

Quiz Sheet

10 questions per day · Tick your answer · Fastest correct wins.

YOUR NAME

YOUR TEAM

How to use this sheet.

Each day has 10 questions across 4 answer choices (A / B / C / D). Tick the box next to the answer you think is correct. The facilitator will read each question aloud and give you 20 seconds. Faster correct answers earn more points. Highest team score wins the day.

Day 1 · Foundations — Digital tourist journey, accounts, algorithm, content, AI, calendar

Day 2 · Create — Camera rules, video habits, formats, structure, CapCut, Canva

Day 3 · Get Booked — Google Business, reviews, SEO, payments, security, closing

Ready? Facilitator will read each question aloud. You have 20 seconds. Tick your answer with a pen. Good luck!

Q1 · UNDERSTANDING THE TRAVELER

1. Sarah is in Berlin at 11pm on a Sunday, planning her Nepal trip. What does she look at FIRST?
- A. A travel agent's phone number
 - B. Her phone: TikTok, Instagram, Google Maps
 - C. A brochure her friend gave her
 - D. The Nepal government website

Q2 · PLATFORM PRIORITY

2. Which TWO platforms are best for reaching tourists who don't know your business yet?
- A. LinkedIn and Twitter
 - B. Instagram and email
 - C. TikTok and Facebook
 - D. WhatsApp and Snapchat

Q3 · BIO FORMULA

3. A good business bio should include:
- A. Your favourite emoji and horoscope
 - B. WHAT + WHERE + WHY + CONTACT + CTA
 - C. Just your business name
 - D. A poem about Bardiya

Q4 · BUSINESS ACCOUNT BENEFIT

4. Only BUSINESS accounts (not personal) give you:
- A. The ability to post photos
 - B. Followers
 - C. Analytics + contact buttons + the ability to boost posts
 - D. A profile photo

Q5 · THE ALGORITHM IN ONE LINE

5. The algorithm shows people what will:

- A. Make them feel sad
- B. Keep them scrolling
- C. Be in their preferred language
- D. Have the newest date

Q6 · ENGAGEMENT SIGNALS

6. Which action tells the algorithm "more people should see this"?

- A. Deleting the post immediately
- B. Saves, shares, and thoughtful comments
- C. Turning off your phone
- D. Posting only at midnight

Q7 · CONTENT CATEGORIES

7. Which is NOT one of the 5 Bardiya content categories?

- A. Wildlife & safari moments
- B. Tharu culture & food
- C. Cryptocurrency price predictions
- D. Behind-the-scenes / day in the life

Q8 · CHATGPT PROMPT PATTERN

8. The ChatGPT prompt pattern is: "You are [ROLE]. My business is [X]. Give me [Y]." What's the ROLE?

- A. Your best friend
- B. A social media expert for tourism in Nepal
- C. A robot
- D. The president

Q9 · HONEST AI USE

9. When should you NOT use AI-generated images?

- A. For festival greeting posters
- B. For photos of your actual rooms, food, or wildlife
- C. For Instagram Story backgrounds
- D. For simple concept graphics

10. As a beginner, how often should you post?

- A.** 20 times a day
- B.** Only during full moons
- C.** 3-4 posts per week, with 1-2 videos
- D.** Once a year

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Q1 · CAMERA RULES

1. Which is NOT one of the 6 camera rules?

- A. Clean your lens
- B. Grid on (rule of thirds)
- C. Cover the lens completely
- D. Light in front of your subject

Q2 · GOLDEN HOUR

2. What's "golden hour"?

- A. When gold prices are highest
- B. 1 hour after sunrise or before sunset — warm, soft light
- C. The hour you charge your phone
- D. Exactly 12 noon

Q3 · ORIENTATION

3. For social media videos, you should always shoot in:

- A. Landscape (sideways)
- B. Portrait / vertical (up-down)
- C. Diagonal
- D. It doesn't matter

Q4 · CLIP LENGTH

4. Individual video clips should each be about:

- A. 30+ minutes
- B. 3-5 seconds each
- C. 1 hour
- D. 1 millisecond

Q5 · VIDEO STRUCTURE

5. The 3-part video structure is:

- A. Talk, talk, talk
- B. Hook (2 sec) + Story (15-20 sec) + CTA
- C. Intro, middle, outro (30 min each)
- D. Music, music, music

Q6 · POV FORMAT

6. What is a "POV" video?

- A. Post-Office Video
- B. Point-of-view — "POV: you wake up in a Tharu homestay"
- C. Public-Owned Video
- D. Practice-Only Video

Q7 · B-ROLL

7. "B-roll" means:

- A. Extra visual footage that plays under your voiceover
- B. A type of sandwich
- C. A dance move
- D. A hashtag category

Q8 · EXPORT QUALITY

8. In CapCut, exporting at "1080p" means:

- A. Saving with 1080 characters
- B. HD quality — 1920 × 1080 pixels
- C. Waiting 1080 minutes
- D. Adding 1080 filters

Q9 · AUDIO MIXING

9. Your video has music and a voiceover. What should you do with the music?

- A. Make it louder than the voiceover
- B. "Duck" it lower so the voiceover is clearly heard
- C. Turn it off completely
- D. Play two songs at once

10. An Instagram Story is:

- A.** A square post
- B.** A vertical, full-screen graphic (9:16 aspect ratio)
- C.** Only text, no images
- D.** The same as a regular post

Ready? Facilitator will read each question aloud. You have 20 seconds. Tick your answer with a pen. Good luck!

Q1 · GOOGLE BUSINESS DESCRIPTION

1. Your Google Business Profile description should include:

- A. Only your name
- B. Searchable keywords like "jungle safari homestay Bardiya National Park"
- C. A poem about your childhood
- D. Nothing — leave it blank

Q2 · ASKING FOR REVIEWS

2. When should you ask a guest to leave a review?

- A. Never
- B. Every single guest, every single time — at checkout
- C. Only if they had complaints
- D. A year after their stay

Q3 · HASHTAG STRATEGY

3. Rule of thumb for hashtags on a post:

- A. 100 hashtags
- B. No hashtags
- C. 1 clear title + 3-5 niche hashtags + 2-3 broad ones
- D. Only #Bardiya

Q4 · QR TYPES

4. The difference between static and dynamic QR:

- A. There is no difference
- B. Dynamic QR has the amount/order embedded — used for online checkout
- C. Static QR is more colourful
- D. Dynamic QR is illegal

5. The #1 small-business digital disaster you should protect against is:

- A. Running out of tea
- B. Account theft — turn on 2FA today
- C. Rain
- D. Slow internet

6. Where should you turn on 2FA (2-factor authentication) TODAY?

- A. Only on your homestay's WiFi
- B. On Facebook and Google accounts
- C. On your rice cooker
- D. Nowhere — it's not needed

7. Booking.com and TripAdvisor charge commission on bookings — roughly:

- A. 0% — they're free
- B. Around 15-20% for Booking.com — direct bookings avoid this
- C. 90%
- D. 100%

8. Lovable is best used for:

- A. Building SEO-friendly public websites
- B. Building internal tools & dashboards (like a booking tracker)
- C. Filming videos
- D. Cooking dal-bhat

9. You get a "payment sent" screenshot from a supposed guest. What do you do?

- A. Trust it immediately
- B. Verify by checking your actual wallet balance
- C. Ignore the guest forever
- D. Send them extra money as thanks

10. Your closing template for responding to reviews (positive or negative) should:

- A.** Just say "give us 5 stars"
- B.** Thank + acknowledge + resolve + invite back
- C.** Be left blank
- D.** Contain a threat