

Sample Paper

Course : Digital Marketing Assistant Version-II

Duration : 02:00 Hours

Maximum Marks : 120

Note:

- Attempt all questions in Section A - (2 marks each).
- All questions are compulsory in Section B - (5 marks each). However, out of 8 questions 4 questions will have additional questions as internal choices.
- All questions are compulsory in Section C- (10 marks each). However, out of 4 questions 2 questions will have additional questions as internal choices.

Section A

- 1 SMM is a one-time activity and does not need continuous management or optimization.
 - a. True
 - b. False
- 2 Is it possible to align a block-level element using its left and right margin properties?
 - a. True
 - b. False
- 3 Search Engine Marketing is a fast and economical technique for bringing qualified users to a website.
 - a. True
 - b. False
- 4 How can a featured image be chosen for a post within WordPress?
 - a. Add New Media
 - b. Upload Photo
 - c. Set Featured Image
 - d. Insert Photo
- 5 Google Analytics adheres to GDPR guidelines and provides mechanisms to protect user information.
 - a. True
 - b. False

- 6 In social media marketing, hashtags help organize posts and increase their visibility.
 - a. True
 - b. False
- 7 Which of the following should be avoided in effective communication?
 - a. Communicating in an aggressive or use aggressive language or tone.
 - b. Fostering open discussion and feedback.
 - c. Listen actively and empathetically.
 - d. Assuming others' perspectives without asking questions.
- 8 Google Analytics helps track important website metrics like page views, sessions, bounce rate, and average visit duration.
 - a. True
 - b. False
- 9 Which tool is primarily used to perform keyword research in digital marketing?
 - a. Google Keyword Planner
 - b. Google Analytics
 - c. Ahrefs toolset
 - d. Google Search Console
- 10 The performance of online marketing campaigns can be assessed through various tracking and analytics tools.
 - a. True
 - b. False
- 11 As a passive income model, affiliate marketing enables affiliates to earn money from sales generated through their links even when they are not actively promoting.
 - a. True
 - b. False
- 12 SEO can improve visibility, but it does not ensure a top ranking on SERPs.
 - a. True
 - b. False
- 13 Which of the following is essential for self-motivation?
 - a. Perseverance
 - b. Dependence on Others
 - c. Lack of decisiveness
 - d. Habit of procrastination

- 14 AdSense performance can be influenced by browser extensions that prevent ads from loading.
- True
 - False
- 15 What is the key goal of email marketing?
- To build relationships with customers and prospects using email communication
 - To create website design graphics
 - To boost a website's SEO performance
 - To generate viral posts for social media platforms
- 16 In an HTML form, which control appears as a circular option that is either selected or not selected?
- Radio
 - Both the options
 - checkbox
 - None of the options
- 17 Which social media platform is recognized for limiting the number of characters in a post?
- Twitter
 - Instagram
 - LinkedIn
 - Facebook
- 18 Which term refers to the part of a SERP that displays paid advertisements?
- Organic listings
 - Knowledge panel
 - Ad space Area
 - Sponsored results
- 19 What do you call the process of creating different versions of an advertisement to determine which one performs better?
- Ad testing
 - Split testing
 - Multi-variant testing
 - A/B testing
- 20 Which factor is not considered a ranking element in SEO?
- Website design colors
 - Backlinks Profile
 - Website speed
 - Social media activity

Section B

1. What is Search Engine Marketing (SEM), and why is it considered an essential component of modern digital marketing strategies?

OR

What is the most frequent error made by beginners in SEM, and what advice would you give them to prevent it?

2. What techniques would you use to optimize a website for location-based searches?

OR

What are the primary differences between Local SEO and Technical SEO?

3. What role does JavaScript play in web development, and how is it implemented within a web page?
4. What are the essential elements of an effective online marketing strategy?
5. What are the essential elements of an effective social media competition or promotional giveaway?
6. What methods do you use to manage your time effectively and handle multiple tasks within deadlines?
7. Which techniques are most effective in enhancing landing page performance for lead generation?

OR

Describe how you would use Google Analytics to assess lead quality and campaign performance across multiple paid advertising efforts?

8. What factors should be considered when balancing AdSense ad placement with website usability and user satisfaction?

OR

How does affiliate marketing enable influencers to earn revenue from their social media audience?

Section C

1. Create the following table in HTML

1. Junk Food

- a. Chips
- b. Pizza
- c. Bread

2. Fruit

- Apple
- Orange
- Grapes

2. How does email list segmentation help enhance the performance of email campaigns?

OR

What techniques are effective for increasing customer participation on social media?

3. What strategies help grow organic engagement and reach on Facebook without paid promotion?

OR

What techniques help convert long-term leads who are not ready to buy right away?



Write a Program in JavaScript to Print following Pattern.

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4. *

5.

