



**BUSINESS
PROFESSIONALS
of AMERICA**
Giving Purpose to Potential

DIGITAL MARKETING CONCEPTS

~OPEN EVENT~

(594)

REGIONAL 2026

CONCEPT KNOWLEDGE:

Multiple Choice (50 @ 2 points each)

_____ (100 points)

Test Time: 60 minutes

Multiple Choice (50 @ 2 points each)

1.	B	26.	A
2.	A	27.	A
3.	B	28.	B
4.	A	29.	D
5.	A	30.	C
6.	A	31.	D
7.	B	32.	A
8.	A	33.	B
9.	A	34.	A
10.	A	35.	C
11.	B	36.	A
12.	A	37.	A
13.	A	38.	B
14.	A	39.	A
15.	B	40.	D
16.	B	41.	A
17.	C	42.	A
18.	D	43.	D
19.	B	44.	A
20.	D	45.	A
21.	B	46.	C
22.	A	47.	D
23.	A	48.	A
24.	B	49.	A
25.	A	50.	A