

Course  
&  
Test Series

## Self-Made Assignment - Digital Marketing

### Introduction to Paid Marketing

Complete these MCQ



CBSE

1. Paid marketing means:
  - a) Free promotion
  - b) Paying to show ads
  - c) Writing blogs
  - d) SEO only



ICSE

2. "Sponsored" on Instagram means:
  - a) Free post
  - b) Personal post
  - c) Paid ad
  - d) Private post



NTSE

3. Google Search Ads are:
  - a) Free
  - b) Paid
  - c) Offline
  - d) SMS



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4. YouTube ads are shown:
  - a) In books
  - b) On TV only
  - c) Before videos
  - d) In newspapers



Central Govt.  
Service

5. SEO is:
  - a) Paid
  - b) Free
  - c) TV ad
  - d) Banner ad



State Govt.  
Services

6. PPC means:
  - a) Pay Per Click
  - b) Post Per Click
  - c) Pay Per Cost
  - d) Public Paid Click



LAW  
Entrance



MBA  
Entrance

7. Showing ads to people in a 5 km area is:
  - a) Random
  - b) Global
  - c) Targeted
  - d) Free



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8. Amazon "Sponsored" products are:

- a) Free
- b) Paid
- c) Personal
- d) Organic

9. Display ads are shown on:

- a) WhatsApp
- b) Websites
- c) SMS
- d) Email only

10. Paid marketing gives:

- a) Slow results
- b) No results
- c) Instant results
- d) Free traffic

11. Remarketing ads are shown to:

- a) New users
- b) Old customers
- c) Website visitors
- d) TV viewers

12. Which platform is owned by Meta?

- a) YouTube
- b) Instagram
- c) Google
- d) Amazon

13. Shopping ads are mainly used for:

- a) News
- b) Videos
- c) Products
- d) Blogs

14. Paid ads help new businesses to:

- a) Close
- b) Compete
- c) Stop
- d) Hide

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