

رقم التسجيل: .....

الاسم واللقب: .....  
الشخص: .....

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العلامة: .....

## Digital Marketing امتحان السادس الأول في مقياس تصحيح

**Pick the right answer:**

**1. Which platform is primarily used for professional networking?**

- A) Facebook
- B) LinkedIn
- C) Instagram
- D) Twitter

**2. What does PPC stand for in digital marketing?**

- A) Pay Per Click
- B) Pay Per Client
- C) Public Performance Channel
- D) Product Promotion Cost

**3. In social media marketing, what does 'engagement' refer to?**

- A) The number of followers gained
- B) The interactions that users have with a brand's content (likes, shares, comments)
- C) The total reach of a post
- D) The advertising budget

**4. What does the term 'bounce rate' refer to?**

- A) The percentage of users who leave a site without interacting
- B) The total number of visitors to a website
- C) The number of times content is shared
- D) The effectiveness of a pay-per-click campaign

**5. What is the primary objective of using hashtags in social media?**

- A) Increase engagement and visibility
- B) Track user locations

- C) Enhance website speed
- D) Improve email reputation

**6. When did the internet become publicly accessible, marking the beginning of online communication?**

- A) Late 1980s
- B) Early 1990s
- C) 2000
- D) 2007

**7. What was the significance of the year 1994 in digital marketing history?**

- A) Google was founded
- B) The first clickable banner ad appeared
- C) Facebook was launched
- D) The first website was created

**8. Which of these is the primary goal of Search Engine Optimization (SEO)?**

- A) Increase paid traffic
- B) Increase organic traffic
- C) Send promotional emails
- D) Create mobile apps

**9. What model does PPC (Pay-Per-Click) advertising follow?**

- A) Paying for every 1000 views
- B) Paying a fee each time an ad is clicked
- C) Paying a monthly flat rate
- D) Paying only when a sale is made

**10. Which social media platform was launched first according to your course?**

- A) Facebook
- B) Twitter
- C) LinkedIn
- D) Instagram

**11. What is a "Buyer Persona"?**

- A) A real customer's profile
- B) A semi-fictional representation of an ideal customer
- C) A list of competitors
- D) An automated chatbot

**12. Which component of a communication policy defines the brand's personality?**

- A) Data Privacy
- B) Brand Voice and Tone
- C) Crisis Protocols
- D) Advertising Standards

**13. What is the main difference between "Localization" and "Globalization"?**

- A) Globalization adapts to local cultures
- B) Localization adapts content to resonate with local cultures and languages
- C) Localization keeps the brand message identical everywhere
- D) There is no difference

**14. Which of the following is an "Opportunity" provided by digital marketing?**

- A) Intense Competition
- B) Data-Driven Decision Making
- C) Changing Algorithms
- D) Resource Constraints

**15. Which marketing channel uses SMS and location-based techniques?**

- A) Email Marketing
- B) Mobile Marketing
- C) Affiliate Marketing
- D) Video Marketing

**16. What is the purpose of "Affiliate Marketing"?**

- A) To pay influencers for photos
- B) To reward partners for generating sales through referrals
- C) To improve website speed
- D) To write blog posts

**17. Which tool is specifically used to track website traffic and user interactions?**

- A) Mailchimp
- B) Hootsuite
- C) Google Analytics
- D) Salesforce

**18. What does "Retargeting" do?**

- A) Targets people who have never heard of the brand
- B) Targets users who previously visited the website or engaged with content
- C) Focuses on television ads
- D) Deletes inactive email subscribers

**19. What is a major "Challenge" regarding consumer behavior?**

- A) Cost-effectiveness
- B) Global reach
- C) Fleeting attention spans
- D) Automation efficiency

**20. In communication policies, what ensures messages are consistent and ethical?**

- A) Digital marketing communication guidelines
- B) High-speed internet
- C) Large advertising budgets
- D) Number of followers

**Best of Luck**