

White Papers Practice Test Questions and Answers

1. What is a White Paper?

- A) A piece of marketing material that explains how a product or service works
- B) A type of paper used to write marketing material
- C) A lengthy case study
- D) A way to visualize how a product or service will benefit a business

2. What should white papers be?

- A) Persuasive
- B) Promotional
- C) Factual
- D) Educational

3. Why do marketers create whitepapers?

- A) To generate leads
- B) To educate their audience about a particular issue, or explain and promote a particular methodology.
- C) To establish thought leadership
- D) To pitch a product

4. What is the purpose of a white paper?

- A) To be confusing and vague
- B) To be short and sweet
- C) To be informative, concrete, and backed up with facts.
- D) To be long and detailed

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

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