

42 Lecture - MGT301

Important Mcqs

1. Which of the following is a key advantage of email marketing?

- A. High cost
- B. Low reach
- C. High conversion rates
- D. Low engagement rates

Answer: C

2. Which of the following is an example of social media marketing?

- A. Display advertising
- B. Content marketing
- C. Influencer marketing
- D. Search engine optimization

Answer: C

3. What is the purpose of a call-to-action (CTA) in an email marketing campaign?

- A. To increase the length of the email
- B. To decrease the open rate of the email
- C. To provide a clear action for the reader to take
- D. To increase the number of images in the email

Answer: C

4. Which of the following is NOT a type of e-commerce model?

- A. B2B
- B. C2C
- C. B2C
- D. B2G

Answer: D

5. Which of the following is a key advantage of search engine optimization (SEO)?

- A. High cost
- B. Low reach
- C. High conversion rates
- D. Low click-through rates

Answer: C

6. Which of the following is an example of content marketing?

- A. Social media advertising
- B. Blogging
- C. Email marketing
- D. Pay-per-click advertising

Answer: B

7. Which of the following is a key advantage of pay-per-click (PPC) advertising?

- A. Low cost

- B. High reach
- C. Low conversion rates
- D. Low control over targeting

Answer: B

8. **What is the purpose of A/B testing in an e-marketing campaign?**

- A. To determine the cost of the campaign
- B. To determine the reach of the campaign
- C. To determine the conversion rate of the campaign
- D. To determine the engagement rate of the campaign

Answer: C

9. **Which of the following is a key advantage of social media marketing?**

- A. Low cost
- B. Low reach
- C. Low engagement rates
- D. Low control over targeting

Answer: A

10. **Which of the following is an example of mobile marketing?**

- A. Social media advertising
- B. Email marketing
- C. Text message marketing
- D. Display advertising

Answer: C