

8th Computer Science Chapter 8 Test

| Sr | Questions | Answers Choice |
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| 1 | With..... you pay based on the number of impressions. | A. PPC B. CPM C. SEO D. All of these |
| 2 | ----- is the most widely used paid search advertising platform. | A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO |
| 3 | ----- is a technique used by cyber criminals to gain the information from the individuals | A. Social Engineering B. Bullying C. Cracking D. Spamming |
| 4 | There steps to optimizing your website. | A. 4 B. 5 C. 6 D. 7 |
| 5 | -----marketing is a key component of digital marketing. | A. SEO B. Video C. Mobile D. Social Media |
| 6 | ----- marketing focuses on gathering and endorsing positive online reviews. | A. SEO B. Video C. Reputation D. Email |
| 7 | 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 |
| 8 | The entire business plan is in the executive summary. | A. Copied B. Summarised C. Deleted D. Shared |
| 9 | In the simplest of terms, good.....increases your worth online. | A. SEO B. Email Marketing C. Mobile Marketing D. All of these |
| 10 | The best defence against..... assaults is human intellect and comprehension. | A. Hacking B. Social Engineering C. Spamming D. Phishing |
| 11 | Launching a online | A. Shopping B. Program C. Education D. Business |
| 12 | A----- is type of software or malware that spreads between several computers and corrupts data. | A. Spam B. Cracker C. Virus D. Bullying. |
| 13 | A ----- is a trail of data of user that he leaves while using the internet. | A. Footpring B. Digital Foot prints C. Bullying D. Virus |
| 14 | Most widely used social media platforms for SEO. | A. Blogs B. Instagram C. Twitter D. All of these |
| 15 | ----- are small piece of code that are downloaded on your computer and keep track of your action done on the browsers. | A. Virus B. Spam C. Cookies D. Malware |

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| 16 | ---- is the process of showing your business on the first page of search Engines. | A. Cookies B. Digital Marketing C. Business plan D. SEO |
| 17 | ----- gives people the tools to create and impact the world. | A. Blogs B. Tefhnology C. Ehics D. Entreprenurship |
| 18 | A----- can also be iproved using the digital marketing plan. | A. Business plan B. Technology C. Face book D. All of these |
| 19 | It refers to the spooling of bulk mail by an unidentified source. | A. Spamming B. Phishing C. Cyber Troll D. Hacking |
| 20 | Email marketing is a direct marketing scheme that involves sending promotional to customers. | A. Calls B. Orders C. Messages D. Magazines |