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Test Series

Self Made Assignment - DMS

Bid on Keywords & Google Ads Keyword Planner

MCQS :-

1. What is a keyword bid in Google Ads?
A. Amount paid for website design
B. Amount you are willing to pay per click
C. Monthly subscription fee
D. Cost of making ads

Answer: B

2. Why do advertisers bid on keywords?
A. To increase website speed
B. To show ads in search results
C. To design logos
D. To send emails

Answer: B

3. What happens when two advertisers bid on the same keyword?
A. No ad is shown
B. Google cancels both ads
C. They compete in an auction
D. Both ads show at same position

Answer: C

4. What is CPC (Cost Per Click)?
A. Cost per day
B. Cost per impression
C. Cost paid when someone clicks the ad
D. Cost per month

Answer: C

5. How does a higher bid affect your ad?
A. Lowers ranking
B. Improves chances of higher position
C. Stops ads
D. Has no effect

Answer: B

6. What is manual bidding?
A. Google sets bids automatically
B. You set bids yourself
C. No bidding needed
D. Fixed price system

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Answer: B

7. What is automatic bidding?

- A. You control bids
- B. Google sets bids for best results
- C. No ads are shown
- D. Only for videos

Answer: B

8. What is Keyword Planner used for?

- A. Creating websites
- B. Finding keywords for ads
- C. Editing images
- D. Writing blogs

Answer: B

9. What is search volume in Keyword Planner?

- A. Number of clicks
- B. Number of searches for a keyword
- C. Number of ads
- D. Number of websites

Answer: B

10. What does high competition mean?

- A. Few advertisers
- B. Many advertisers bidding
- C. No ads
- D. Free clicks

Answer: B

11. What does low competition mean?

- A. Many advertisers
- B. High cost
- C. Fewer advertisers bidding
- D. No keywords

Answer: C

12. How does Keyword Planner help advertisers?

- A. Improves internet speed
- B. Suggests keywords and bid ideas
- C. Designs ads
- D. Sends emails

Answer: B

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13. What is the main goal of bidding on keywords?

- A. To reduce website size
- B. To show ads to the right audience
- C. To delete ads
- D. To make videos

Answer: B

14. What is an ad auction?

- A. Selling products
- B. Process of deciding which ad shows
- C. Buying domains
- D. Creating ads

Answer: B

15. Choosing the right keyword helps to:

- A. Increase irrelevant traffic
- B. Waste money
- C. Improve ad performance
- D. Stop ads

Answer: C

