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Test Series

## Self-Made Assignment - Digital Marketing

### Competition Analysis

Complete These MCQ

1. What is Competition Analysis?
  - a) Studying employees
  - b) Studying competitors
  - c) Studying customers only
  - d) Studying products
2. Competition analysis is mainly used in:
  - a) Digital marketing
  - b) Accounting
  - c) Manufacturing
  - d) HR management
3. Which search engine is focused on for Indian SEO?
  - a) Yahoo
  - b) Bing
  - c) Google India
  - d) DuckDuckGo
4. Which is a popular keyword example in India?
  - a) Local notebook shop
  - b) Mobile phones
  - c) Home tuition notes
  - d) Small bakery menu
5. Which business is a direct competitor to a bakery in Mumbai?
  - a) A Mumbai bakery
  - b) A clothing store
  - c) A mobile shop
  - d) A book store
6. Which tool helps check competitor keywords?
  - a) MS Excel
  - b) Canvas
  - c) Ubersuggest
  - d) Paint
7. Domain Authority (DA) shows:
  - a) Website strength
  - b) Keyword length
  - c) Page speed
  - d) Ad quality

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8. Page Authority (PA) refers to:

- a) Whole website
- b) Home page design
- c) Strength of a specific page
- d) Social media profile

9. Which method helps find competitors?

- a) Watching TV ads
- b) Searching keywords on Google
- c) Printing flyers
- d) Cold calling

10. What should you analyze in competitors' blogs?

- a) Font style
- b) Topics and keywords
- c) Office address
- d) Logo color

11. Which keyword is usually easier to rank for?

- a) High-volume keyword
- b) Short keyword
- c) Long-tail local keyword
- d) Trending global keyword

12. What is a keyword gap?

- a) Keyword with spelling error
- b) Keyword competitors missed
- c) Keyword with no meaning
- d) Keyword already ranked #1

13. Why analyze competitors' ads?

- a) To copy logos
- b) To understand offers and CTA
- c) To check website speed
- d) To improve hosting

14. Which is an opportunity from competitor weakness?

- a) Strong backlinks
- b) High prices
- c) High authority
- d) High traffic



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