

## 8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	A----- can also be improved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
2	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shopping C. Online Marketing D. All of these
3	The act of ..... between a buyer and a seller is referred to as a transaction.	A. Agreement B. Disagreement C. Dispute D. None of these
4	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
5	It refers to the spoofing of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
6	Email marketing is a direct marketing scheme that involves sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
7	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
8	There ..... steps to optimizing your website.	A. 4 B. 5 C. 6 D. 7
9	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
10	It is most popular for an ecommerce business as a way of staying top of mind for consumers.	A. SEO B. Mobile Marketing C. Email Marketing D. Content Marketing
11	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
12	-----refers to the act of breaking into systems to steal or destroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
13	The entire business plan is ..... in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
14	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
15	Most widely used social media platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these

16	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
17	A----- is simple statement that summarises why a customer would choose your product or service.	A. Quality assurance B. Value proposition C. Promotion D. Executive summary
18	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
19	Video marketing enables companies to connect with customers in a more.... engaging and cooperating way.	A. Tastefully B. Audible C. Visually D. None of these
20	Launching a ..... online	A. Shopping B. Program C. Education D. Business