DMI PDDM Practice Questions

Shared by Garza on 16-10-2026

For More Free Questions and Preparation Resources

Check the Links on Last Page

Question 1

Question Type: MultipleChoice

Thereisa range of tools available to support you in managing your digital marketing efforts across social medi

a. Whichone of these toolstracks social mentions for your business? Choose one of the following:

Options:

A- www.klout.com
B- www.pinterest.com
C- www.tinyurl.com
D- www.admanager.com

Answer:

A

Question 2

Question Type: MultipleChoice

What are ads that increase in size on "mouse over" called? Choose one of the following:

Exhibit:



Options:

A- Expandable ads

B- Banner ads
C- Dynamic ads
D- Floating Ads

Answer:

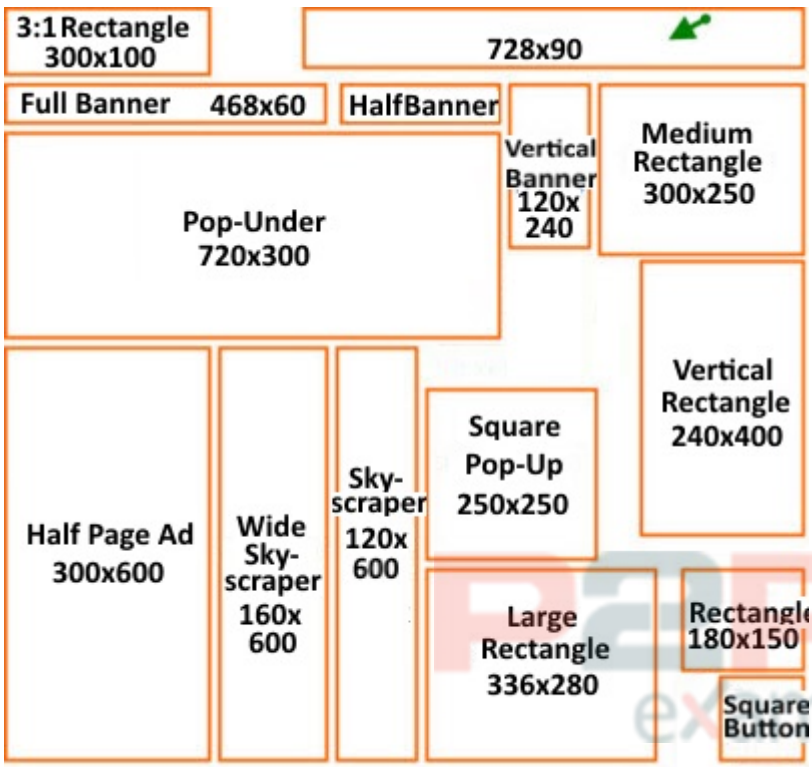
A

Question 3

Question Type: MultipleChoice

View the illustration shown and identify the ad format indicated with the green arrow. Choose one of the following:

Exhibit:



Options:

A- Leaderboard
B- Infographic
C- Skyscraper
D- Button Ad

Answer:

A

Question 4

Question Type: MultipleChoice

What is the set of standards for Smartphones that use radio communication with each other by touching or bringing the devices close together?Choose one of the following:

Options:

A- Near field communication (NFC)
B- Local area communication
C- Wide Area Network (WAN)
D- SMS communication

Answer:

A

Question 5

Question Type: MultipleChoice

Which one of the following is the name for a website that can distinguish between the kinds of devices being used to access it?

Options:

A- Mobile optimized website
B- Mobile website
C- Virtual optimized website
D- Mobile compatible website

Answer:

A

Question 6

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

P2P exams

Answer:

A, B

Question 7

Question Type: MultipleChoice

What does the following illustration show? Choose one of the following:

Exhibit:

P2P exams



Options:

A- QR Code Creator
B- Bar Code Creator
C- SMS Code Reader
D- App Development tool

Answer:

A

Question 8

Question Type: MultipleChoice

Which one of the following would NOT be considered as a typical social media marketing objective?

Exhibit:



Options:

A- Engagement
B- Conversions
C- Recommendations
D- Branding

Answer:

B

Explanation:

Topic 5, Social Media Marketing (Part 2)

P2P exams

Question 9

Question Type: MultipleChoice

You understand you need to submit your App to the mobile App platform provider. What is the reason for this? Choose one of the following:

Exhibit:



Options:

A- To seek technical approval and confirm the commercial agreement.
B- To seek technical review and an App appraisal report.
C- To seek feedback comments and consent to the technical setup.
D- To seek technical approval and to submit website setup details

Answer:

A

To Get Premium Files for PDDM Visit

https://www.p2pexams.com/products/pddm

For More Free Questions Visit

https://www.p2pexams.com/dmi/pdf/pddm

