

DO NOT WRITE ON TEST



Digital Marketing Concepts
~OPEN EVENT~
(594)

REGIONAL 2025

CONCEPT KNOWLEDGE:

Multiple Choice (50 @ 2 points each) _____ (100 points)

Test Time: 60 minutes

Directions: Identify the letter of the choice that *best* completes the statement or answers the question.

1. Individual consumers can make effective changes that influence the activities of the business.
A. True
B. False
2. Federal laws put in place to protect consumers and improve business practices have only been in place since the 1960s.
A. True
B. False
3. A private enterprise economy is heavily regulated by the government.
A. True
B. False
4. An example of indirect competition would be a movie theater and a grocery store.
A. True
B. False
5. The four Ps of marketing are Product, Price, Place, and Promotion.
A. True
B. False
6. Brand loyalty is when consumers consistently purchase the same brand over time.
A. True
B. False
7. SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats.
A. True
B. False
8. Digital marketing includes all marketing efforts that use an electronic device or the internet.
A. True
B. False
9. B2B stands for Business to Business.
A. True
B. False
10. A brand ambassador is a person who is hired by a company to represent a brand in a positive light.
A. True
B. False

11. In the context of the marketing mix, which element focuses on making the product available to the target market through distribution channels?
 - A. Product
 - B. Price
 - C. Place
 - D. Promotion
12. What is the marketing mix element concerned with how a product is priced relative to its value and competitors?
 - A. Price
 - B. Product
 - C. Promotion
 - D. Place
13. Which of the following is NOT a common way to analyze market research data?
 - A. Descriptive analysis
 - B. Inferential analysis
 - C. Predictive analysis
 - D. Correlational analysis
14. Which of the following is NOT a common social media platform for business marketing?
 - A. Snapchat
 - B. LinkedIn
 - C. Twitter
 - D. Facebook
15. What is the term used to describe the process of identifying and building relationships with individuals who have a large and engaged following on social media platforms?
 - A. Influencer marketing
 - B. Social media marketing
 - C. Content marketing
 - D. Affiliate marketing
16. Which of the following is NOT a common digital advertising platform for retargeting campaigns?
 - A. Google Ads
 - B. Facebook Ads
 - C. LinkedIn Ads
 - D. Instagram Ads
17. EcoGadgets has released an eco-friendly phone case that has seen rapid sales growth and increasing brand awareness. At which stage of the product life cycle is EcoGadgets likely operating?
 - A. Introduction stage
 - B. Growth stage
 - C. Maturity stage
 - D. Decline stage

18. What term refers to a representation of the relationships between variables in a data set?
- A. Model
 - B. Variable
 - C. Dataset
 - D. Factor
19. Which of the following is NOT a common criterion used to evaluate market segments?
- A. Measurable
 - B. Substantial
 - C. Accessible
 - D. Credible
20. What term refers to the process of selecting target markets and developing marketing programs to reach them?
- A. Targeting
 - B. Positioning
 - C. Differentiation
 - D. Segmentation
21. Which of the following is a social media analytics tool?
- A. Google Analytics
 - B. Hootsuite
 - C. AdSense
 - D. HubSpot
22. An impression in digital marketing refers to a _____.
- A. click on an ad
 - B. purchase
 - C. view of an ad
 - D. share on social media
23. CTR stands for _____.
- A. Click-Through Rate
 - B. Cost to Revenue
 - C. Click to Response
 - D. Customer Target Ratio
24. Which platform is known for its professional networking capabilities?
- A. Facebook
 - B. LinkedIn
 - C. Instagram
 - D. Twitter

25. Influencer marketing involves _____.
A. paid search ads
B. sponsored content by individuals
C. automated emails
D. organic posts
26. Which of the following is an example of content marketing?
A. TV commercials
B. Blog posts
C. Billboards
D. Radio ads
27. Which metric measures the total number of unique users who have seen an ad?
A. Impressions
B. Reach
C. Engagement
D. Clicks
28. A conversion in digital marketing is a _____.
A. purchase
B. visit to a website
C. click on an ad
D. social media share
29. What does ROI stand for in marketing?
A. Return on Impression
B. Rate of Investment
C. Return on Investment
D. Rate of Interest
30. A “call to action” in marketing is used to _____.
A. make a sale
B. encourage a specific action
C. generate traffic
D. analyze data
31. Which platform is best known for short-form video content?
A. Facebook
B. Twitter
C. TikTok
D. LinkedIn

32. A digital marketing company notices a significant increase in website traffic after using headlines like "You Won't Believe What Happened Next!" and "10 Shocking Facts About Our Product!" What marketing technique are they utilizing?
- A. SEO
 - B. Click-through rate
 - C. Clickbait
 - D. Conversion rate optimization
33. "Affiliate marketing" involves _____.
- A. paying for ad space
 - B. selling products online
 - C. earning a commission by promoting other people's products
 - D. creating blog content
34. Which design principle deals with the relationship between elements based on their size, shape, and color?
- A. Proximity
 - B. Repetition
 - C. Alignment
 - D. Scale
35. Which design principle focuses on the systematic arrangement of elements along a straight line or edge?
- A. Proportion
 - B. Alignment
 - C. Emphasis
 - D. Harmony
36. A "landing page" is designed to _____.
- A. capture leads
 - B. display blog posts
 - C. host videos
 - D. show testimonials
37. The term "organic reach" refers to _____.
- A. paid traffic
 - B. traffic from ads
 - C. traffic from search engines
 - D. traffic from non-paid sources
38. A/B testing is useful in determining _____.
- A. best marketing strategies
 - B. customer demographics
 - C. advertising budgets
 - D. competitor analysis

39. What does SEO stand for?
- A. Search Engine Optimization
 - B. Social Engagement Optimization
 - C. Strategic Engagement Operations
 - D. Search Engine Operations
40. Which type of content is more likely to go viral on social media?
- A. Informative articles
 - B. Instructional videos
 - C. Memes
 - D. Product reviews
41. Which of the following is a benefit of influencer marketing?
- A. Low trust
 - B. High credibility
 - C. Slow results
 - D. Limited reach
42. What is the primary purpose of using hashtags on social media?
- A. Increase ad revenue
 - B. Organize content
 - C. Improve site speed
 - D. Reduce bounce rate
43. What is the main benefit of using video content in digital marketing?
- A. Easy to produce
 - B. High engagement
 - C. Low cost
 - D. Difficult to measure
44. What is a key advantage of using podcasts in digital marketing?
- A. High production cost
 - B. Limited reach
 - C. Engaging content
 - D. Difficult to measure
45. What is the main benefit of using email newsletters in digital marketing?
- A. High cost
 - B. Limited reach
 - C. Personalized content
 - D. Difficult to measure
46. What does CPC stand for in digital marketing?
- A. Cost Per Click
 - B. Customer Performance Conversion
 - C. Click Per Conversion
 - D. Cost Performance Calculation

47. What is the main purpose of using social media analytics?
- A. Increase followers
 - B. Measure and analyze performance
 - C. Generate leads
 - D. Improve SEO
48. Which of the following is a benefit of using digital marketing?
- A. High cost
 - B. Limited reach
 - C. Measurable results
 - D. Difficult to track
49. The primary goal of a social media campaign is to _____.
- A. decrease engagement
 - B. increase brand awareness
 - C. reduce website traffic
 - D. lower SEO ranking
50. The main goal of content marketing is to _____.
- A. generate sales
 - B. create valuable content
 - C. increase ad revenue
 - D. improve site speed