Free Questions for PDDM by certscare

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Question 1

Question Type: MultipleChoice

Your CEO has asked youtoset out some concrete business objectives for the upcoming social media marketing campaign. Choose TWO such objectives from the list below:

Options:

A- Leads

B- Revenue

C- Click-Through-Rate

D- Social mentions

E- Reputation

Answer:

A, B

Question 2

Question Type: MultipleChoice

You have been attempting to build an audience persona and have taken into account factors such as: age, gender, social background. What is the general term used to describe this? Choose one of the following:

Options:

A- Demographics

B- Infographics

C- Pictographics

D- Profile Graphics

Answer:

A

Question 3

Question Type: MultipleChoice

Recently there has been significant mentions about one of your products on Twitter. Which tool will help you measure and manage this? Choose one of the following:

Exhibit:

Options:

A- Twitalyzer

B- Google Media Planner

C- TweetPic

D- Google AdWords Keyword Planner

Answer:

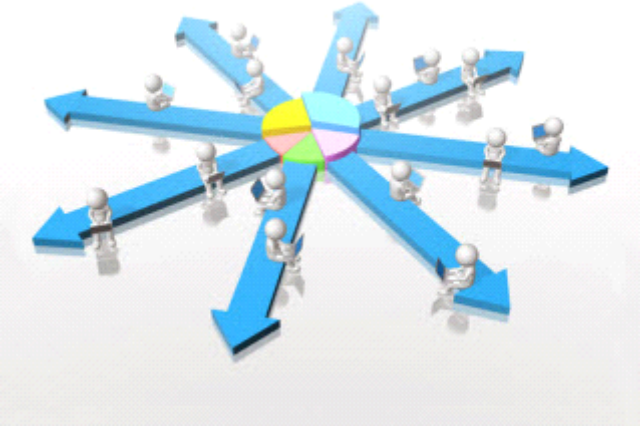
A

Question 4

Question Type: **MultipleChoice**

It has been said that effective digital marketing is concerned with market reality, and not just market research because every user action online is _____ . Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:



Options:

A- Traceable

B- Verifiable

C- Explicable

D- Auditable

Answer:

A

Question 5

Question Type: **MultipleChoice**

Digital marketing channels often _____ consumers from schedules and constraints associated with standard broadcasting channels. Fill in the blank to complete the sentence by choosing one of the following:

Exhibit:

Options:

A- Liberate

B- Constrain

C- Separate

D- Exclude

Answer:

A

Question 6

Question Type: MultipleChoice

Which one of the following is NOT considered as a primary digital marketing channel? Choose one of the following:

Options:

A- Direct mail shots

B- Social media marketing

C- Mobile marketing

D- Search Engine Optimization

Answer:

A

Question 7

Question Type: **MultipleChoice**

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

Options:

A- Iteration

B- Perfection

C- Reflection

D- Refinement

Answer:

A

Question 8

Question Type: **MultipleChoice**

Traditional marketing is sometimes characterized as a broadcast approach. What does this mean? Choose one of the following:

Exhibit:

Options:

A- One-to-Many

B- Message driven

C- Interruption model

D- One-to-One

Answer:

A

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