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## [Affiliate Marketing MCQ](#)

### **Take Affiliate Marketing MCQ Quiz & Online Test to Test your Knowledge**

Below we have listed the few **Affiliate Marketing MCQ Questions** that check your basic knowledge of Affiliate Marketing. This **Affiliate Marketing MCQ Test** contains 20 Multiple Choice Questions. You have to select the right answer to the question. You can also take the online quiz from the take **Affiliate Marketing Quiz** Button.

**Q1. \_\_\_\_ is the process of earning a commission by promoting other people's (or company's) products.**

- **A. Affiliate marketing**
- B. Shopping
- C. Purchasing
- D. None of the above

**Q2. Affiliate Marketing includes \_\_\_\_.**

- A. the merchant
- B. the customer
- C. the publisher
- **D. All of the above**

**Q3. The \_\_\_\_: Sometimes also known as the creator, the seller, the brand, the retailer, or the vendor.**

- **A. Merchant**
- B. Developer
- C. Programmer
- D. None of the above

**Q4. The \_\_\_\_ is sometimes also known as the publisher.**

- **A. Affiliate**
- B. Donner
- C. Marchent
- D. None of the above

**Q5. Affiliate marketing helps your business by:**

- A. Giving you access to professional marketers (the publishers)
- B. Exposing your products to new audiences through the promotional activities of your team of publishers
- C. Offering a cost-effective marketing method with a good ROI
- **D. All of the above**

**Q6. An \_\_\_ refers to the package you create for your product, which is then made available to potential publishers.**

- **A. Affiliate program**
- B. Donner
- C. Creator
- D. All of the above

**Q7. Paid search marketing (e.g. Google AdWords) is usually purchased on which basis?**

- **A. Pay Per Click (PPC)**
- B. Email Marketing
- C. Viral Marketing
- D. None of the above

**Q8. The performance-based affiliate marketing model of paying for leads or sales is usually charged in which way?**

- **A. Cost Per Acquisition (CPA)**
- B. Pay Per Click (PPC)
- C. Affiliate Marketing
- D. All of the above

**Q9. \_\_\_\_\_ occurs when a website's structure and content is improved to maximise its listing in organic search engine results pages using relevant keywords or search phrases.**

- A. Paid inclusion
- **B. Site Optimization**
- C. Contextual search
- D. Pay per click

**Q10. All of the following are reasons more people don't shop online except \_\_\_\_\_.**

- A. lack of trust in online merchants
- **B. lack of convenience**
- C. inability to touch and feel the product
- D. fear of misuse of personal information

**Q11. Which of the following are online advertising methods through which advertisers attempt to drive traffic to Internet sites?**

- A. Banner
- **B. SEO**
- C. CPC
- D. CPM

**Q12. Paid advertising based on a per-click model is called \_\_\_\_.**

- A. Search Engine Optimization
- B. ICT indicators
- C. Source advertising
- **D. Sponsored search-engine advertising**

**Q13. Online gaming sites are a fast and efficient ways for companies to promote their products.**

- **A. True**
- B. False

**Q14. \_\_\_\_ of demand is an economic measure of the change in the quantity demanded or purchased of a product in relation to its price change.**

- **A. Price elasticity**

- B. Email Marketing
- C. Viral Marketing
- D. All of the above

**Q15. An ideal trading environment in which there are no costs or other restraints on transactions are known as \_\_\_\_.**

- A. Frictionless market
- B. Email Marketing
- C. Viral Marketing
- D. All of the above

**Q16. \_\_\_\_ also referred to as surge pricing, demand pricing, or time-based pricing is a pricing strategy in which businesses set flexible prices for products or services based on current market demands.**

- A. Dynamic pricing
- B. Static pricing,
- C. Affiliate Marketing
- D. All of the above

**Q17. A \_\_\_\_ is a market structure in which the price of something offered is determined after taking in all bids to arrive at the highest price at which the total offering can be sold.**

- A. Marketing
- B. Dutch auction
- C. Affiliate Marketing
- D. None of the above

**Q18. Affiliate Marketing is derived from the concept of \_\_\_\_.**

- A. Revenue sharing
- B. Donner
- C. Viral Marketing
- D. Email Marketing

**Q19. Affiliate marketing is a business model that lets people (affiliates) earn the right to promote somebody else products and services.**

- **A. True**
- **B. False**

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