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Test Series

## Self-Made Assignment - Digital Marketing

### Search Engine Marketing

Complete These MCQ

1. SEM stands for:

- a) Simple Email Marketing
- b) Search Engine Marketing
- c) Social Engagement Media
- d) Smart Earning Method

2. SEM is mainly about:

- a) Free traffic
- b) Social media posts
- c) Paid ads on search engines
- d) Email marketing

3. Which company pays Google for ads?

- a) Blogger
- b) Wikipedia
- c) Myntra
- d) Government

4. SEO gives:

- a) Paid results
- b) Free rankings
- c) TV ads
- d) Radio ads

5. SEM results are:

- a) Very slow
- b) Never visible
- c) Very fast
- d) Only for big companies

6. Which is a part of SEM?

- a) Backlinks
- b) Keyword research
- c) Google Search Ads
- d) Blog writing

7. SEO focuses on:

- a) Paid promotion
- b) Organic ranking
- c) TV marketing
- d) SMS ads

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8. SEM ads stop when:

- a) Website closes
- b) SEO improves
- c) Budget ends
- d) Google updates

9. "Buy running shoes online" with Ad label is:

- a) SEO
- b) SEM
- c) Affiliate
- d) Email

10. PPC means:

- a) Pay per Call
- b) Pay per Click
- c) Pay per Customer
- d) Pay per Campaign

11. Which gives long-term results?

- a) SEM
- b) TV ads
- c) SEO
- d) Banner ads

12. Which is NOT part of SEO?

- a) Backlinks
- b) Website speed
- c) Paid search ads
- d) Keyword research

13. Which marketing stops instantly when money stops?

- a) SEO
- b) SEM
- c) Content
- d) Blogging

14. Organic traffic comes from:

- a) Paid ads
- b) SEM
- c) SEO
- d) SMS

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