

Social Media Influencer

Sample Paper

Training Provider		Training Center	
Center SPOC		Batch Id	
Center SPOC Contact No		Assessment date	
Candidate Name		Trainer Name	
Candidate Contact No		Trainer Contact No	
Candidate Signature		Trainer Signature	

Q1. What is the primary purpose of a content brief?

- a) To increase internet speed
- b) To guide content creation according to objectives
- c) To design websites
- d) To manage payroll

Q2. Which factor should be considered while creating social media content?

- a) Audience preferences
- b) Office furniture
- c) Electricity bill
- d) Building design

Q3. A blog should primarily be:

- a) Relevant and informative
- b) Very lengthy without structure
- c) Written only in technical language
- d) Unrelated to the audience

Q4. Which metric indicates audience interaction with content?

- a) Engagement rate
- b) Printer speed
- c) Storage capacity
- d) Bandwidth

Q5. What is the first step in developing a social media strategy?

- a) Buying software
- b) Defining objectives
- c) Hiring staff
- d) Printing brochures

Q6. Which platform is most suitable for professional networking?

- a) Instagram
- b) Snapchat
- c) LinkedIn
- d) Pinterest

Q7. What is a target audience?

- a) Random internet users
- b) The specific group of people a creator wants to reach
- c) Software developers only
- d) Bank customers

Q8. Which of the following helps improve social media reach?

- a) Consistent posting
- b) Ignoring comments
- c) Posting irrelevant content
- d) Avoiding analytics

Q9. Which tool is commonly used to schedule social media posts?

- a) Hootsuite
- b) MS Paint
- c) Calculator
- d) Notepad

Q10. Why are analytics tools important?

- a) To track performance
- b) To print documents
- c) To repair computers
- d) To create invoices

Q11. Cloud storage helps users:

- a) Store and access files online
- b) Increase room temperature
- c) Print photos
- d) Scan documents only

Q12. Which online tool is commonly used for website traffic analysis?

- a) Google Analytics
- b) VLC Media Player
- c) WinZip
- d) Calculator

Q13. What is an influencer campaign?

- a) A payroll process
- b) Marketing through influential individuals
- c) Employee recruitment
- d) Product manufacturing

Q14. Which factor is most important while selecting an influencer?

- a) Audience relevance
- b) Favorite color
- c) Office location
- d) Age of laptop

Q15. What is the purpose of campaign tracking?

- a) Measure campaign effectiveness
- b) Increase office space
- c) Reduce internet speed
- d) Purchase equipment

Q16. Engagement in influencer marketing includes:

- a) Likes, comments, and shares
- b) Electricity usage
- c) Office attendance
- d) Printing reports

Q17. What should influencers always do when posting sponsored content?

- a) Hide the sponsorship
- b) Delete comments
- c) Post anonymously
- d) Clearly disclose the partnership

Q18. Which content format generally receives high engagement?

- a) Blank posts
- b) Empty images
- c) Short videos (Reels/Shorts)
- d) Error messages

Q19. Effective communication requires:

- a) Active listening
- b) Interrupting others
- c) Avoiding feedback
- d) Speaking loudly only

Q20. Which practice helps grow an influencer's audience?

- a) Posting consistently and interacting with followers
- b) Ignoring comments
- c) Posting unrelated content randomly
- d) Buying fake followers