

VIVEK COLLEGE OF COMMERCE**TYBMM SEM VI 2019-2020****SUBJECT: Digital Media****MCQ - SAMPLE QUESTIONS**

SR. NO.	QUESTIONS	A	B	C	D	CORRECT ANSWER
1	Is a term used to describe the integrated marketing services used to attract, engage and convert customers online.	Digital Marketing	Search Engine Optimization	Traditional Marketing	Content Marketing	Digital Marketing
2	PPC Stands for	Pay Per Click	Pay Per Capital	Proposed Power Control	Production Possibility Curve	Pay Per Click
3	SEO keyword optimization your target keywords must be included in the	Links	Content Strategy	Meta Description	Title Tag	Title Tag
4	Can help increase the ranks of your internal web pages for certain keywords.	Guest Posting/Blogging	Internal Links	Paid Ad Links	Local Citations	Internal Links
5	These are like yellow pages which links the entry back to a website	Forum Signatures	Blog Directories	Article Directories	Link Exchange Schemes	Blog Directories
6	If you publish your article in the article directories, you will get a backlink to your website	Forum Signatures	Shared Content Directories	Article Directories	Blog Directories	Article Directories
7	LinkedIn is a social networking site designed specifically for the	Political Propaganda	Cultural Assimilation	Business Community	TIMEPASS	Business Community

8	A calendar featuring all of your upcoming social media posts is	Peer index	Pc Calendar	Content Calendar	Local Calendar	Content Calendar
9	is a way of measuring the importance of website pages	Page Rank	Search Engine Algorithm	Off-Page Factors	Paid Ad Links	Page Rank
10	Is the intentional damage that a person inflicts onto another computer or computer network.	Pirating	Tackling	Hacking	Supporting	Hacking