
  - c) Search Engine Response Panel
  - d) Search Engine Report Page
2. Which search engine has more than 95% market share in India?
  - a) Bing
  - b) Yahoo
  - c) DuckDuckGo
  - d) Google
3. Organic results in SERP are also known as:
  - a) Paid listings
  - b) Advertisements
  - c) Unpaid SEO results
  - d) Sponsored links
4. Which label identifies paid ads on Google SERP?
  - a) Sale
  - b) Promo
  - c) Ad
  - d) Offer
5. Where are "Related Searches" usually found on a SERP?
  - a) At the top
  - b) In the middle
  - c) On the right side
  - d) At the bottom
6. Which SERP feature is also called "Position Zero"?
  - a) Knowledge Panel
  - b) Paid Ads
  - c) Featured Snippet
  - d) Local Pack
7. The Local Pack in Google SERP usually shows how many business listings?
  - a) Two
  - b) Three
  - c) Four
  - d) Five
8. Which factor does NOT directly affect organic ranking?
  - a) Content quality
  - b) Backlinks
  - c) Keyword relevance
  - d) Advertisement budget

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9. People Also Ask (PAA) section is mainly useful for:

- a) Showing paid ads
- b) Displaying company details
- c) Answering related user questions
- d) Showing maps

10. Which platform is most commonly used for video results in Indian SERPs?

- a) Vimeo
- b) Facebook
- c) Instagram
- d) YouTube

11. Which marketing strategy is MOST effective to appear in the Featured Snippet?

- a) Running PPC ads
- b) Using FAQ-style content
- c) Increasing ad budget
- d) Adding pop-up banners

12. Knowledge Panel information is mainly managed through:

- a) Google Ads
- b) Google Analytics
- c) Google Business Profile & Wikipedia
- d) Search Console only

13. Festive sales like Diwali are especially important for which SERP element?

- a) Organic listings
- b) Image results
- c) PPC search ads
- d) Knowledge panel

14. A search query like “cafes near Connaught Place” mainly triggers:

- a) Featured snippet
- b) Knowledge panel
- c) Local Pack
- d) Related searches

15. Which SERP element helps marketers most in keyword research?

- a) Paid ads
- b) Related searches
- c) Knowledge panel
- d) Search bar

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