

## 8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
2	----- is a technique used by cyber criminals to gain the information from the individuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
3	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
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	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
6	Launching a ..... online	A. Shopping B. Program C. Education D. Business
7	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
8	----- 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
9	The entire business plan is ..... in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
10	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
11	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
12	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
13	There ..... steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
14	The best defence against..... assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
15	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these

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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	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
18	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shoping C. Online Marketing D. All of these
19	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
20	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.

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