



Free Questions for PDDM by ebraindumps

Shared by Blair on 15-04-2024

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Question 1

Question Type: MultipleChoice

What does the term CPM refer to? Choose one of the following:

Exhibit:



Options:

- A- Cost Per Thousand
- B- Cost Per Hundred
- C- Cost Per Million
- D- Cost Per Click

Answer:

A

Question 2

Question Type: MultipleChoice

What is the term used to describe when a customer arrives at a specific web page and completes a pre-defined action? Choose one of the following:

Options:

- A- Conversion
- B- Calculation

C- Tracking

D- Bounce

Answer:

A

Question 3

Question Type: MultipleChoice

You have heard about the concept of a media plan for a display advertising campaign. Choose TWO elements from the following that would form part of such a plan:

Exhibit:



Options:

- A- Customer Definition
- B- Media Buying
- C- Software Testing
- D- Graphical User Interface (GUI)
- E- Content Mapping

Answer:

A, B

Question 4

Question Type: MultipleChoice

You have heard about the term frequency cap. What does it mean? Choose one of the following:

Options:

- A- A limit is applied to the websites on which an ad can be displayed.
- B- A limit is applied to the number of times an ad is displayed.
- C- A limit is applied to the charges a company incurs for displaying the ad.
- D- A limit is applied to the geographic display of the ad.

Answer:

B

Question 5

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 6

Question Type: MultipleChoice

What is the term given to ads that are generally placed between a webpage's masthead and content? Choose one of the following:

Options:

A- Button ads

B- Skyscraper ads

C- Leaderboard ads

D- MPU ads

Answer:

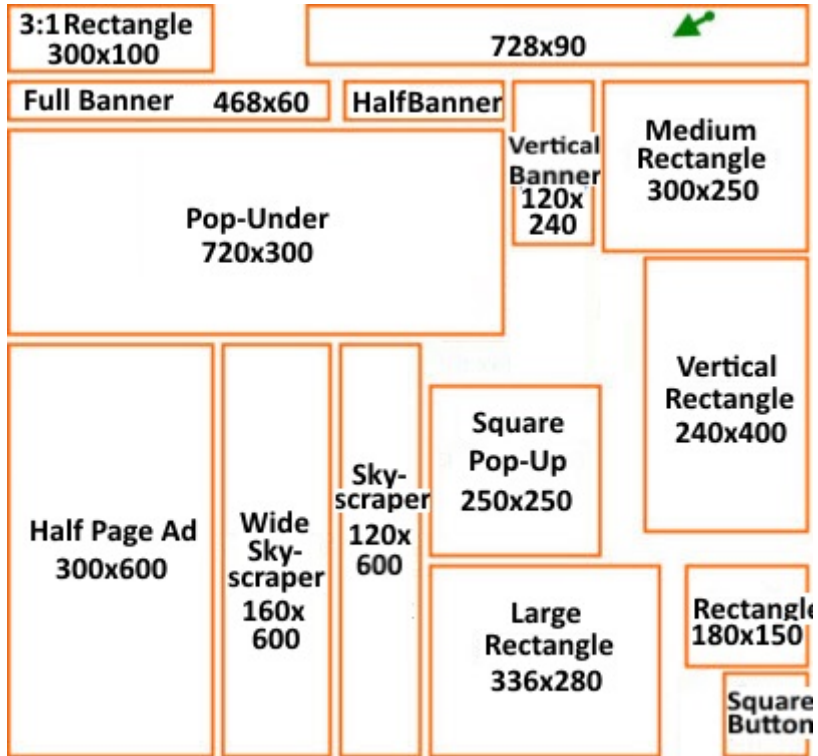
C

Question 7

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 8

Question Type: MultipleChoice

Which one of the following is NOT considered to be a strength of display advertising?

Options:

- A- Ability to engage face-to-face with the customer
- B- Ability to achieve sales and conversions
- C- Ability to sustain a conversation with the customer

D- Ability to generate a large volume of clicks

Answer:

A

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