

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	----- may include a table of content, the company's background , market opporunity and financial highlights.	A. Business description B. Competitors analysis C. Financial documents D. Executive summary
2	Which of he following is not a mode of payment.	A. Cahs B. Cheque C. Barter D. Stock
3	What is digital entreprenurship	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.
4	Which of the following is NOT a search engine.	A. Google B. Bing C. Yahoo D. Twitter
5	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.
6	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
7	What was the initial name of Snapchat.	A. Peekaboo B. picasa C. Peek a pic D. Picaboo
8	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
9	What does SEO stand for.	A. Social Engagemet optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
10	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.
11	What is the primary sources of digital traffic for brnads.	A. Social media B. Search engines C. TV advertisements D. Email marketing
12	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
13	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

14	----- enables the populace to understand and contribute to the public discourse, and eventually make a sound decision when electing their leaders.	A. Media Literacy B. Project management C. Quality assurance D. Social media marketing
15	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
16	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
17	A is an essential written document that provides a detailed description of the company's future.	A. Quality assurance B. Entrepreneurship C. Business Plan D. Project management
18	What was the main feature fo the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
19	A is a completd agreement between a buyer and seller to exchange goods, services or finanaicla assets for money.	A. Payment B. Contract C. Finanacial statements D. Transaction
20	Which of the following is the most imortant digitL Marketing tool.	A. Search Engine Optimization B. Email Marketing C. Content Marketing D. Social Media Marketing