

Course
&
Test Series

Self-Made Assignment - Digital Marketing

LinkedIn Marketing

Complete These MCQ

Q1. LinkedIn is mainly used for:

- a) Entertainment
- b) Professional networking
- c) Gaming
- d) Shopping

Q2. LinkedIn profiles usually show:

- a) Movies and songs
- b) Skills and work experience
- c) Food recipes
- d) Gaming scores

Q3. Businesses use LinkedIn mainly to:

- a) Share memes
- b) Promote services and hire employees
- c) Play games
- d) Watch videos

Q4. A LinkedIn Company Page helps businesses to:

- a) Play online games
- b) Showcase products and services
- c) Watch movies
- d) Upload personal photos

Q5. A good LinkedIn profile picture should be:

- a) Blurry
- b) Dark
- c) Clear and professional
- d) Funny

Q6. When sending a connection request on LinkedIn, it is better to:

- a) Send without message
- b) Add a short personal message
- c) Send many requests randomly
- d) Ignore profile

Q7. Which type of content can be shared on LinkedIn?

- a) Articles
- b) Videos
- c) Infographics
- d) All of the above



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Q8. LinkedIn Ads allow businesses to target people based on:

- a) Job title
- b) Industry
- c) Location
- d) All of the above

Q9. LinkedIn Premium allows users to:

- a) Play games
- b) Send In Mail messages
- c) Watch movies
- d) Download songs

Q10. Recruitment on LinkedIn means:

- a) Selling products
- b) Hiring employees
- c) Making videos
- d) Posting memes

Q11. Which LinkedIn feature helps businesses build brand awareness?

- a) Company Pages
- b) Gaming tools
- c) Chat rooms
- d) Photo albums

Q12. B2B marketing means:

- a) Business selling to customers
- b) Business selling to other businesses
- c) Customer selling to business
- d) Friends selling to friends

Q13. Which section highlights achievements on LinkedIn?

- a) Certifications
- b) Projects
- c) Awards
- d) All of the above

Q14. A customized LinkedIn URL usually looks like:

- a) www.linkedin.com/home
- b) www.linkedin.com/profile123
- c) www.linkedin.com/in/yourname
- d) www.linkedin.com/login

