

HALKLA İLİŞKİLER VE TANITIM – MESLEKİ İNGİLİZCE-1

(3. HAFTA DERS NOTU)

A TEST ON DIGITAL MEDIA

Choose the correct option (A, B, C, or D):

1. The process of measuring how users interact with your content online is called:
A) Hosting C) Banner ad
B) Brand loyalty D) Analytics
2. A marketing strategy designed to increase brand recognition is called a(n):
A) Awareness campaign C) Newsletter
B) Forum D) Feed algorithm
3. The rate showing how many visitors leave a website after viewing only one page is called:
A) Conversion rate C) Click-through rate
B) Bounce rate D) Engagement rate
4. The unique address of a website on the internet is known as:
A) Domain name C) Layout
B) Homepage D) Keyword
5. A short phrase encouraging users to take an action (like “Buy Now”) is a:
A) Campaign C) Call to action (CTA)
B) Blog post D) Notification
6. Which term refers to the use of artificial systems that simulate human intelligence?
A) Keyword C) Analytics
B) App optimization D) Artificial intelligence
7. A person who represents and promotes a brand publicly is a:
A) Follower C) Brand ambassador
B) Editor D) Affiliate
8. The process of improving the visibility of a website on search engines is called:
A) SEO (Search Engine Optimization)
B) SEM (Search Engine Marketing)
C) ROI
D) Optimization
9. A marketing technique that relies on trusted individuals with large followings is:
A) Content creation C) Market research
B) Influencer marketing D) Forum
10. Which term refers to visual or written material shared on a company’s website?
A) Livestream C) Blog post
B) Giveaway D) App optimization
11. The percentage of people who click a specific link compared to the total who view it is the:
A) Click-through rate (CTR) C) Engagement rate
B) Conversion rate D) Exposure
12. The total number of followers on a social media account is called:
A) Awareness C) KPI
B) Page views D) Follower count
13. Which metric shows the percentage of users completing a desired action?
A) Funnel C) Conversion rate
B) Bounce rate D) Retargeting
14. A digital message sent to subscribers regularly with updates is a:
A) Newsletter C) Forum
B) Podcast D) Feed algorithm
15. The process of improving an app’s visibility in app stores is called:
A) Graphic design C) Affiliate marketing
B) App optimization D) Branding
16. The storytelling technique used to build emotional connection with the audience is:
A) Data analysis C) Press release
B) Brand storytelling D) Layout
17. A post or content shared by another creator on your website is a:
A) Guest post C) Banner ad
B) Editorial calendar D) DM

18. The overall visual style and symbol of a company is its:

- A) Brand identity C) Logo placement
- B) Campaign D) Hosting

19. Sending commercial messages directly to potential customers by email is:

- A) Media planning C) Email marketing
- B) Event marketing D) Networking

20. A free promotional offer to encourage participation is known as a:

- A) Partnership C) Giveaway
- B) Paid media D) Ad campaign

21. Information gathered from studying target groups' age, gender, or income is called:

- A) Demographics C) Metrics
- B) Analytics D) Geo-targeting

22. The main page that users see when they first visit a website is the:

- A) Interface C) Domain page
- B) Landing page D) Homepage

23. Which term refers to optimizing ads to appear for specific geographic areas?

- A) Metrics C) Integration
- B) Frequency D) Geo-targeting

24. The structured timeline for publishing content is the:

- A) Campaign plan C) Editorial calendar
- B) Brand story D) Post engagement

25. The rate at which users interact with your posts is the:

- A) Engagement rate C) ROI
- B) Conversion rate D) Page view rate

26. The process of checking facts and verifying information before publishing is:

- A) Format editing C) Keyword ranking
- B) Fact-checking D) Content marketing

27. A structured set of online marketing channels used together is called:

- A) Awareness campaign C) Analytics
- B) Marketing mix D) Retargeting

28. Which term describes unpaid publicity gained through mentions and shares?

- A) Paid promotion C) Affiliate marketing
- B) Earned media D) ROI

29. When a user clicks an ad but doesn't make a purchase, marketers often use:

- A) Newsletter C) Cross-promotion
- B) Hashtag campaign D) Retargeting

30. The design and arrangement of elements on a webpage is known as:

- A) Hosting C) Layout
- B) Logo design D) Platform

31. A clickable word or phrase that links to another webpage is a:

- A) Hyperlink C) Banner ad
- B) Notification D) Keyword

32. A paid online advertisement displayed as a visual banner is:

- A) Banner ad C) Podcast
- B) Native advertising D) Forum

33. The act of analyzing social media mentions to understand brand perception is:

- A) Feed algorithm C) Social listening
- B) Media outreach D) Geo-targeting

34. The ratio between profit earned and money spent in marketing is:

- A) Awareness rate
- B) CTR
- C) ROI (Return on Investment)
- D) Conversion funnel

35. The measurable value that shows how well a campaign meets its goals is a:

- A) Layout C) Affiliate
- B) SEO D) KPI (Key Performance Indicator)

36. Using multiple channels (online and offline) in one strategy is called:

- A) SEO
- B) Omnichannel marketing
- C) Content creation
- D) Editorial planning

- 37.** The visual symbol or emblem representing a brand is the:
 A) Logo design
 B) Feed layout
 C) Homepage
 D) App interface
- 38.** The number of times a post is displayed to users is its:
 A) ROI
 B) Engagement rate
 C) Impressions
 D) Click rate
- 39.** The process of attracting potential clients by offering valuable content is:
 A) Hosting
 B) Paid media
 C) Direct messaging
 D) Content marketing
- 40.** Which term describes the online trail users leave when they use the internet?
 A) Metrics
 B) Traffic
 C) SEO
 D) Digital footprint
- 41.** The use of paid online search ads to promote websites is called:
 A) SEM (Search Engine Marketing)
 B) SEO
 C) Influencer collaboration
 D) ROI
- 42.** Data collected to understand performance over time is referred to as:
 A) Insights
 B) Format
 C) Feed algorithm
 D) Forum
- 43.** Which term means a specialized, small segment of the market?
 A) Macro market
 B) Niche market
 C) General audience
 D) Target market
- 44.** The number of users who visit a website within a period is:
 A) Awareness
 B) Engagement
 C) Traffic
 D) Bounce rate
- 45.** An online meeting combining in-person and virtual participation is a:
 A) Hybrid event
 B) Webinar
 C) Livestream
 D) Podcast
- 46.** The practice of promoting products through trusted personalities is:
 A) Affiliate marketing
 B) Influencer marketing
 C) Market research
 D) Email marketing
- 47.** Messages sent directly between users on social platforms are:
 A) Comments
 B) Posts
 C) Direct messages (DMs)
 D) Endorsements
- 48.** The person who checks and prepares written materials for publication is an:
 A) Researcher
 B) Designer
 C) Moderator
 D) Editor
- 49.** Encouraging users to share your post widely creates:
 A) Viral content
 B) Native advertising
 C) Data analysis
 D) Market segmentation
- 50.** Managing how a brand is perceived by the public is known as:
 A) Content scheduling
 B) Data-driven marketing
 C) Public relations (PR)
 D) Social listening

ANSWER KEY

1- D	18- A	35- D
2- A	19- C	36- B
3- B	20- C	37- A
4- A	21- A	38- C
5- C	22- D	39- D
6- D	23- D	40- D
7- C	24- C	41- A
8- A	25- A	42- A
9- B	26- B	43- B
10- C	27- B	44- C
11- A	28- B	45- A
12- D	29- D	46- B
13- C	30- C	47- C
14- A	31- A	48- D
15- B	32- A	49- A
16- B	33- C	50- C
17- A	34- C	