

Course  
&  
Test Series

## Self-Made Assignment - Digital Marketing

### Introduction to Google Ads

Complete these MCQ

1. What is Google Ads?

- a) A social media app
- b) An online advertising platform by Google
- c) A free email service
- d) A search engine

2. Google Ads was previously called:

- a) Google Search
- b) Google Marketing
- c) Google AdWords
- d) Google Promo

3. In Google Ads, you pay when:

- a) Your ad is shown
- b) Someone clicks your ad
- c) Someone visits Google
- d) You create an account

4. PPC stands for:

- a) Pay per Campaign
- b) Price per Click
- c) Pay per Click
- d) Pay per Customer

5. Which platform is owned by Google and shows video ads?

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

6. Which of the following is NOT a place where Google Ads appear?

- a) Google Search
- b) YouTube
- c) Google Maps
- d) WhatsApp

7. What does a business choose first while creating Google Ads?

- a) Logo
- b) Keywords
- c) Employees
- d) Office location

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

abhyasonline.in



Course  
&  
Test Series

## Self-Made Assignment - Digital Marketing

### Introduction to Google Ads

8. Ads shown with images, prices, and product names are called:
- Search Ads
  - Video Ads
  - Display Ads
  - Shopping Ads
9. Why was the name changed from AdWords to Google Ads?
- Ads became free
  - Only videos were allowed
  - Ads included images, videos, and shopping
  - Google stopped using keywords
10. A café using “coffee shop near me” is an example of:
- International marketing
  - Local business advertising
  - Email marketing
  - Social media ads
11. Which combination correctly shows how Google Ads works?
- Create ad → choose keywords → pay monthly
  - Choose keywords → create ad → pay per click
  - Pay first → Google creates ad → show randomly
  - Create website → free ads → unlimited clicks
12. Which of the following is NOT required to create a Google Account?
- First name
  - Phone number verification
  - Bank account
  - Password
13. What is the main benefit of Google Ads for businesses?
- Free website hosting
  - Instant visibility to the right customers
  - Social media followers
  - Free products from Google
14. If you already have a Gmail account, then:
- You must create a new Google Ads account
  - You cannot use Google Ads
  - You already have a Google account
  - You must pay to activate it

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

abhyasonline.in

