

## 8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	With..... you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
2	The act of ..... between a buyer and a seller is referred to as a transaction.	A. Agreement B. Disagreement C. Dispute D. None of these
3	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
4	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
5	Launching a ..... online	A. Shopping B. Program C. Education D. Business
6	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.
7	----- 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
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	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
10	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
11	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
12	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
13	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
14	A----- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
15	The best defence against..... assaunts is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering

---

16 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

---

17 Which of the following is also referred to as digital Marketing.

A. Online Banking  
B. Online Shoping  
C. Online Marketing  
D. All of these

---

18 ----- marketing focuses on gathering and endorsing positive online reviews.

A. SEO  
B. Video  
C. Reputation  
D. Email

---

19 -----refers to the act of breaking into systems to steal or distroy data.

A. Cyber Troll  
B. Hacking  
C. Spamming  
D. Cracking

---

20 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

---