

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
2	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
3	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
4	There steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
5	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
6	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
7	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
8	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
9	----- 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
10	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
11	----- is a technique used by cyber criminals to gain the information from the dividuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
12	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
13	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
14	A----- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
15	----- gives people the tools to create and impact the world.	A. Blogs B. Tefhnology C. Ehics D. Entreprenurship

16	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.
17	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
18	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
19	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
20	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
