

[By OnlineInterviewQuestions.com](http://OnlineInterviewQuestions.com)

Social Media Marketing MCQ Test

Take Social Media Marketing MCQ Test & Online Quiz to Test Your Knowledge

Social Media Marketing is one of the most important aspects of the modern marketing world. It is through social media that companies can reach out to many users across the globe and make them aware of their products and services. This **Social Media Marketing MCQ** Quiz helps you practice for your Social Media Marketing exam, strengthen your skill level, and prepare for a competitive interview. The best way to prepare for the exam is by practicing these questions regularly. Just download below the **Social Media Marketing MCQ PDF** file to practice.

Q1. What is Social Media Marketing?

- **A. a way to communicate with customers on social media platforms to increase the performance of the business**
- B. Software
- C. Hardware
- D. All of the above

Q2. What social media marketing do?

- A. It can help to communicate with customers in a less time-consuming manner.
- B. It can help to create visual interaction between products and customers.
- C. It can help to advertise a product and services to many customers at once.
- **D. All of the above**

Q3. Social media marketing focuses on ____.

- **A. Social platform**
- B. Individual shop
- C. Whole sale
- D. All of the above

Q4. Social media marketing is one of the best advertising resources to grab consumer's

attention.

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

Q5. Identify the platform for Social media marketing?

- A. Instagram
- B. Twitter
- C. Facebook
- **D. All of the above**

Q6. What are the most essential 7 M's in marketing?

- **A. Man, Money, Machine, Market, Management, Message, Mission**
- B. mindset, measure, model, map, make, modify, and monetize
- C. Both A and B
- D. None of the above

Q7. What is the full form of SMM?

- A. Social market marketing
- **B. Social media marketing**
- C. Social media management
- D. None of the above

Q8. Identify the different types of E-commerce?

- A. B2B
- B. B2C
- C. C2B
- **D. All of the above**

Q9. E-Commerce refers to the trading of goods and services with the help of the internet.

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

Q10. Is Social commerce related with the social networks platform as well as the seller's website?

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

Q11. E-commerce is related to the seller's website.

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

Q12. Which term adopted for updates by Twitter users?

- **A. Tweets**
- B. Toots
- C. Twinks
- D. Posts

Q13. Which of the following is valuable in increasing a page rank?

- A. Paying for placement
- B. Static content
- **C. Quantity of links from other highly ranked pages to your site**
- D. No contact information

Q14. What is meant by "micro-blogging"?

- **A. post very short entries**
- B. Blogs which are posted by companies, not individuals
- C. post very long entries
- D. Blogging from mobile devices

Q15. What is "social media optimization"?

- **A. Creating content which easily creates publicity via social networks**
- B. Writing clear content
- C. Creating short content which is easily indexed

- **D.** Hiring people to create content for social networks

Q16. What is the benefit of Social media marketing?

- **A. It can show your brand in front of people much more quickly and easily.**
- **B.** increased traffic
- **C.** higher conversion rates
- **D.** All of the above

Q17. Social networks have an enormous information sharing capacity. As such, they are a great distribution channel for ____.

- **A.** customer feedback
- **B.** viral content
- **C.** exclusive coupons
- **D. marketing messages**

Q18. Which one is the best choice for purchasing through social media marketing or traditional marketing?

- **A. It depends upon the customer's point of view due to the lack of time and money or their satisfaction.**
- **B.** Social media marketing
- **C.** Traditional Marketing
- **D.** None of the above

Q19. Which social network is considered the most popular for social media marketing?

- **A. Facebook**
- **B.** Twitter
- **C.** Instagram
- **D.** Whatsapp

Q20. Which is not direct benefit of social media marketing?

- A. Increased Brand Awareness
- B. More Inbound Traffic
- C. More Brand Authority
- **D. Difficult To Measure**

Q21. What is unique about social media marketing?

- A. Generates contacts quickly
- B. Interactive communication
- C. Better Customer Satisfaction
- **D. All of the above**

Q22. Which of the following is function of social media for business?

- A. Boost Brand Awareness
- B. Increase Inbound Traffic
- C. Enhance Brand Loyalty
- **D. All of the above**

Q23. One of the key components of SMM is?

- **A. Social Media Optimization**
- B. Search Engine Optimization
- C. Content Optimization
- D. None of the above

Q24. How to build your brand on social media?

- A. Identify Your Area of Expertise
- B. Find & Join Groups
- C. Create & Curate Engaging Content
- **D. All of the above**

Q25. How does a blog directly impact sales of a company?

- A. Turning visitors into leads
- B. Suggests latest products
- C. Topics that your target consumers find most valuable

- **D. All of the above**

Q26. Which of the following is not considered a social media marketing goal?

- A. Generating new leads
- B. Driving recommendations from friends and family
- C. Increasing customer satisfaction (customer service)
- **D. Increasing the number of Facebook fans & Twitter followers**

Q27. All of the following are key objectives of SMM, except

- A. Customer service.
- **B. Brand development**
- C. Brand preference.
- D. Brand awareness.

Q28. Who uses social media marketing?

- A. Companies
- B. Shops
- C. Institutes
- **D. All of the above**

Q29. Social media marketing is a form of what type of marketing?

- A. Traditional Marketing
- B. Offline Marketing
- **C. Digital Marketing**
- D. None of the above

Q30. Type of social media marketing are

- A. influencer marketing
- B. content marketing
- C. advertising
- **D. All of the above**

Please Visit OnlineInterviewquestions.com to download more pdfs