

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	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
2	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
3	----- gives people the tools to create and impact the world.	A. Blogs B. Technology C. Ethics D. Entrepreneurship
4	Launching a online	A. Shopping B. Program C. Education D. Business
5	A ----- is a trail of data of user that he leaves while using the internet.	A. Footprint B. Digital Foot prints C. Bullying D. Virus
6	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
7	----- IS AN IMPORTANT STRATEGY FOR ATTRACTING POTENTIAL CUSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
8	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
9	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
10	Email marketing is a direct marketing scheme that involves sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
11	-----refers to the act of breaking into systems to steal or destroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
12	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
13	The best defence against.... assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
14	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
15	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these

16 There steps to optimizing yur website. A. 4
B. 5
C. 6
D. 7

17 ----- are small piece of code that are downloaded on your compute rand keep track of your action done on the browsers. A. Virus
B. Spam
C. Cookies
D. Malware

18 A----- can also be iproved using the digital marketing plan. A. Business plan
B. Technology
C. Face book
D. All of these

19 It refers to the spooling of bulk mail by an unidentified source. A. Spamming
B. Phishing
C. Cyber Troll
D. Hacking

20 ---- is the process of showing your business on the first page of search Engines. A. Cookies
B. Digital Marketing
C. Business plan
D. SEO
