

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Introduction to Google Ads

Complete these MCQ

1. What is Google Ads?

- a) A social media app
- b) An online advertising platform by Google
- c) A free email service
- d) A search engine

2. Google Ads was previously called:

- a) Google Search
- b) Google Marketing
- c) Google AdWords
- d) Google Promo

3. In Google Ads, you pay when:

- a) Your ad is shown
- b) Someone clicks your ad
- c) Someone visits Google
- d) You create an account

4. PPC stands for:

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

5. Which platform is owned by Google and shows video ads?

- a) Facebook
- b) Instagram
- c) YouTube
- d) Twitter

6. Which of the following is NOT a place where Google Ads appear?

- a) Google Search
- b) YouTube
- c) Google Maps
- d) WhatsApp

7. What does a business choose first while creating Google Ads?

- a) Logo
- b) Keywords
- c) Employees
- d) Office location

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

abhyasonline.in

Course
&
Test Series

Self-Made Assignment - Digital Marketing

Introduction to Google Ads

8. Ads shown with images, prices, and product names are called:

- a) Search Ads
- b) Video Ads
- c) Display Ads
- d) Shopping Ads

9. Why was the name changed from AdWords to Google Ads?

- a) Ads became free
- b) Only videos were allowed
- c) Ads included images, videos, and shopping
- d) Google stopped using keywords

10. A café using “coffee shop near me” is an example of:

- a) International marketing
- b) Local business advertising
- c) Email marketing
- d) Social media ads

11. Which combination correctly shows how Google Ads works?

- a) Create ad → choose keywords → pay monthly
- b) Choose keywords → create ad → pay per click
- c) Pay first → Google creates ad → show randomly
- d) Create website → free ads → unlimited clicks

12. Which of the following is NOT required to create a Google Account?

- a) First name
- b) Phone number verification
- c) Bank account
- d) Password

13. What is the main benefit of Google Ads for businesses?

- a) Free website hosting
- b) Instant visibility to the right customers
- c) Social media followers
- d) Free products from Google

14. If you already have a Gmail account, then:

- a) You must create a new Google Ads account
- b) You cannot use Google Ads
- c) You already have a Google account
- d) You must pay to activate it

CBSE

ICSE

NTSE

Banking & Insurance

Central Govt. Service

State Govt. Services

LAW Entrance

MBA Entrance

Railways & Metro Services

...many more

abhyasonline.in