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Self-Made Assignment - Digital Marketing

Marketing Goals in Traditional and Digital Media

Complete These MCQ

1. What are marketing goals?
 - a) Company profits
 - b) Employee salary
 - c) Marketing objectives
 - d) Office rules
2. Which goal focuses on making people aware of a brand?
 - a) Sales
 - b) Brand awareness
 - c) Customer service
 - d) Market research
3. Which company uses Instagram polls and quizzes for engagement?
 - a) Amazon
 - b) Zomato
 - c) LIC
 - d) Nestlé
4. Traditional marketing mainly uses:
 - a) Mobile apps
 - b) Social media
 - c) Offline channels
 - d) Websites
5. Digital marketing mainly uses:
 - a) Newspapers
 - b) Radio
 - c) Online platforms
 - d) Billboards
6. SMART goals should be:
 - a) General and flexible
 - b) Specific and measurable
 - c) Random and unlimited
 - d) Only short-term
7. BYJU'S Facebook campaigns mainly aim to:
 - a) Increase employee strength
 - b) Generate leads
 - c) Improve product quality
 - d) Reduce competition



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8. Amazon Prime mainly supports which marketing goal?

- a) Brand awareness
- b) Customer retention
- c) Market research
- d) Website design

9. Increasing app downloads is related to which goal?

- a) Engagement
- b) Website/App traffic
- c) Customer loyalty
- d) Market share

10. Which marketing type allows two-way communication with customers?

- a) Print marketing
- b) Radio ads
- c) Digital marketing
- d) Outdoor ads

11. A goal to increase online sales by 20% in 6 months is:

- a) A vague goal
- b) A non-measurable goal
- c) A SMART goal
- d) An operational rule

12. Which factor makes digital marketing easier to measure than traditional marketing?

- a) Higher cost
- b) Better design
- c) Analytics and tracking
- d) Wider reach

13. Expanding into new regions mainly helps to:

- a) Improve engagement
- b) Increase market share
- c) Reduce advertising cost
- d) Improve customer experience

14. Which is a correct difference between traditional and digital marketing?

- a) Both have global reach
- b) Traditional marketing is faster
- c) Digital marketing is highly targeted
- d) Traditional marketing is interactive

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