



### Instructions for Candidates

- Read all instructions carefully before you begin.
  - Ensure you write your name, father name, dob, and date on this answer sheet.
  - If you need additional sheets, please request from our team.
  - All questions are compulsory
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Name : \_\_\_\_\_

Father Name : \_\_\_\_\_

DOB : \_\_\_\_\_

Date : \_\_\_\_\_

### Questions (Mandatory) :

**Q 1:** Why did you choose digital marketing as a career?

**Q 2:** Describe yourself in 200 words?

**From the given questions below, write answer for any one question as per your interest.**

**Q 1:** Name 3 Webmaster Tools?

**Q 2:** Your brand's social media engagement has dropped despite consistent content posting. How would you identify the issue and what changes would you implement to boost engagement?

**Q 3:** You launched a Google Ads campaign that is driving traffic but not converting to sales. What steps would you take to improve the conversion rate?