

EXERCISE 10: SOME QUESTIONS

After completing your Digital Marketing Course, answer the below questions

1. Which is the most basic or essential concept?
 - a. Advertisements
 - b. Sales promotion
 - c. **Direct response advertising**
 - d. All equally important
2. How can advertising be measured?
 - a. Direct
 - b. **Indirect**
 - c. Both
 - d. None
3. What is the most important tool for a brand manager?
 - a. Direct promotion
 - b. **Indirect promotion**
 - c. Sales promotion
 - d. None of the above
4. A good brand is truly distinctive and distinctive primarily gives rise to _____ which means ability to attract and retain customers and associates.
 - a. **Equity**
 - b. ID
 - c. AD
 - d. ED
5. Advertising facilities, what is effective advertising?
 - a. Advertising that results in a purchase or action
 - b. Advertising that results in a purchase or action
 - c. **Advertising that results in a purchase or action**
 - d. Advertising that results in a purchase or action
6. What is the most important through advertising?
 - a. **Direct**
 - b. Indirect
 - c. Both
 - d. None

Expert Session 2 Quiz Answers

JE Gale



Expert Session 2 Quiz Answers:

Eventually, you will unconditionally discover a further experience and completion by spending more cash. nevertheless when? complete you believe that you require to acquire those every needs subsequently having significantly cash? Why dont you attempt to acquire something basic in the beginning? Thats something that will lead you to understand even more in the region of the globe, experience, some places, with history, amusement, and a lot more?

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