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Self-Made Assignment - Digital Marketing

Introduction to Social Media Marketing

Complete these MCQ

1) Media is mainly used for:

- a) Farming
- b) Communication and sharing content
- c) Driving vehicles
- d) Cooking food

2) Social media marketing is usually:

- a) Very expensive
- b) Low-cost and budget-friendly
- c) Only for big companies
- d) Illegal

3) Which platform is mainly used for professional networking?

- a) Instagram
- b) WhatsApp
- c) LinkedIn
- d) Snapchat

4) TikTok became popular because of:

- a) Long movies
- b) Short videos
- c) News articles
- d) Job posts

5) Traditional marketing is mostly:

- a) Two-way communication
- b) One-way communication
- c) Online chatting
- d) Free marketing

6) Which content type is common in social media?

- a) Reels
- b) Letters by post
- c) Newspaper printing only
- d) Radio signals

7) Which is a major benefit of social media marketing?

- a) Slow feedback
- b) No targeting options
- c) Specific audience targeting
- d) High printing cost

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8) a social media audit helps to:

- a) Delete accounts
- b) Understand current performance
- c) Change company name
- d) Stop marketing

9) Which segmentation is based on age and gender?

- a) Behavioral
- b) Lifestyle
- c) Demographic
- d) Geographic

10) What is the purpose of setting benchmarks?

- a) To waste time
- b) To measure success
- c) To copy competitors
- d) To increase expenses

11) Why did Instagram introduce Reels?

- a) To compete with TikTok
- b) To remove photos
- c) To stop video content
- d) To promote newspapers

12) Which platform is best for community building?

- a) Facebook
- b) Twitter
- c) LinkedIn
- d) Telegram

13) Which of the following best explains social media competition?

- a) Platforms avoid innovation
- b) Platforms copy and improve features to retain users
- c) Only one platform dominates forever
- d) Users cannot switch platforms

14) A coaching institute gets many likes but few inquiries. This shows:

- a) Strong conversion
- b) Weak reach
- c) Good engagement but poor conversion
- d) No audience

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