

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	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
2	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
3	The best defence against assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
4	is a technique used by cyber criminals to geain the information from the dividuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
5	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
6	is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
7	In the simplest of terms, goodincreases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
8	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
9	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
10	A can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
11	Launching a online	A. Shopping B. Program C. Education D. Business
12	There steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
13	gives people the tools to create and impact the world.	A. Blogs B. Tefhnology C. Ehics D. Entreprenurship
14	marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
15	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these

16	With you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
17	marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
18	refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
19	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
20	IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None