

Marketing Officer Practice Test Questions and Answers

1. What are the four P's of marketing?

- A) Product, Price, Place, Promotion
- B) People, Process, Performance, Profit
- C) Planning, Production, Packaging, Publicity
- D) Purpose, Position, Persistence, Passion

2. Which metric is most important for measuring digital marketing campaign effectiveness?

- A) Number of employees
- B) Return on Investment (ROI)
- C) Office location
- D) Company age

3. What is the primary purpose of market segmentation?

- A) To increase company expenses
- B) To target specific customer groups with tailored messaging
- C) To reduce product quality
- D) To eliminate competition

4. Which social media platform is most effective for B2B marketing?

- A) TikTok
- B) LinkedIn
- C) Snapchat
- D) Pinterest

Answers: 1-A 2-B 3-B 4-B

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