

Course  
&  
Test Series

**Self-Made Assignment - Digital Marketing**

**Marketing Goals in Traditional and Digital Media**

Complete These MCQ



CBSE

1. What are marketing goals?
- a) Company profits
  - b) Employee salary
  - c) Marketing objectives
  - d) Office rules



ICSE

2. Which goal focuses on making people aware of a brand?
- a) Sales
  - b) Brand awareness
  - c) Customer service
  - d) Market research



NTSE

3. Which company uses Instagram polls and quizzes for engagement?
- a) Amazon
  - b) Zomato
  - c) LIC
  - d) Nestlé



Banking &  
Insurance

4. Traditional marketing mainly uses:
- a) Mobile apps
  - b) Social media
  - c) Offline channels
  - d) Websites



Central Govt.  
Service

5. Digital marketing mainly uses:
- a) Newspapers
  - b) Radio
  - c) Online platforms
  - d) Billboards



State Govt.  
Services



LAW  
Entrance

6. SMART goals should be:
- a) General and flexible
  - b) Specific and measurable
  - c) Random and unlimited
  - d) Only short-term



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7. BYJU'S Facebook campaigns mainly aim to:
- a) Increase employee strength
  - b) Generate leads
  - c) Improve product quality
  - d) Reduce competition



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 CBSE

8. Amazon Prime mainly supports which marketing goal?
- a) Brand awareness
  - b) Customer retention
  - c) Market research
  - d) Website design

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 ICSE

9. Increasing app downloads is related to which goal?
- a) Engagement
  - b) Website/App traffic
  - c) Customer loyalty
  - d) Market share

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 NTSE

10. Which marketing type allows two-way communication with customers?
- a) Print marketing
  - b) Radio ads
  - c) Digital marketing
  - d) Outdoor ads

 Banking & Insurance

11. A goal to increase online sales by 20% in 6 months is:
- a) A vague goal
  - b) A non-measurable goal
  - c) A SMART goal
  - d) An operational rule

 Central Govt. Service

 State Govt. Services

12. Which factor makes digital marketing easier to measure than traditional marketing?
- a) Higher cost
  - b) Better design
  - c) Analytics and tracking
  - d) Wider reach

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 LAW Entrance

13. Expanding into new regions mainly helps to:
- a) Improve engagement
  - b) Increase market share
  - c) Reduce advertising cost
  - d) Improve customer experience

 MBA Entrance

 Railways & Metro Services

14. Which is a correct difference between traditional and digital marketing?
- a) Both have global reach
  - b) Traditional marketing is faster
  - c) Digital marketing is highly targeted
  - d) Traditional marketing is interactive

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