

جامعة 8 ماي 1945 قالمة
كلية العلوم الاقتصادية، التجارية وعلوم التسيير
قسم العلوم التجارية

رقم التسجيل:

الاسم واللقب:

التخصص:



العلامة:

تصحيح امتحان السداسي الأول في مقياس Digital Marketing

Pick the right answer:

- Which platform is primarily used for professional networking?
☐ A) Facebook
☒ B) LinkedIn
☐ C) Instagram
☐ D) Twitter
- What does PPC stand for in digital marketing?
☒ A) Pay Per Click
☐ B) Pay Per Client
☐ C) Public Performance Channel
☐ D) Product Promotion Cost
- 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
- 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
- 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
- When did the internet become publicly accessible, marking the beginning of online communication?
☐ A) Late 1980s
☒ B) Early 1990s
☐ C) 2000
☐ D) 2007
- 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
- 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
- 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
- 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