

Course  
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Test Series

## Self-Made Assignment - Digital Marketing

### Competition Analysis

Complete these MCQ

1. What is Competition Analysis?

- a) Studying employees
- b) Studying competitors
- c) Studying customers only
- d) Studying products

2. Competition analysis is mainly used in:

- a) Digital marketing
- b) Accounting
- c) Manufacturing
- d) HR management

3. Which search engine is focused on for Indian SEO?

- a) Yahoo
- b) Bing
- c) Google India
- d) DuckDuckGo

4. Which is a popular keyword example in India?

- a) Local notebook shop
- b) Mobile phones
- c) Home tuition notes
- d) Small bakery menu

5. Which business is a direct competitor to a bakery in Mumbai?

- a) A Mumbai bakery
- b) A clothing store
- c) A mobile shop
- d) A book store

6. Which tool helps check competitor keywords?

- a) MS Excel
- b) Canvas
- c) Ubersuggest
- d) Paint

7. Domain Authority (DA) shows:

- a) Website strength
- b) Keyword length
- c) Page speed
- d) Ad quality

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8. Page Authority (PA) refers to:

- a) Whole website
- b) Home page design
- c) Strength of a specific page
- d) Social media profile



ICSE

9. Which method helps find competitors?

- a) Watching TV ads
- b) Searching keywords on Google
- c) Printing flyers
- d) Cold calling



NTSE

10. What should you analyze in competitors' blogs?

- a) Font style
- b) Topics and keywords
- c) Office address
- d) Logo color



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11. Which keyword is usually easier to rank for?

- a) High-volume keyword
- b) Short keyword
- c) Long-tail local keyword
- d) Trending global keyword



Central Govt.  
Service

12. What is a keyword gap?

- a) Keyword with spelling error
- b) Keyword competitors missed
- c) Keyword with no meaning
- d) Keyword already ranked #1



State Govt.  
Services

13. Why analyze competitors' ads?

- a) To copy logos
- b) To understand offers and CTA
- c) To check website speed
- d) To improve hosting



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14. Which is an opportunity from competitor weakness?

- a) Strong backlinks
- b) High prices
- c) High authority
- d) High traffic



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