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Test Series

Self-Made Assignment - Introduction To Digital Marketing

Marketing Goals in Traditional and Digital Media

COMPLETE THESE MCQ-

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1. What are marketing goals?

- a) Random ideas for advertising
- b) Specific objectives a business wants to achieve
- c) Customer complaints
- d) Financial reports

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2. Which of the following is a SMART goal characteristic?

- a) Random
- b) Expensive
- c) Measurable
- d) Unlimited

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3. Which brand is known for humorous social media posts to increase awareness?

- a) LIC
- b) Fevicol
- c) Surf Excel
- d) Nestlé

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4. Driving more visitors to a website or app refers to:

- a) Engagement
- b) Sales
- c) Traffic
- d) Market share

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5. Digital marketing uses which of the following?

- a) Newspapers
- b) Radio
- c) Social media
- d) Billboards

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6. Traditional marketing often has:

- a) Global reach
- b) Two-way communication
- c) Limited geographical reach
- d) Real-time analytics

7. Why is digital marketing more suitable for market segmentation?

- a) It uses physical locations
- b) It has limited targeting options
- c) It provides behavioral and interest-based targeting
- d) It relies only on age-based profiling

8. A campaign that builds brand loyalty without increasing sales directly focuses on:

- a) Market share expansion
- b) Customer retention
- c) Lead generation
- d) Awareness only

9. Which is a limitation of digital marketing compared to traditional marketing?

- a) Lower measurability
- b) Overcrowded platforms leading to high competition
- c) Higher cost than TV ads
- d) Limited geographical reach

10. Nestlé's goal of increasing Koko Krunch sales by 20% in 6 months primarily aligns with which broader marketing goal?

- a) Engagement
- b) Awareness
- c) Lead/Sales generation
- d) Customer experience

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