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QUESTION 1

What does the following illustration show? Choose one of the following: Exhibit:



- A. QR Code Creator
- B. Bar Code Creator
- C. SMS Code Reader
- D. App Development tool

Correct Answer: A

QUESTION 2

Select two steps from the Digital Marketing Institute's Digital Marketing Plan from the options shown below:

- A. Situation Analysis
- B. Brand
- C. Research
- D. Standards
- E. Information Gathering



Correct Answer: AE

QUESTION 3

HOTSPOT

Where would you click in the Google AdWords screen shown in order to adjust your campaign spend allowance? Click in the screen below.

Hot Area:

All online campaigns >
Campaign: Campaign #1

Enabled Type: Search Network with Display Select - Standard Edit Budget: £10.00/day Edit Targeting: London, England, United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions

All but deleted keywords Segment Filter Columns [Link] [Download] Search

Clicks VS None Daily

Correct Answer:

All online campaigns >
Campaign: Campaign #1

Enabled Type: Search Network with Display Select - Standard Edit Budget: £10.00/day Edit Targeting: London, England, United Kingdom Edit

Ad groups Settings Ads Keywords Ad extensions Dimensions

All but deleted keywords Segment Filter Columns [Link] [Download] Search

Clicks VS None Daily

QUESTION 4

A can store information about which web pages a user visited in the past, and is maintained in the user's browser. Choose one of the following to complete the sentence.

- A. cookie
- B. robot
- C. spider
- D. java



Correct Answer: A

QUESTION 5

Which one of the following is NOT considered as a primary digital marketing channel? Choose one of the following:

- A. Direct mail shots
- B. Social media marketing
- C. Mobile marketing
- D. Search Engine Optimization

Correct Answer: A

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