

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	What is the primary sources of digital traffic for brnads.	A. Social media B. Search engines C. TV advertisements D. Email marketing
2	What did Snapchat add to the appin 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
3	Which of the following is NOT a search engine.	A. Google B. Bing C. Yahoo D. Twitter
4	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
5	What was the main feature fo the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
6	Why is the management and personnel section impoptnat in a business plan?	A. It lists all competitors int he market B. It helps investors evaluate risk C. It lists all competitors int he market D. It provides a list of all employees int he company
7	What was the initial name of Snapchat.	A. Peekaboo B. picasa C. Peek a pic D. Picaboo
8	What is the prpose of SEO?	A. To improve site visitbilty B. To increse socal medial followers C. To improve website design D. To reduce website loading time
9	Why is SEO a fundamental part of digital marketing.	A. Becuse it's cost -effective B. Because it'sthe only marketing channel C. Because it coplements other marketing channels D. Becuase it's easy to implement.
10	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 competitos int he market
11	How does SEO impact a business.	A. By decreasing website traffice B. By increasing website traffic C. By decreasign website visibility D. By increasing website design
12	Why do business view their quality assurance program as a promise to stakeholders.	A. To increas sales B. To improve the manufacturing process C. Tolower perceived risk D. To reduce costs
13	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
14	What is qualitiv assurance?	A. A process of detecting mistakes in products B. A process for marketing products

	<p>C. A process for improving the quality of products</p> <p>D. A process for selling products</p>
15	Who are the co-founders of Snapchat.	<p>A. Evan Williams and Biz Stone</p> <p>B. Bobby Murphy and Jack Dorsey</p> <p>C. Bobby Murphy and Noah Glass</p> <p>D. Evan, William and Bobby Murphy</p>
16	What is digital entrepreneurship	<p>A. The creation of digital platforms</p> <p>B. The digitization of existing businesses</p> <p>C. The use of social media for marketing</p> <p>D. The creation of traditional brick and mortar businesses.</p>
17	What is a blog.	<p>A. An online journal or informational website</p> <p>B. A social media platform</p> <p>C. A messaging app</p> <p>D. A search engine</p>
18	What is included in the executive summary of a business plan?	<p>A. Company background and market opportunity</p> <p>B. All employee names and job titles</p> <p>C. All financial statements</p> <p>D. List of suppliers and vendors</p>
19 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.	<p>A. Email marketing</p> <p>B. Search engine optimization</p> <p>C. Content marketing</p> <p>D. Social media marketing</p>
20	A is an essential written document that provides a detailed description of the company's future.	<p>A. Quality assurance</p> <p>B. Entrepreneurship</p> <p>C. Business Plan</p> <p>D. Project management</p>