

## 8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
2	With..... you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
3	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shopping C. Online Marketing D. All of these
4	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
5	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
6	----- is a technique used by cyber criminals to geain the information from the dividuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
7	There ..... steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
8	A ----- is a trail fo data of user that he leaves while using the internet.	A. Footpring B. Digital Foot prints C. Bullying D. Virus
9	The best defence against..... assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
10	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
11	----- gives people the tools to create and impact the world.	A. Blogs B. Tefhnology C. Ethics D. Entrepreneurship
12	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
13	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
14	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
15	A----- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these

16	Email marketing is a direct marketing scheme that involves sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
17	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
18	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
19	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
20	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.
21	----- 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
22	The entire business plan is ..... in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
23	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
24	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
25	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
26	Launching a ..... online	A. Shopping B. Program C. Education D. Business
27	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
28	-----refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking