

Course
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Test Series

Self-Made Assignment - Digital Marketing

Website and Types of Websites

Complete these MCQ-

1. A website is a collection of _____.
 - a. Computers
 - b. Web pages
 - c. Files only
 - d. Apps
2. Which of the following is an e-commerce website?
 - a. www.ndtv.com
 - b. www.flipkart.com
 - c. www.unicef.org
 - d. www.indiatoday.
3. Websites are accessed using a _____.
 - a. Printer
 - b. Browser
 - c. Keyboard
 - d. Scanner
4. Government websites mainly provide _____.
 - a. Movies
 - b. Games
 - c. Public services and official info
 - d. Online shopping
5. Portfolio websites are mainly used to _____.
 - a. Watch movies
 - b. Buy groceries
 - c. Showcase professional work
 - d. Play online games
6. Which website allows users to order food?
 - a. www.amul.com
 - b. www.hotstar.com
 - c. www.zomato.com
 - d. www.tcs.com
7. Which feature of a webpage is MOST likely to contain primary keywords?
 - a. Footer color
 - b. Meta description
 - c. Cursor style
 - d. URL length
8. "site: example.com" in Google helps to _____.
 - a. List all indexed pages
 - b. Block websites
 - c. Change the site's name
 - d. Translate WebPages

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9. Which type of website is www.behance.net?
- News
 - Social Media
 - Portfolio
 - E-commerce
10. Which keyword research method is considered advanced?
- Google search
 - Page titles
 - View page source
 - Reading articles
11. Chrome extensions like “SEO Minion” are helpful for _____.
- Editing photos
 - Extracting on-page keyword data
 - Playing games
 - Creating animations
12. A non-profit organization will MOST LIKELY use a website for _____.
- Selling designer clothes
 - Collecting donations and awareness
 - Streaming movies
 - Uploading source code
13. Competitor keyword research is useful because it helps you _____.
- Copy their website design
 - Understand what keywords drive their traffic
 - Hack their website
 - Buy their products
14. Which website below is a Social Media website?
- www.amazon.in
 - www.facebook.com
 - www.irctc.co.in
 - www.coursera.org
15. Which element is MOST useful for manually finding keywords on a website?
- Footer icons
 - Page title
 - Copyright notice
 - Image captions only

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