

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
2	----- gives people the tools to create and impact the world.	A. Blogs B. Tefhnology C. Ethics D. Entreprenurship
3	Launching a online	A. Shopping B. Program C. Education D. Business
4	A----- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
5	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
6	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
7	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
8	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
9	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shopping C. Online Marketing D. All of these
10	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
11	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
12	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
13	-----refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
14	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
15	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

16	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
17	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
18	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
19	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
20	----- is a technique used by cyber criminals to geain the information from the dividuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
