

Marketing analyst

 Test duration: 45 minutes

 Difficulty level: **Moderate**



1. What is the primary purpose of conducting a SWOT analysis?

- A) To identify potential market segments
- B) To evaluate a company's strengths, weaknesses, opportunities, and threats
- C) To analyze competitor pricing strategies
- D) To measure campaign ROI

Correct answer: B) To evaluate a company's strengths, weaknesses, opportunities, and threats

2. When analyzing customer data, which metric is most critical for understanding customer lifetime value (CLV)?

- A) Cost per acquisition
- B) Customer retention rate
- C) Average purchase value
- D) Conversion rate

Correct answer: B) Customer retention rate

3. What is a common use of regression analysis in marketing?

- A) To predict future sales based on historical data
- B) To segment customers based on demographics
- C) To track website traffic
- D) To measure brand awareness

Correct answer: A) To predict future sales based on historical data

4. Which of the following is the best approach for segmenting a market?

- A) Grouping customers by location only
- B) Combining demographic, psychographic, and behavioral data
- C) Using only purchase history
- D) Relying on age and income data

Correct answer: B) Combining demographic, psychographic, and behavioral data

5. In the context of digital marketing, what does CPC stand for?

- A) Cost per Conversion
- B) Clicks per Campaign
- C) Cost per Click
- D) Customers per Channel

Correct answer: C) Cost per Click

6. Which tool is most commonly used to track and analyze website performance?

- A) Google Analytics
- B) Salesforce
- C) Tableau
- D) HubSpot

Correct answer: A) Google Analytics

7. How would you measure the effectiveness of a marketing campaign focused on brand awareness?

- A) Monitoring click-through rates on ads
- B) Conducting brand recall surveys before and after the campaign
- C) Analyzing sales data
- D) Tracking email open rates

Correct answer: B) Conducting brand recall surveys before and after the campaign

8. What is a "data-driven marketing strategy"?

- A) A strategy based on industry trends
- B) A strategy guided by qualitative research
- C) A strategy informed by analysis of customer data and market metrics
- D) A strategy focused on creative content

Correct answer: C) A strategy informed by analysis of customer data and market metrics

9. Which method would you use to assess the return on investment (ROI) of a marketing campaign?

- A) Compare total revenue to the campaign's total cost
- B) Count the number of social media shares
- C) Analyze the number of email sign-ups
- D) Measure the increase in web traffic

Correct answer: A) Compare total revenue to the campaign's total cost

10. When performing a competitor analysis, which factor is most important to consider?

- A) Number of employees
- B) Product features and pricing
- C) Office location
- D) Company logo design

Correct answer: B) Product features and pricing