

## 8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	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
2	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
3	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
4	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
5	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
6	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
7	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
8	It is most popular for an ecommerce business as a way of staying top fo mind for consumers.	A. SEO B. Mobile Marketing C. Email Marketing D. Content Marketing
9	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.
10	-----refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
11	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
12	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
13	Email marketing is a direct marketing scheme that involvs sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
14	----- are small piece of code that are downloaded on your compute rand keep track of your action done on the browsers.	A. Virus B. Spam C. Cookies D. Malware
15	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email

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16	With..... you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
17	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
18	----- is a technique used by cyber criminals to gain the information from the individuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
19	The entire business plan is ..... in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
20	A----- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these

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