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Digital Marketing MCQ Test

Take Digital Marketing MCQ Test & Online Quiz to Test your Knowledge

Below we have listed the few **Digital Marketing MCQ Questions** that check your basic knowledge of Digital Marketing. This **Digital 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 **Digital Marketing Quiz** Button.

Q1. What are some examples of digital marketing?

- A. Social Media Marketing
- B. Search Engine Marketing
- C. Search Engine Optimisation
- **D. All of the above**

Q2. Who is the father of digital marketing?

- **A. Philip Kotler**
- B. Bruce Clay India
- C. Justin Hall
- D. None of the above

Q3. The term Digital Marketing was first used in the

- A. 1999s.
- **B. 1990s**
- C. 1980s.
- D. 1989s.

Q4. What is the best way to promote a business with social media?

- A. Choose the Right Platforms
- **B. Encourage Engagement**

- C. Provide Value & Don't Over-Promote
- **D. All of the above**

Q5. What do you mean by Digital marketing?

- **A. Digital marketing is referred to as online marketing, web marketing, and internet marketing.**
- B. Analog Marketing
- C. Shop
- D. None of the above

Q6. If customer expectation and product performance are match _____.

- **A. shows the satisfaction of the customer**
- B. shows the dissatisfaction of the customer
- C. does not meet customer requirement
- D. All of the above

Q7. Which one is the best way to promote a business online?

- **A. It offers a lot of helpful and free information.**
- B. To collect as many information as possible.
- C. to advertise your company's product.
- D. All of the above

Q8. _____ is an example of business to business services.

- **A. Youtube brand channel.**
- B. Google
- C. Yahoo
- D. None of the above

Q9. Which of the following is production related procurement?

- A. Offline supplies
- **B. Raw materials**
- C. Information System
- D. None of the above

Q10. Which of the following waves can penetrate through clouds?

- A. ultrasonic
- B. gamma
- **C. radar**
- D. visible and infrared

Q11. Sales Promotion Includes ____.

- A. Advertise
- B. Publicity
- C. Selling
- **D. All of the above**

Q12. Extended P's of service marketing mixes:

- **A. People, Product, Process**
- B. Price, Physical Evidence, Promotion
- C. Physical Evidence, Place, People
- D. Product, Process, Physical Environment

Q13. Marketing information includes ____.

- **A. Knowledge of Customer Requirement**
- B. Knowledge of peers
- C. Knowledge of industries
- D. All of the above

Q14. The sequence of a sales process includes _____.

- **A. Lead generation, call, presentation & sale**
- B. Sale, presentation, Lead generation & call
- C. Presentation, Lead generation, Sale & Call
- D. Lead generation, Call, Sale & Presentation

Q15. Which one is the best way to make money digitally?

- **A. Having products on your website**
- B. Good marketing ideas by dreaming
- C. Selling stuff
- D. works the night shift

Q16. Digital marketing is any form of marketing products or services that involves ____.

- **A. electronic devices**
- B. pen
- C. money
- D. book

Q17. Digital marketing revolves around these 5Ds:

- **A. digital devices, digital platforms, digital media, digital data, and digital technology.**
- B. dabit, digital platforms, digital media, digital data, and digital technology.
- C. digital devices, digital platforms, digital media, digital data, and offline technology.
- D. All of the above

Q18. Businesses leverage digital channels such as _____ to connect with current and prospective customers.

- **A. search engines, social media, email, and other websites**
- B. product
- C. Both A and B
- D. All of the above

Q19. Is Social Media Marketing is a type of Digital Marketing?

- **A. Yes**
- B. No

Q20. Content Marketing is a type of Digital Marketing.

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