

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	When was the first tweet sent on Twitter.	A. March 21 , 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
2	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
3	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
4	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.
5	What is Twitter.	A. A social media platform B. A blogging platform C. An email service provider D. A messaging app
6	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
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 B. Project management C. Quality assurance D. Social media marketing
8	----- 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.
9	----- may include a table of contents, the company's background , market opportunity and financial highlights.	A. Business description B. Competitors analysis C. Financial documents D. Executive summary
10	What is a transaction in business bookkeeping.	A. The legal obligation to transfer money B. The exchange of goods or services of money C. The recording of financial events in a business D. The agreement between a buyer and seller
11	Which of the following is NOT an example of digital platform.	A. Twitter B. Quora C. Air bnb D. Walmart
12	What is business plan?	A. A document that describes a company's future B. A list of products that a company sells C. A document that lists a company's employees D. A list of competitors in the market
13	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

14	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
15	Which of the following is not a mode of payment.	A. Cahs B. Cheque C. Barter D. Stock
16	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
17	What is the purpose of SEO?	A. To improve site visibility B. To increase social medial followers C. To improve website design D. To reduce website loading time
18	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
19	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
20	Which of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
