

AMA Practice Test Questions and Answers

1. What is brand equity?

- A) Total inventory available.
- B) The monetary value of product packaging.
- C) Brand's value derived from customer perception.
- D) Amount spent on ads.

2. What does SEO stand for?

- A) Sales Engagement Online
- B) Search Engine Optimization
- C) Social Expansion Outreach
- D) Site Enhancement Offering

3. What is content marketing?

- A) Placing banner ads only
- B) Buying media spots
- C) Cold emailing
- D) Creating useful content for users

4. What is a KPI in marketing?

- A) A type of advertisement.
- B) Key Personnel Intranet.
- C) Key Performance Indicator.
- D) Knowledge Promotion Insight.

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

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