Digital Marketing – Final Quiz (A2/B1)

Choose the correct answer (circle A, B, C or D).

Part 1 – Video Questions

1. What is digital marketing?
A. Selling products in shops
B. Promoting products online
C. Writing books
D. Watching videos

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2. Which is NOT a digital marketing channel?
A. Social media
B. Email
C. Search engines
D. Newspapers

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3. What is the first step for John?
A. Create a website
B. Send emails
C. Make a video
D. Use social media

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4. Why is content important?
A. It makes websites slower
B. It helps engage customers
C. It reduces sales
D. It is not important

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5. What does SEO help with?
A. Making videos
B. Sending emails
C. Ranking higher on Google
D. Designing logos

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Part 2 – Text Questions

1. What has changed marketing in the last 10 years?
A. Books
B. Technology
C. Newspapers
D. Radio

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2. Which platforms are mentioned in the text?
A. TikTok and Twitter
B. YouTube and Netflix
C. Facebook and WhatsApp
D. Amazon and eBay

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3. What is the main marketing trend today?
A. Traditional marketing
B. Print marketing
C. Digital marketing
D. TV marketing

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4. What percentage of Instagram users have bought something?
A. 50%
B. 60%
C. 72%
D. 80%

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5. Why is shopping on social media important?
A. It is cheaper
B. It is faster and easier
C. It is more popular with companies
D. It replaces shops

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6. What is important for customer experience?
A. Expensive products
B. Fast delivery only
C. Efficiency and good service
D. Advertising

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7. What do customers value most?
A. Colour of the website
B. Friendly service and easy payment
C. Long texts
D. Free gifts

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8. What is personalisation?
A. Sending the same message to everyone
B. Adapting content to each customer
C. Ignoring customers
D. Selling more products

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9. Why do companies use personalisation?
A. To save money
B. To reach the right customers
C. To reduce products
D. To stop advertising

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10. Are people worried about privacy?
A. No
B. Yes
C. Only young people
D. Only companies

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11. What type of content do people prefer?
A. Reading text
B. Watching videos
C. Listening to radio
D. Writing emails

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12. What happens after watching a video?
A. People stop buying
B. People forget the product
C. People are more likely to buy
D. People complain

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13. What does SEO mean?
A. Social Email Option
B. Search Engine Optimisation
C. Selling Easy Online
D. Simple Engine Operation

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14. Why is SEO important?
A. To create videos
B. To appear in search results
C. To send emails
D. To design products

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15. What should companies do to succeed?
A. Stop using technology
B. Use old strategies
C. Update their marketing strategies
D. Ignore customers

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