

Marketing Manager (NSQF Level 5.5)												
Sr. No.	CODE	NOS	Performance Criteria	Marking	Question Type	Difficulty Level (Easy/Medium/Difficult)	Question Text	Option - 1	Option - 2	Option - 3	Option - 4	Correct Answer
1	RAS/N0613	Develop an e-commerce strategy	Determine organisational objectives and priorities for e-commerce operations	1	DC	Easy	Which of the following is a key consideration while setting organisational objectives for e-commerce?	Market Trends	Business goals and Market trends	Prioritizing short-term profits	Sales targets	2
2			Analyse internal and external operating environment, including competitive landscape, to form tenets of strategy development	2	SCB	Medium	A new e-commerce company is entering a market with several established competitors. What is the best approach for competitive analysis?	Ignoring competitors and focusing only on internal strengths	Focusing solely on customer reviews	Copying successful competitors without analysis	Conducting a SWOT analysis and benchmarking against	4
3			Research and analyse e-commerce technologies and solutions that meet organisational objectives and resourcing availability.	2	DC	Medium	Which factor is most important when selecting an e-commerce technology solution?	Cost and scalability	Only the latest trends	Aesthetics over functionality	Social media popularity	1
4			Select e-commerce operating platform that best meets organisational and budgetary requirements and confirm technical	2	DC	Medium	Which of the following is NOT a key factor in choosing an e-commerce platform?	Technical feasibility	Cost and budget constraints	Platform branding over business	Integration with existing systems	3
5			Identify opportunities for the integration of existing systems and procedures and incorporate into strategy development	2	SCB	Medium	An e-commerce company is struggling with order processing delays. What integration strategy would be most beneficial?	Implementing an ERP system to connect order and inventory	Ignoring the issue as long as sales continue	Using manual processes for order	Relying only on third-party logistics for solutions	1
6			Plan content strategy to finalise the development of digital content across digital platforms and create consistency with non-digital content	2	DC	Medium	What is a crucial element of a successful e-commerce content strategy?	Posting random content without a plan	Consistently creating valuable, SEO optimized	Copying competitors' content	Ignoring customer engagement	2
7			Identify inventory logistics requirements and incorporate into strategy planning.	3	FIB	Difficult	_____ is a key factor in ensuring smooth e-commerce inventory logistics.	Ignoring demand fluctuations	Overstocking unnecessary products	Real-time inventory tracking	Delayed order fulfilment	3
8			Identify potential risks and issues in e-commerce operations and document contingency plans accordingly.	3	SCB	Difficult	A company experiences frequent website crashes during high traffic periods. What should be the first step in risk mitigation?	Increase server capacity and improve infrastructure	Ignore the problem unless complaints increase	Offer discounts as compensation	Change website themes frequently	1
9			Develop and document an action plan detailing key activities, responsibilities, and timeframes.	3	MI	Difficult	Rearrange the following components of an e-commerce action plan in the correct sequence: a) Defines responsibilities and deadlines b) Describes essential business tasks c) Allocates resources and schedules d) Plans for potential challenges	a, b, c, d	b, d, a, c	b, a, c, d	d, c, a, b	3
10			Evaluate e-commerce performance against targets to determine any changes required	3	DC	Difficult	Which metric is most useful for evaluating e-commerce performance?	Conversion rate	Personal opinions of stakeholders	The number of website colors used	Length of product descriptions	1
11					Identify required features, capabilities, and functionalities of an e-commerce site.	1	DC	Easy	Which of the following is a fundamental feature of an e-commerce website?	Interactive wallpapers	Secure payment gateways and user-friendly navigation	Auto-playing background music

12	RAS/N0614	Design an e-commerce website	Benchmark a site design based on the best practices.	2	SCB	Medium	A new e-commerce business wants to improve its website. Which is the best benchmarking practice?	Copying a competitor's design exactly	Ignoring competitor websites and relying solely on intuition	Using outdated designs for cost-effectiveness	Comparing website features, performance, and user experience with top	4
13			Research design and technology options available to maximise site usability and functionality.	2	DC	Medium	Which of the following technologies improves e-commerce site functionality and user experience?	Responsive web design and AI-powered recommendations	Flash-based navigation menus	Pop-up ads covering product descriptions	Slow-loading high-resolution images	1
