

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

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

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