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Test Series

Self-Made Assignment - Digital Marketing

YouTube Marketing

Complete These MCQ

1. YouTube was bought by Google in which year?
 - a) 2004
 - b) 2006
 - c) 2008
 - d) 2010
2. To create a YouTube channel, you need:
 - a) Facebook account
 - b) Twitter account
 - c) Google account
 - d) LinkedIn account
3. Which privacy setting allows only people with the link to watch the video?
 - a) Public
 - b) Private
 - c) Unlisted
 - d) Hidden
4. What tool is used to manage videos and check analytics?
 - a) Google Ads
 - b) YouTube Studio
 - c) Gmail
 - d) Canva
5. Monetization means:
 - a) Deleting videos
 - b) Editing videos
 - c) Earning money
 - d) Uploading videos
6. Which ad appears next to videos and on the homepage?
 - a) Sponsored cards
 - b) Display ads
 - c) Shopping ads
 - d) Membership ads
7. Which data helps improve content performance?
 - a) Comments only
 - b) Views only
 - c) Analytics
 - d) Subscribers list

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8. Which feature allows viewers to pay monthly to support creators?

- a) Super Chat
- b) Channel Membership
- c) Display Ads
- d) Sponsored Cards

9. Which is NOT allowed under copyright rules?

- a) Using your own music
- b) Using licensed music
- c) Using music without permission
- d) Creating original content

10. Which is the best ad type for app installs?

- a) Search campaign
- b) App campaign
- c) Display only
- d) Awareness campaign

11. Best targeting for local YouTube ads?

- a) Worldwide
- b) country-wide
- c) Radius targeting
- d) Only keywords

12. Best ad length for local promotion?

- a) 5-15 seconds
- b) 2 minutes
- c) 10 minutes
- d) 30 minutes

13. Best way to grow subscribers using ads?

- a) Awareness ads
- b) Promote best-performing video
- c) Random video
- d) No targeting

14. Best audience for retargeting campaign?

- a) Random audience
- b) People who watched 50%+ of your video
- c) Entire country
- d) Kids channel viewers



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