



MFA Digital Foundations Certificate II

Practice Exam 1

Name

Agency:

Final Mark: _____ / 12

The following examination is a series of multiple choice questions.

Please make sure you clearly mark your answer with either a ✓ or X.

Q1
SMP

Which of the following is the truest statement in regards to SEO KPI's?

- A. The only KPI for SEO is keyword ranking
 - B. The KPI will depend on your overall digital objectives
 - C. The only KPI for SEO is the number of Backlinks from other sites
 - D. You can't set KPI's for SEO
-

Q2
PC

You place a bid of \$3.60 in a second price auction, Competitor A bids \$3.65, Competitor B bids \$3.50 and Competitor C bids \$3.49. How much does the winning bid pay?

- A. \$3.50
 - B. \$3.65
 - C. \$3.61
 - D. \$3.49
-

Q3
PC

Your airline client has an objective of generating bookings, based on discounted rates. What was the final conversion rate from clicks to quotes based on the following information?

The Campaign Cost \$20,000

Delivered 20,000,000 impressions

CTR of 0.02 %

Final CPA is \$80

- A. 6.25%
- B. 0.02%
- C. 0.25%
- D. 5.00%

Q4
PC

You are forecasting click volume for an upcoming campaign. If you have \$10,000 to invest, a planning CPM of \$3.15 and historical CTR of 0.08 % , what would be your forecast click volume?

- A. 3,174
- B. 2,540
- C. 125,000
- D. 800

Q5
CMP

You are using your own channels to achieve your objective of building longer term relationships with customers. On top of your Owned media you are putting more effort into encouraging positive earned media exposure. Why is this?

- A. It can be hard to measure and manage Owned media in isolation
- B. Owned media costs and results can be restrictive depending on your budget
- C. Consumers can mistrust information coming directly from a company/brand
- D. Earned media is necessary to deliver the best scale

Q6
MC

5,000 individuals responded to your campaign selling tickets to a free environmental lecture. If you spent \$30,000 on the campaign, what would your CPA be?

- A. \$600
- B. \$6
- C. \$10
- D. \$60

Q7
SCT

How does Google's PageRank algorithm work?

- A. It rates a web pages importance by looking at how many outside links point to it and how important those links are.
- B. It multiplies the age of the website by the amount of content on it.
- C. It is assigned to the website randomly when the website is created.
- D. It rates a web pages importance by looking at how many times your keywords appear and where they appear on the page.

Q8
MC

You have a 13 week campaign and have booked 5 million impressions. How many impressions would you expect to have delivered by week 5?

- A. 1.6 million
- B. 2.1 million
- C. 1.9 million
- D. 3.4 million

Q9
CBT

Your new client wants to amplify the distribution of their existing TVC creative, which of the following would you recommend as the best option?

- A. YouTube video
 - B. Press release
 - C. Influencer
 - D. Website
-

Q10
MC

How many impressions would have been served in order to reach a CTR of 5%, if you had received 600 clicks?

- A. 120,000
 - B. 12,000
 - C. 120
 - D. 1,200,000
-

Q11
CCT

What is the best way for content to stay dynamic and relevant throughout your campaign?

- A. Use bright colours
 - B. Increase the frequency
 - C. Target as many people as possible
 - D. Refresh creative wherever possible to ensure cut-through
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Q12
SMP

There are three main areas for SEO, Technical, Content and Off Page. Which of the following best describes the function of Off-Page?

- A. Profiling of the user
- B. Technical coding of website
- C. Advocacy from third parties
- D. Relevancy of the site to the user



Certificate II

Practice Exam 1

Answer Sheet

1) Answer – B: The KPI will depend on your overall digital objectives

2) Answer – C: \$3.61

3) Answer – A: 6.25 %

Total cost (\$20,000) / CPA (\$80) = Conversions (250)

*Impressions (20,000,000) * CTR (0.02%) = Clicks (4,000)*

Conversions (250) / Total Click (4,000) = Conversion rate (6.25%)

4) Answer – B: 2,540

5) Answer – C: Consumers can mistrust information coming directly from a company/brand

6) Answer – B: \$6

7) Answer - A: It rates a web pages importance by looking at how many outside links point to it and how important those links are.

8) Answer- C: 1.9 million

9) Answer - A: YouTube video

10) Answer – B: 12,000

11) Answer - D: Refresh creative wherever possible to ensure cut-through

12) Answer - C: Advocacy from third parties

The logo for the Media Federation of Australia (MFA) consists of the lowercase letters 'mfa' in a bold, rounded, sans-serif font. The 'm' and 'f' are light grey, while the 'a' is black. The letters are positioned centrally within a circular frame.

media federation of australia

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