14			Determine metadata that allows for search engine optimisation.	2	FIB	Medium	_____ helps search engines understand a website's content and rank it appropriately.	Large font sizes	Auto-playing videos	Metadata	Infinite scrolling	3
15			Prepare a site map and wire frame for optimal functionality, product exposure and user experience.	2	SCB	Medium	A UX designer is developing an e-commerce website. What should they focus on when creating the site map?	Ensuring logical navigation and clear product categories	Randomly placing product pages without structure	Adding excessive animations to the homepage	Using minimal pages with no categorization	1
16			Plan a user interface for e-commerce functionality across multiple devices.	2	DC	Medium	Which UI design principle ensures a seamless shopping experience across devices?	Fixed-width design	Mobile-first responsive design	Excessive use of flash elements	Complex navigation structures	2
17			Communicate site designs to web and content developers.	3	MI	Hard	Arrange the following steps in the correct order for effectively communicating site design to developers: a) Provide detailed wireframes and prototypes b) Define project requirements and objectives c) Conduct a meeting with developers to discuss design elements	b, c, d, a	c, d, b, a	b, a, c, d	b, a, c, d	4
18			Evaluate interface to ensure functionality across multiple devices.	3	DC	Hard	Which method is most effective for testing an e-commerce site's interface on multiple devices?	B) Performing cross-device testing using emulators and real devices	A) Using a single desktop screen for testing	C) Relying only on developer intuition	D) Ignoring mobile and tablet responsiveness	1
19			Review site navigation for usability and recommend modifications for usability.	3	SCB	Hard	A company receives complaints about users struggling to find products on its website. What should be the first step in improving site navigation?	Redesign the entire website without analysis	Conduct usability testing and analyze heatmaps	Reduce the number of product categories to one	Add more promotional banners to the homepage	2
20			Test site for usability and recommend amendments in written content based on results.	3	DC	Hard	Which of the following correctly describes the purpose of A/B testing in usability testing?	Evaluates overall site user experience	Identifies frequently clicked areas	Comparing two versions of a webpage to determine better performance	Ensures responsiveness on different devices	3
21					Determine objectives and priorities for digital marketing activity in alignment with organisational objectives.	1	DC	Easy	Which of the following is the primary goal of digital marketing for an e-commerce business?	Posting random content without a strategy	Focusing only on traditional marketing channels	Increasing brand awareness and driving conversions

22	RAS/N0615	Prepare, monitor, and review a digital marketing plan	Identify factors (internal & external) impacting digital marketing activities.	2	SCB	Medium	A digital marketing manager is struggling with low engagement on online campaigns. Which of the following external factors might be affecting performance?	Budget limitations within the company	Changes in consumer behavior and market trends	Employee training programs	Internal company meetings	2
23			Determine digital marketing objectives in alignment with the organisational business goals.	2	FIB	Medium	One of the key objectives of digital marketing is to improve _____, which refers to the percentage of visitors who take a desired action on a website.	Conversion rate	Bounce rate	Click-through rate	Page load speed	1
24			Prepare an action plan that details key activities, resources, and time limits.	2	MI	Medium	Arrange the following steps in the correct order for preparing a digital marketing action plan: a) Define key activities and timelines b) Identify required resources and budget c) Set measurable goals and objectives d) Assign responsibilities to team	a, d, c, b	a, c, d, b	c, d, a, b	c, b, a, d	4
25			Communicate digital marketing plan, responsibilities, and expectations to relevant personnel.	2	DC	Medium	Which of the following is the most effective way to communicate a digital marketing plan within an organisation?	Sending a brief email with no follow-up	Creating a structured presentation with clear objectives and strategies	Assuming employees will figure it out on their own	Keeping the plan confidential among senior management	2
26			Track customer traffic and conversion rates to identify trends in customer and digital marketing activity.	3	DC	Hard	Which metric is most commonly used to measure customer traffic on a website?	Cost Per Click (CPC)	Customer Retention Rate	Employee Satisfaction Score	Website visitors or unique page views	4
