

Mobile Marketing Practice Test Questions and Answers

1. What is the primary advantage of mobile marketing over traditional marketing?

- A) Lower costs only
- B) Personal, location-based, and real-time targeting
- C) Larger audience reach
- D) Better graphics quality

2. Which mobile marketing strategy uses short message service?

- A) App-based marketing
- B) SMS marketing
- C) Mobile display advertising
- D) Video marketing

3. What does CTR stand for in mobile marketing analytics?

- A) Cost per Transaction Rate
- B) Click-Through Rate
- C) Customer Tracking Report
- D) Conversion Time Ratio

4. Which factor is most important for mobile website optimization?

- A) Complex animations
- B) Fast loading speed and responsive design
- C) Large images
- D) Multiple pop-up windows

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

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