

9 The role of Digital Marketing includes:

- a. being alert with the latest communication channels
- b. programming applications
- c. using advertising techniques to promote the products
- d. using social media techniques to advertise the products

10 The role of the Search Engine Optimization (SEO) specialist includes:

- a. creating websites for the company
- b. promoting the company's ranking on the internet
- c. programming web browsers
- d. programming search engines

11 The Web Analytics specialist...

- a. analyses the actions of the people who enter into the company's website to find which parts need improving
- b. programming applications
- c. using advertising techniques to promote the products
- d. use social media techniques to advertise the products

12 The responsibility of the Growth Hacker is to...

- a. provide situations on the internet where the company's presence can become more visible
- b. use the variety of technologies to attract more people to the company's website and products
- c. use the variety of communications media to attract more people to the company's website and products
- d. studies the company's digital footprint

13 The role of the Tech Support Specialist includes:

- a. helping the end user to use the company's products well
- b. solves problems the end users face with the company's products
- c. controls the quality of the product being promoted and suggests updates

14 The product manager...

- a. plans the lifecycle of a product idea
- b. plans the creation of a product idea
- c. creates the teams to make the product a reality
- d. tests the product created
- e. manages the product's advertisements
- f. manages the support teams that help the product buyers with their problems.