27			Review customer traffic and conversion rates to ascertain impact of digital marketing activities.	3	SCB	Hard	To evaluate the impact of digital marketing activities, businesses analyze customer traffic and _____, which measures the percentage of visitors who complete a desired action such as making a purchase or signing up for a newsletter.	Bounce Rate	Click-Through Rate	Conversion Rate	Retention Rate	3
28			Improve marketing outcomes by incorporating suitable new digital marketing trends and technologies.	3	SCB	Hard	A company is seeing declining engagement in email marketing. Which of the following digital marketing trends could help improve performance?	Using AI-driven personalized email campaigns	Sending bulk emails with generic content	Increasing email frequency without segmentation	Ignoring customer data insights	1
29			Determine objectives and priorities for using social media in alignment with organisational objectives	1	DC	Easy	What is the primary objective of using social media for an organization?	Increasing website loading speed	Enhancing customer engagement and brand awareness	Reducing IT infrastructure costs	Focusing only on paid advertisements	2
30			Evaluate possibilities of integrating social media with existing systems and procedures.	2	SCB	Medium	A company wants to track customer feedback from social media directly into its CRM system. What is the best approach for achieving this?	Manually copying comments from social media into spreadsheets	Disabling comments on social media to reduce workload	Using API integrations to connect social media platforms with CRM	Limiting social media engagement to reduce data collection	3
31			Prepare scope of social media policies and procedures based on planned social media activity.	2	FIB	Medium	A well-defined social media policy helps organizations maintain _____ while ensuring employees adhere to guidelines when engaging on digital platforms.	Brand consistency	Employee workload	Budget constraints	Offline marketing strategies	1

32	RAS/N0616	Develop a social media strategy	Develop guidelines and appropriate responses to manage issues and crisis.	2	DC	Medium	What is a crucial step in managing a social media crisis effectively?	Deleting all negative comments immediately	Ignoring complaints until the issue fades away	Responding transparently and addressing concerns promptly	Posting unrelated content to distract audiences	3
33			Document a social media action plan including key responsibilities, resources requirements and timelines.	2	SCB	Medium	A marketing manager is developing a social media action plan. Which element should be included to ensure clear execution?	The personal opinions of employees on social media trends	Clearly defined goals, content calendar, assigned roles, and performance	Randomly scheduled posts without a strategy	Exclusive focus on paid advertisements	2
34			Determine key performance indicators and criteria to measure success of social media activity.	3	FIB	Hard	The effectiveness of social media marketing campaigns is often measured using Key Performance Indicators (KPIs) such as _____, which reflects the number of users interacting with content.	Bounce Rate	Inventory Turnover	Server Uptime	Engagement Rate	4
35			Communicate social media strategy, action plan, calendar and policies and procedures with relevant personnel.	3	DC	Hard	Why is it important to communicate the social media strategy and calendar with relevant personnel?	To ensure alignment and consistency in messaging	To allow employees to post personal opinions on company pages	To encourage spontaneous and unregulated content creation	To minimize collaboration and keep strategies confidential	1
36			Analyse captured data to determine social media engagement, activity, and reach.	3	SCB	Hard	A social media analyst notices a drop in engagement on recent posts. What should be the first step in identifying the cause?	Stop posting content until engagement increases	Analyze post insights and audience behavior trends	Delete underperforming posts to maintain a positive impression	Increase the frequency of posts without analyzing the issue	2
37			RAS/N0617	Develop online customer service standards	Determine performance indicators to evaluate customer service standards.	1	DC	Easy	Which of the following is a key performance indicator (KPI) used to evaluate customer service standards?	Number of social media followers	Total website visits	Customer Satisfaction Score (CSAT)
38	Integrate legal and ethical requirements in development of online customer services standards.	2			SCB	Medium	A company wants to ensure its online customer service adheres to legal and ethical requirements. Which of the following should be included in its service standards?	Collecting customer data without consent	Clear privacy policies and transparent communication	Ignoring customer complaints to avoid legal risks	Responding only to positive feedback and deleting	2
