

## Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	Who can share their view on a blog.	A. Only experts in a specific field B. Only the bog owner C. Anyone who wants to express their views D. Only paid subscribers
2	Which seach engines does SEO Optimize for?	A. Yahoo and Bing B. Google and Yahoo C. Bing and google D. Google and other search engines
3	When was the first tweet sent on Twitter.	A. March 21 , 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
4	Why is the management and personnel section importnat in a business plan?	A. It lists all competitors int he market B. It helps investors evaluate risk C. It lists all competitors int he market D. It provides a list of all employees int he company
5	What is the primary sources of digital traffic for brnads.	A. Social media B. Search engines C. TV advertisements D. Email marketing
6	----- may include a table of content, the company's background , market opporunity and financial highlights.	A. Business description B. Competitors analysis C. Finaincial documents D. Executive summary
7	What is included in the executive summary of a business plan?	A. Company background and market opportunity B. All employee names and job titles C. All financial statements D. List of suppliers and vendors
8	What was the initial name of Snapchat.	A. Peekaboo B. picasa C. Peek a pic D. Picaboo
9	Whch of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
10	What is the prpose of SEO?	A. To improve site visitbilty B. To increse social medial followers C. To improve website design D. To reduce website loading time
11	Who are the co-founders of Snapchat.	A. Evan Williams and Biz Stone B. Bobby Murphy and Jack Dorsey C. Bobby Murphy and Noah Glass D. Evan, William and Bobby Murphy
12	Who needsa business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physicla storefront.
13	What does SEO stand for.	A. Social Engagemnt optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
14	What is quality assurance?	A. A process of detecting mistakes in products B. A process for marketing products C. A process for improving the quality D. A process for ensuring customer satisfaction

of products  
D. A process for selling products

15 What is business plan?

- A. A document that describes a company's future
- B. A list of product that a company sells
- C. a documents that lists a company's employees
- D. A list of competitos int he market

16 Which of the following is NOT a search engine.

- A. Google
- B. Bing
- C. Yahoo
- D. Twitter

17 A ..... in marketing is a concise statement of the benefits that a company is delivering to the customers who buy its product or serices.

- A. Competitors analysis
- B. Wuality assurance
- C. Promotion
- D. Value proposition

18 Which of he following is not a mode of payment.

- A. Cahs
- B. Cheque
- C. Barter
- D. Stock

19 Why is SEO a fundamental part of digital marketing.

- A. Becuse it's cost -effective
- B. Because it'sthe only marketing channel
- C. Because it coplements other marketing channels
- D. Becuase it's easy to implement.

20 Which of the following is not a component of a business plan.

- A. Competitor analysis
- B. Financial documents
- C. Employee training manuals
- D. Market research and strategies