

## Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	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
2	Which of the following is NOT an example of digital platform.	A. Twitter B. Quora C. Air bnb D. Walmart
3	What was the main feature for the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
4	Which of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
5	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
6	Which search engines does SEO Optimize for?	A. Yahoo and Bing B. Google and Yahoo C. Bing and google D. Google and other search engines
7	What did Snapchat add to the app in September.	A. The ability to caption photos B. The ability to edit photos C. The ability to share videos D. The ability to make voice calls
8	What is digital entrepreneurship	A. The creation of digital platforms B. The digitization of existing businesses C. The use of social media for marketing D. The creation of traditional brick and mortar businesses.
9	Who needs a business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physical storefront.
10	A ..... is a completed agreement between a buyer and seller to exchange goods, services or financial assets for money.	A. Payment B. Contract C. Financial statements D. Transaction
11	What was the initial name of Snapchat.	A. Peekaboo B. picasa C. Peek a pic D. Picaboo
12	What is the primary source of digital traffic for brands.	A. Social media B. Search engines C. TV advertisements D. Email marketing
13	What is the purpose of SEO?	A. To improve site visibility B. To increase social media followers C. To improve website design D. To reduce website loading time
14	What is the purpose of a blog.	A. To sell products B. To provide information C. To entertain readers D. To increase social media followers

15	Which of the following is not a mode of payment.	A. Cash B. Cheque C. Barter D. Stock
16	How does SEO impact a business.	A. By decreasing website traffic B. By increasing website traffic C. By decreasing website visibility D. By increasing website design
17	Why is SEO a fundamental part of digital marketing.	A. Because it's cost-effective B. Because it's the only marketing channel C. Because it complements other marketing channels D. Because it's easy to implement.
18	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
19	What is a transaction in business bookkeeping.	A. The legal obligation to transfer money B. The exchange of goods or services for money C. The recording of financial events in a business D. The agreement between a buyer and seller
20	Why do businesses view their quality assurance program as a promise to stakeholders.	A. To increase sales B. To improve the manufacturing process C. To lower perceived risk D. To reduce costs