

# PDDM<sup>Q&As</sup>

Professional Diploma in Digital Marketing

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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

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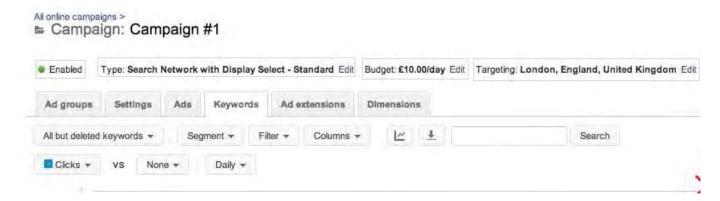
Correct Answer: AE

#### **QUESTION 3**

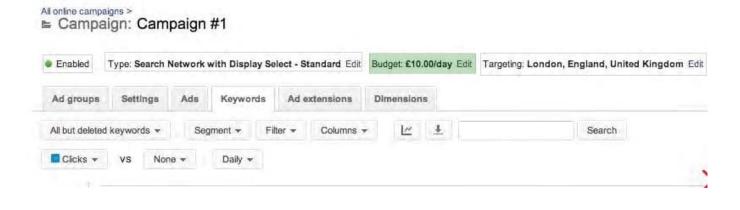
#### **HOTSPOT**

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:



#### Correct Answer:



#### **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



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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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