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What is Digital Marketing

Complete These MCQ On Digital Marketing.
(Section - A)

1. What is Digital Marketing?
 - a) Selling products door to door
 - b) Promoting products using digital channels
 - c) Advertising only on TV
 - d) Printing ads in newspaper
2. Which of the following is a digital channel?
 - a) Billboard
 - b) Newspaper
 - c) Instagram
 - d) Poster
3. SEO stands for:
 - a) Search Engine Operation
 - b) Social Engine Optimization
 - c) Search Engine Optimization
 - d) System Engine Organization
4. Which of the following is an example of Email Marketing?
 - a) Facebook post
 - b) Sending discount offers to customers' emails
 - c) Putting up a banner
 - d) YouTube video ad
5. What does SMM stand for?
 - a) Social Media Marketing
 - b) Search Market Management
 - c) Service Market Module
 - d) Social Message Mail

(Section - B)

6. Which example best represents Mobile Marketing?
 - a) Push notifications from a food app
 - b) Newspaper ads for restaurants



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- c) Flyers distributed in malls
- d) TV commercials

7. Why is digital marketing considered cost-effective?

- a) It uses expensive equipment
- b) It requires fewer staff
- c) It costs less than TV or print ads
- d) It doesn't require an internet connection

8. Which of these is an example of Earned Media?

- a) Paid Instagram ad
- b) Brand's official blog post
- c) Customer reviews or shares on social media
- d) Company's website

9. Which of the following best explains affiliate marketing?

- a) Selling your own products online
- b) Promoting others' products for a commission on each sale
- c) Paying for search ads
- d) Sending bulk emails

10. What is the main advantage of digital marketing over traditional marketing?

- a) Fixed audiences
- b) Real-time tracking and targeting
- c) Higher print visibility
- d) Longer ad lifespan

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