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QUESTION 1

Digital Marketing campaigns are often based on a process sequence from Launch to Review to Adjustment and finally to Re-Launch. What is this process known as?

- A. Iteration
- B. Perfection
- C. Reflection
- D. Refinement

Correct Answer: A

QUESTION 2

Short Message Service (SMS) relies on a character limit. What is it? Choose one of the following: Exhibit:



- A. 160 characters
- B. 100 characters
- C. 150 characters
- D. 200 characters

Correct Answer: A

QUESTION 3

Which one of the following is NOT considered to be a strength of display advertising?

- A. Ability to engage face-to-face with the customer
- B. Ability to achieve sales and conversions

- C. Ability to sustain a conversation with the customer
- D. Ability to generate a large volume of clicks

Correct Answer: A

QUESTION 4

What is displayed in the Google AdWords screen below? Choose one of the following: Exhibit:

Ad group (by relevance)	Keywords	Avg. monthly searches	Competition	Suggested bid	Ad Impr. share	Add to plan
Course On Digital (41)	digital marketing co...	11,340	High	UK£3.48	0%	»
Marketing Consulta...	digital marketing co...	14,300	High	UK£5.65	0%	»
Marketing Compan...	digital marketing co...	24,330	High	UK£6.08	0%	»
Jobs Digital (10)	digital marketing jo...	5,860	Medium	UK£1.73	0%	»
Diploma In Digital ...	diploma in digital m...	1,290	High	UK£3.77	0%	»
Digital Agency (32)	digital marketing a...	19,940	High	UK£6.47	0%	»

- A. Keyword Research Report
- B. CampaignReport
- C. Traffic Source Report
- D. SEO Report

Correct Answer: A

QUESTION 5

HOTSPOT

You own a Smartphone. Click in the screen below to access mobile search features:

Hot Area:

Google Mobile

Browse apps



Google Search for Android

The fastest, easiest way to find what you need on the web and your phone or tablet.

Google Now: just the right information at just the right time

more

Download Google Search for Android



Correct Answer:

Google Mobile

Browse apps



Google Search for Android

The fastest, easiest way to find what you need on the web and your phone or tablet.

Google Now: just the right information at just the right time

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