



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

Professional Diploma in Digital Marketing

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### QUESTION 1

The percentage of times a phrase appears on a webpage relative to the number of words on the page has a special term to describe it. What is the term? Choose one of the following:

- A. Keyword density
- B. Keyword rotation
- C. Keyword percentage
- D. Keyword value

Correct Answer: A

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### QUESTION 2

Abbreviated mobile phone numbers are used to receive texts in mobile marketing. What are these called? Choose one of the following:

- A. Short code
- B. Mobile code
- C. Access code
- D. SMS code

Correct Answer: A

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### QUESTION 3

Digital marketing channels often consumers from schedules and constraints associated with standard broadcasting channels. Fill in the blank to complete the sentence by choosing one of the following: Exhibit:



- A. Liberate
- B. Constrain



C. Separate

D. Exclude

Correct Answer: A

#### QUESTION 4

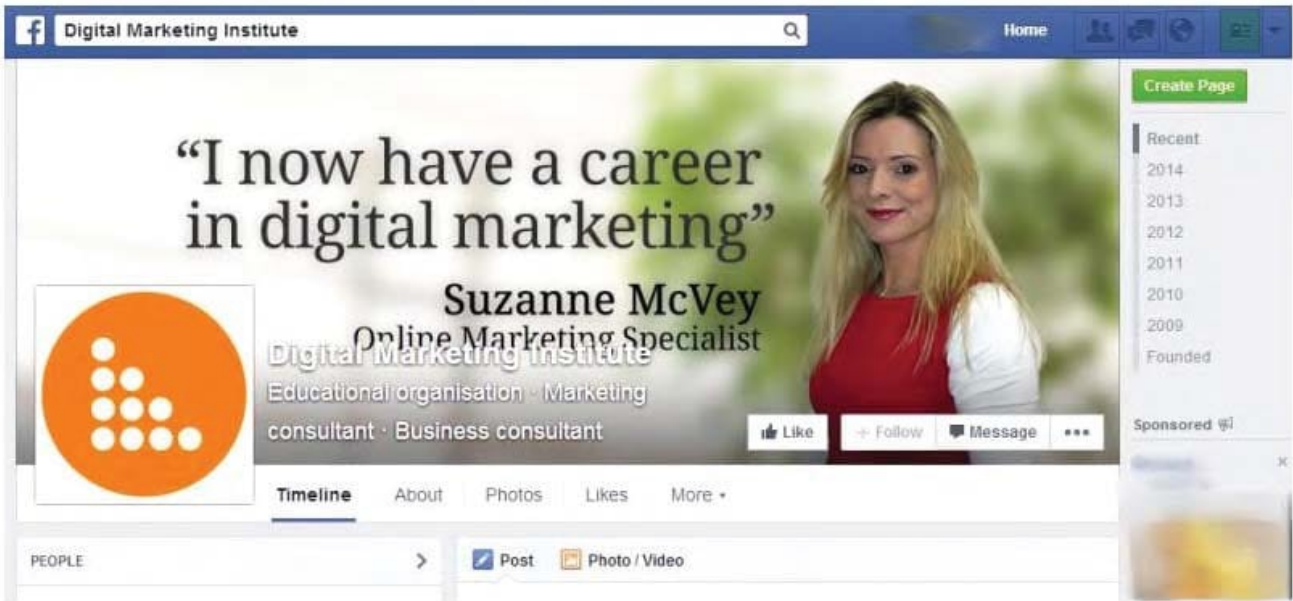
HOTSPOT

Click in the Facebook screen shown below in order to access the privacy settings for your account:

Hot Area:



Correct Answer:



### QUESTION 5

You are keen to understand more about how social sharing is developing for your Page on Facebook. Which Facebook reporting feature provides developers and Page owners with valuable sharing metrics about their content once 30 Page likes have been achieved? Choose one of the following:

- A. Facebook Insights
- B. Facebook Analytics
- C. Facebook Platform
- D. FacebookSettings

Correct Answer: A

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