

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 spooling 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
