

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	----- enables the populace to understand and contribute to the public discourse, and eventually make a sound decision when electing their leaders.	A. Media Literacy B. Project management C. Quality assurance D. Social media marketing
2	Which search engines does SEO Optimize for?	A. Yahoo and Bing B. Google and Yahoo C. Bing and Google D. Google and other search engines
3	Who are the co-founders of Snapchat.	A. Evan Williams and Biz Stone B. Bobby Murphy and Jack Dorsey C. Bobby Murphy and Noah Glass D. Evan, William and Bobby Murphy
4	What did Snapchat add to the app in September.	A. The ability to caption photos B. The ability to edit photos C. The ability to share videos D. The ability to make voice calls
5	Which of the following is NOT an example of digital platform.	A. Twitter B. Quora C. Airbnb D. Walmart
6	What is Twitter.	A. A social media platform B. A blogging platform C. An email service provider D. A messaging app
7	How does SEO impact a business.	A. By decreasing website traffic B. By increasing website traffic C. By decreasing website visibility D. By increasing website design
8	Which of the following is NOT a search engine.	A. Google B. Bing C. Yahoo D. Twitter
9	What is the purpose of SEO?	A. To improve site visibility B. To increase social media followers C. To improve website design D. To reduce website loading time
10	Which of the following is not a component of a business plan.	A. Competitor analysis B. Financial documents C. Employee training manuals D. Market research and strategies
11	A is an essential written document that provides a detailed description of the company's future.	A. Quality assurance B. Entrepreneurship C. Business Plan D. Project management
12	----- may include a table of content, the company's background, market opportunity and financial highlights.	A. Business description B. Competitors analysis C. Financial documents D. Executive summary
13	Which of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
14	A is a completed agreement between a buyer and seller to exchange goods, services or financial assets for money.	A. Payment B. Contract C. Financial statements D. Transaction
15	What was the main feature of the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage

16	----- Can be defined as a set of activities, which communicates the product, brand or services to the user.	A. Value proposition B. Entrepreneurship C. Promotion D. Quality assurance.
17	A in marketing is a concise statement of the benefits that a company is delivering to the customers who buy its product or services.	A. Competitors analysis B. Quality assurance C. Promotion D. Value proposition
18	What is business plan?	A. A document that describes a company's future B. A list of product that a company sells C. a documents that lists a company's employees D. A list of competitors in the market
19	What is a blog.	A. An online journal or informational website B. A social media platform C. A messaging app D. A search engine
20	Why is SEO a fundamental part of digital marketing.	A. Because it's cost-effective B. Because it's the only marketing channel C. Because it complements other marketing channels D. Because it's easy to implement.
21	What is a transaction in business bookkeeping.	A. The legal obligation to transfer money B. The exchange of goods or services for money C. The recording of financial events in a business D. The agreement between a buyer and seller
22	Why do businesses view their quality assurance program as a promise to stakeholders.	A. To increase sales B. To improve the manufacturing process C. To lower perceived risk D. To reduce costs
23	When was the first tweet sent on Twitter.	A. March 21, 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
24	What are the primary sources of digital traffic for brands.	A. Social media B. Search engines C. TV advertisements D. Email marketing
25	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
26	Who needs a business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physical storefront.
27	What was the initial name of Snapchat.	A. Peekaboo B. Picasa C. Peek a pic D. Picaboo
28	Who can share their view on a blog.	A. Only experts in a specific field B. Only the blog owner C. Anyone who wants to express their views D. Only paid subscribers
29	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
30	What is the purpose of a blog.	A. To sell products B. To provide information C. To entertain readers D. To increase social media followers

31	What is digital entrepreneurship	A. The creation of digital platforms B. The digitization of existing businesses C. The use of social media for marketing D. The creation of traditional brick and mortar businesses.
32	Which of the following is not a mode of payment.	A. Cash B. Cheque C. Barter D. Stock
33	What is quality assurance?	A. A process of detecting mistakes in products B. A process for marketing products C. A process for improving the quality of products D. A process for selling products
34	----- is the digital marketing technique that involves creating more traffic to a website by making sure that the website appears higher up in the results in search.	A. Email marketing B. Search engine optimization C. Content marketing D. Social media marketing
35	Which of the following is the most important digital Marketing tool.	A. Search Engine Optimization B. Email Marketing C. Content Marketing D. Social Media Marketing
36	Why is the management and personnel section important in a business plan?	A. It lists all competitors in the market B. It helps investors evaluate risk C. It lists all competitors in the market D. It provides a list of all employees in the company
37	What is included in the executive summary of a business plan?	A. Company background and market opportunity B. All employee names and job titles C. All financial statements D. List of suppliers and vendors