

1. What achievements or projects are you most proud of that demonstrate your expertise in this area?

Ans.:

2. Guidelines for using social networks include all of the following EXCEPT:

- Check the licensing agreement for any photos or videos.
- Write with a friendly yet professional tone.
- Include photos and video of every event you attend.
- Keep ideas focused and specific.

3. Which is the largest social media network in the world

- Facebook
- Google
- YouTube
- Twitter

4. What is major risk of not being on Social Media?

- People make speak ill about your brand and there is no one to defend, and you may lose business opportunities available on social media
- Your share prices may crash
- You may lose business opportunities available on social media
- People may speak ill about your brand and there is no one to defend!

5. An important goal of marketing on social media channels is to.....

- Drive traffic to your website or landing pages.
- Build engagement and promote brand loyalty.
- Promote products and advertise specials and deals.
- Get your message to go viral.
- All of the above
- None of the above

6. Which channel out of these is suitable for Lead Generation?

- LinkedIn
- YouTube
- Twitter
- Twitter and LinkedIn

7. A company on very low budget wants to reach out to make its corporate video to be viewed by large set of users. Which platform should it use?

- LinkedIn
- YouTube
- Facebook
- Twitter

8. What is meant by the concept of "viral" in social media?

- Social media which is spread to viewers by the consumer, growing in popularity
- Advertising which can easily be emailed
- Marketing advertisements which are not serious
- None of the above

9. Character limit for Instagram Post?

Ans. _____

10. Write a Meta title and description for the given business.

Website is all about children toys that are made from hygienic material.

Ans.:

11. What are the four p's of marketing?

- Product, Price, Place, Promotion
- Price, Popularity, People, Placement
- Popularity, Product, Promotion, People
- People, Price, Promotion, Placement

12. How do you keep your content fresh and engaging over time?

Ans.