39	Communicate online customer service standards and expectations to relevant personnel.	2			FIB	Medium	Clearly communicating customer service standards to employees ensures _____, which helps maintain consistency and improve customer satisfaction.	Brand positioning	Reduced customer interaction	Higher advertising costs	Uniform service quality	4
40	Monitor customer service levels to ensure standards are met and take corrective actions otherwise.	2			DC	Medium	What is an effective way to monitor customer service levels?	Using customer surveys and feedback analysis	Guessing customer satisfaction levels	Reducing customer interactions to avoid complaints	Allowing employees to handle complaints in their own way without	1
41	Resolve problems related to complex and difficult customer interactions.	3			SCB	Hard	A customer service agent is handling a difficult customer who is frustrated about a delayed order. What is the best approach to resolve the issue?	Ignore the complaint and wait for the customer to calm down	Apologize for the inconvenience, provide a status update, and offer a	Blame the logistics partner and refuse to take responsibility	Ask the customer to contact another department without	2

42			Use performance indicators to evaluate customer service standards.	3	FIB	Hard	One of the most effective ways to measure customer service success is through the _____, which assesses the likelihood of customers recommending the business to others.	Net Promoter Score (NPS)	Customer Attrition Rate	Employee Retention Score	Cost Per Click (CPC)	1
43			Identify and address technological and resourcing issues impacting effective customer service provision.	3	SCB	Hard	A company is receiving complaints about slow response times from its customer support team. What is the most effective way to address this issue?	Extend response times and ask customers to wait longer	Reduce the number of customer service agents to cut	Implement chatbots and AI to handle common	Disable customer support channels to avoid	3
44	RAS/N0142	To provide leadership to the team	set out and positively communicate the purpose and objectives of the store business to all store team members	1	DC	Easy	What is the most effective way to communicate store business objectives to team members?	Keeping objectives confidential to avoid confusion	Announcing objectives once and assuming everyone understands	Only discussing objectives during annual meetings	Clearly explaining goals, expectations, and how they align with the store's	4
45			involve key store team members in planning how the team will achieve store business objectives	2	SCB	Medium	A store manager wants to ensure team members actively participate in planning store operations. What is the best approach?	Assign all planning tasks to the manager alone	Encourage open discussions and gather employee input	Only involve senior employees in discussions	Announce decisions without consulting the team	2
46			encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead	2	FIB	Medium	A good leader empowers employees by allowing them to take the lead when they have the right _____ and _____.	Experience, enthusiasm	Authority, responsibility	Skills: confidence	Title, position	3
47			ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store business objectives	2	DC	Medium	Why is it important for each team member to have clear personal work objectives?	It helps them understand their role in achieving company goals and improve	It ensures they only focus on their individual tasks without	It minimizes interaction between employees	It allows the manager to assign additional tasks	1
48			monitor activities and progress across the store team without interfering.	3	SCB	Hard	A store manager wants to ensure operations run smoothly while allowing employees to work independently. What is the best way to monitor progress without micromanaging?	Set clear expectations and review progress regularly	Constantly check on every employee's task and give step-by-step	Assign all decision-making to employees and avoid monitoring	Only intervene when sales drop significantly	1
49	DGT/VSQ/N 0103- V 1.0	Employability skills	Communication Skills	1	DC	Easy	Which of the following is an essential component of active listening?	Interrupting the speaker to share your own opinion	Giving full attention and responding thoughtfully	Thinking about your response while the other person	Multitasking while listening to save time	2
50			Financial and Legal Literacy	3	SCB	Hard	Rahul wants to apply for a loan but is unsure which financial institution to choose. Which of the following factors should he prioritize when selecting a reliable institution?	The interest rate, loan terms, and customer reviews	The bank's advertising and promotional offers	The institution that provides the highest loan amount, regardless	Recommendations from friends without verifying credibility	1

