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Exam : **AND-803**

Title : Android Applications UI/UX
Design and Monetization
Techniques

Vendor : Android

Version : DEMO

NO.1 Which of the following choices represents exactly the following monetize Android applications technique?

It is recommended that you offer a free version of your application that comes with advertisements, limited features, or even offer a trial version of your app for a limited time. Then, you can build a premium paid version of the same app which would be advertised-free with extra unleashed features.

- A. Lite vs. Pro.
- B. Paid Applications.
- C. Free applications
- D. Subscriptions.

Answer: A

NO.2 AdMob Mediation helps increase the app publisher monetization by sending ad requests to multiple ad networks and ensure that the app's publisher finds the best available ad network to serve ads.

- A. False
- B. True

Answer: B

NO.3 UI design is done first and UX design is done next.

- A. False
- B. True

Answer: A

NO.4 You should add the following XML code illustrated in the following image to AdView widget in order to add an Ad to your activity:

Which two choices of the following are correct about adUnitId ? (Select two)

```

<com.google.android.gms.ads.AdView
xmlns:ads="http://schemas.android.com/apk/res-auto"
    android:id="@+id/adView"
    android:layout_width="wrap_content"
    android:layout_height="wrap_content"
    android:layout_alignParentBottom="true"
    android:layout_centerHorizontal="true"
    android:layout_marginStart="8dp"
    android:layout_marginTop="404dp"
    ads:adSize="BANNER"
    ads:adUnitId="ca-app-pub-3897496718910144/8671452621"
    ads:layout_constraintEnd_toEndOf="parent"
    ads:layout_constraintStart_toStartOf="parent"
    ads:layout_constraintTop_toTopOf="parent">
</com.google.android.gms.ads.AdView>
    
```

- A.** The ad unit Id is added to your app's code and is used to identify ad requests from the ad unit.
- B.** An ad unit Id is a unique ID number assigned to each of your ad units when they are created in AdMob.
- C.** The ad unit Id is created by Android Studio, and it must be used for all ads in the same app.
- D.** The ad unit Id is used as a user name to login to AdMob web site to check your revenue of this ad.

Answer: A,B