Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	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
2	Who needsa business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physicla storefront.
3	How does SEO impact a business.	A. By decreasing website traffice B. By increasing website traffic C. By decreasign website visitbility D. By increasing website design
4	---------- is the digital marketing technique that involves creating more traffic to a website by making sur ethat the websige appears higher up in the results in search.	A. Email marketing B. Search engine optimization C. Content market D. Social media marketing
5	Who can share their view on a blog.	A. Only experts in a specific field B. Only the bog owner C. Anyone who wants to express their views D. Only paid subcribers
6	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
7	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
8	What is a blog.	A. An online jornal or informational website B. A social media platform C. Amessaging app D. A search engine
9	---------- Can be defined as a set of acivities, which communcates the product, brnad or services to the user.	A. Value proposition B. Entrepreneurship C. Promotion D. Quality assurance.
10	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
11	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.
12	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
13	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

14	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
15	Whch of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
16	What is quality assurance?	A. A process of detecting mistakes in products B. A process for marketing products C. A process for improving the qality of products D. A process for selling products
17	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
18	A ..... is a completd agreement between a buyer and seller to exchange goods, services or finanaicla assets for money.	A. Payment B. Contract C. Finanacial statements D. Transaction
19	What is the primary sources of digital traffic for brnads.	A. Social media B. Search engines C. TV advertisments D. Email marketing
20	What is a transaction in business bookkeping.	A. The legal oligation to transfer money B. The exchange of goods or services of money C. The recording of finaiancial events in a business D. The agreement between a buyer and seller