



Free Questions for PDDM  
Shared by Cantu on 20-10-2022

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## Question 1

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Question Type: MultipleChoice

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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 2

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Question Type: MultipleChoice

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

Options:

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- A- Leads
- B- Revenue
- C- Click-Through-Rate
- D- Social mentions
- E- Reputation

Answer:

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A, B

## Question 3

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Question Type: MultipleChoice

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"Digital Marketing heralds a new departure for marketing today. To really engage with consumers in the online world you need to be \_\_\_\_\_ and \_\_\_\_\_" Choose one of the following to fill in the blanks and complete the sentence:

Options:

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- A- Open and transparent
- B- Strategic and calculating
- C- Radical and original
- D- Transparent and apologetic

Answer:

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A

Explanation:

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Topic 10, Strategy and Planning

## Question 4

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Question Type: MultipleChoice

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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 5

Question Type: MultipleChoice

You are viewing a highly successful video based ad campaign with high conversion metrics. Which factor below gives strength to the ad? Choose one of the following:

Options:

- A- Clear call to action
- B- Elaborate language
- C- Subtlety of the brand
- D- Aimed at wide range of target groups

Answer:

A

## Question 6

Question Type: DragDrop

Match the device with its KEY characteristic using the drag and drop boxes below:

Device		Key characteristic
Mobile Phone		Portability
Desktop		Versatility
Laptop		Immediacy
Tablet		Security

Answer:

See the Answer in the Premium Version!

## Question 7

Question Type: MultipleChoice

Which system will help with the analytics for email marketing? Choose one of the following:

Options:

- A- ESP
- B- ISP
- C- FTP
- D- ERP

Answer:

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A

## Question 8

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Question Type: MultipleChoice

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

Exhibit:



Options:

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- A- Cost-Per-Acquisition
- B- Cost-Per-Account
- C- Cost-Per-Ad
- D- Cost-Per-Analysis

Answer:

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A

## Question 9

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Question Type: MultipleChoice

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What is the general description for advertising that incorporates graphically rich media, and which is presented in consistent size formats online known as? Choose one of the following:

Exhibit:



Options:

- 
- A- Display advertising
  - B- Web advertising
  - C- Email advertising
  - D- Social media advertising

Answer:

A

## Question 10

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Question Type: MultipleChoice

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You have heard that there are risks with mobile marketing campaigns. Select TWO such risks from the list shown below:

Options:

- 
- A- Intrusive content

- B- Breach of policy
- C- Personalized
- D- Always on
- E- Contextualized

Answer:

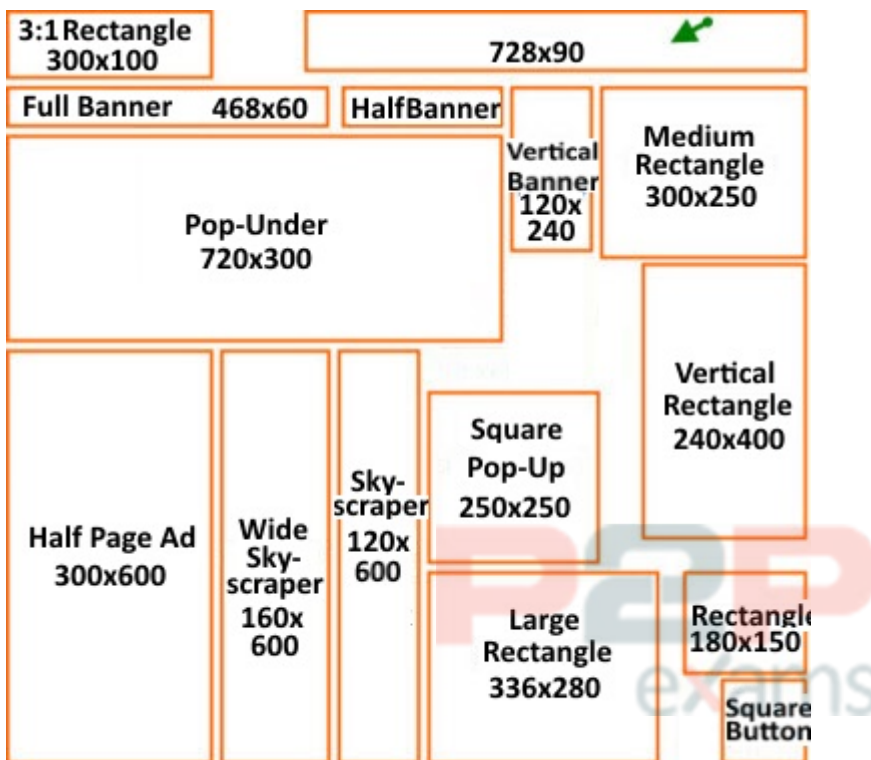
A, B

## Question 11

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:

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A

## Question 12

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Question Type: MultipleChoice

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

Exhibit:



Options:

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- A- One-to-Many
- B- Message driven
- C- Interruption model
- D- One-to-One

Answer:

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A

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