

## Computer Science 7th Class Chapter 6 Online Test

| Sr | Questions  | Answers Choice   |
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| 1  | When was the first tweet sent on Twitter.  | A. March 21 , 2006<br>B. July 21, 2006<br>C. October 21, 2006<br>D. September 21, 2006   |
| 2  | What is included in the executive summary of a business plan?  | A. Company backgrowund and market opportunity<br>B. All employee names and job titles<br>C. All financial statements<br>D. List of suppliers and vendors   |
| 3  | A ..... is an essential written document that provides a detailed description of the company's future.   | A. Quality assurance<br>B. Entrepreneurship<br>C. Business Plan<br>D. Project management   |
| 4  | What is digital entreprenurship  | A. The creation of digital platforms<br>B. The digitization of existing businesses<br>C. The use of social media for marketing<br>D. The creation of traditional brick and mortar businesses.    |
| 5  | What is Twitter.   | A. A social medial platform<br>B. A blogging platform<br>C. An email service provider<br>D. Amessaging app   |
| 6  | Which of the following is the most imortant digitL Marketing tool.   | A. Search Engine Optimization<br>B. Email Marketing<br>C. Content Marketing<br>D. Social Media Marketing   |
| 7  | ----- enables the populace to understand and contribute to the public discourse, and eventually make a sound decision when electing their leaders. | A. Media Literacy<br>B. Project management<br>C. Quality assurance<br>D. Social media marketing  |
| 8  | ----- Can be defined as a set of acivities, which communcates the product, brnad or services to the user.  | A. Value proposition<br>B. Entrepreneurship<br>C. Promotion<br>D. Quality assurance.   |
| 9  | ----- may include a table of content, the company's background , market opporunity and financial highlights.                                       | A. Business description<br>B. Competitors analysis<br>C. Finaancial documents<br>D. Executive summary  |
| 10 | What is a transaction in business bookkeeping.   | A. The legal oligation to transfer money<br>B. The exchange of goods or services of money<br>C. The recording of finaiancial events in a business<br>D. The agreement between a buyer and seller |
| 11 | Which of the following is NOT an example of digital platform.  | A. Twitter<br>B. Quora<br>C. Air bnb<br>D. Walmart   |
| 12 | What is business plan?   | A. A document that describes a company's future<br>B. A list of product that a company sells<br>C. a documents that lists a company's employees<br>D. A list of competitos int he market         |
| 13 | How does SEO impact a business.  | A. By decreasing website traffice<br>B. By increasing website traffic<br>C. By decreasign website visitbility<br>D. By increasing website design   |

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| 14 | What does SEO stand for.   | A. Social Engagement optimization<br>B. Site Evaluation Optimization<br>C. Search Engine Optimization<br>D. Search Engine Organization      |
| 15 | Which of the following is not a mode of payment.                     | A. Cash<br>B. Cheque<br>C. Barter<br>D. Stock   |
| 16 | What is the primary driving force of innovation and economic growth. | A. Digital platforms<br>B. Entrepreneurship<br>C. Knowledge platforms<br>D. E-commerce platforms  |
| 17 | What is the purpose of SEO?  | A. To improve site visibility<br>B. To increase social media followers<br>C. To improve website design<br>D. To reduce website loading time |
| 18 | Who are the co-founders of Snapchat.                                 | A. Evan Williams and Biz Stone<br>B. Bobby Murphy and Jack Dorsey<br>C. Bobby Murphy and Noah Glass<br>D. Evan, William and Bobby Murphy    |
| 19 | What did Snapchat add to the app in September.                       | A. The ability to caption photos<br>B. The ability to edit photos<br>C. The ability to share videos<br>D. The ability to make voice calls   |
| 20 | Which of the following is an example of below the line promotions.   | A. Press releases<br>B. Schemes and discounts<br>C. Advertisements<br>D. Incentive trips  |