



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

Professional Diploma in Digital Marketing

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**QUESTION 1**

As end users engage with their email client they often apply their own 'relevance filter' to incoming messages. Which one of the following can be considered as the first filter for end users with incoming messages?

- A. From field
- B. Subject line field
- C. To field
- D. Attachments

Correct Answer: A

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**QUESTION 2**

You are just finalizing your new website and you have heard that there are special tags that help indicate explanatory text for certain visual aspects of page content. Which tags help with this? Choose one of the following:

- A. Alt Tags
- B. Meta Tags
- C. Title Tags
- D. DescriptionTags

Correct Answer: A

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**QUESTION 3**

What is the general description for advertising that incorporates graphically rich media, and which is presented in consistent size formats online known as? Choose one of the following: Exhibit:



- A. Display advertising
- B. Web advertising
- C. Email advertising
- D. Social media advertising

Correct Answer: A

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#### QUESTION 4

Electronic privacy regulations provide that . Finish the sentence by choosing one of the following:

- A. Subscribers can opt out at any time.
- B. Subscribers can know for what purpose their information is being collected.
- C. Subscribers can receive messages regarding similar products.
- D. Subscribers information lapses after 12 months.

Correct Answer: A

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#### QUESTION 5

You understand that both for indexing with search engines and for user navigation, providing a clear navigation scheme is important. Which feature will help you do this? Choose one of the following: Exhibit:



- A. Sitemap
- B. Navigation Bar
- C. Keyword Research Tool
- D. Breadcrumbs

Correct Answer: A

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