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Self-Made Assignment - Digital Marketing

Facebook Marketing

Complete These MCQ

1. What is Facebook Marketing?
 - a) Playing games
 - b) Promoting business on Facebook
 - c) Watching videos
 - d) Sending emails
2. A Facebook Page is mainly used for:
 - a) Personal chatting
 - b) Business promotion
 - c) Gaming
 - d) Private messaging
3. Which feature shows posts from friends and pages?
 - a) Timeline
 - b) Messenger
 - c) News Feed
 - d) Marketplace
4. Which button increases engagement?
 - a) Delete
 - b) Like
 - c) Logout
 - d) Refresh
5. Facebook Messenger is used for:
 - a) Editing photos
 - b) Shopping only
 - c) Private messaging
 - d) Running ads
6. Which is the best targeting for a local bakery?
 - a) Worldwide
 - b) Whole country
 - c) 5-10 km radius
 - d) Random users
7. Which ad format shows multiple images in one ad?
 - a) Text ad
 - b) Carousel ad
 - c) Story only
 - d) Status update



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8. Engagement includes:

- a) Only likes
- b) Only shares
- c) Likes, comments, shares
- d) Page visits only

9. What is the purpose of a Call-to-Action button?

- a) Decoration
- b) Increase font size
- c) Guide users to take action
- d) Close the ad

10. Which campaign objective is best for collecting customer details?

- a) Awareness
- b) Engagement
- c) Lead Generation
- d) Traffic

11. Which retargeting audience is most effective?

- a) All Facebook users
- b) Random interests
- c) People who visited website but didn't purchase
- d) Teenagers only

12. Why is location targeting important for local businesses?

- a) Saves internet data
- b) Reduces ad size
- c) Reaches nearby potential customers
- d) Makes ads colorful

13. Which factor improves ad conversion rate most?

- a) Long paragraphs
- b) Clear offer and strong CTA
- c) No image
- d) Irrelevant targeting

14. For luxury real estate, best targeting would be:

- a) Students
- b) Teenagers
- c) High-income & business owners
- d) Children

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