

## 8th Computer Science Chapter 8 Test

| Sr | Questions   | Answers Choice   |
|----|---|--|
| 1  | The entire business plan is ..... in the executive summary.                                     | A. Copied<br>B. Summarised<br>C. Deleted<br>D. Shared                                |
| 2  | ..... IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.                             | A. SEO<br>B. Cookies<br>C. Content Marketing<br>D. None                              |
| 3  | The..... is an instance of buying or selling something.   | A. Payment<br>B. Transaction<br>C. E-mail spoofing<br>D. None of these               |
| 4  | Email marketing is a direct marketing scheme that involves sending promotional to customers.    | A. Calls<br>B. Orders<br>C. Messages<br>D. Magazines                                 |
| 5  | The best defence against..... assaults is human intellect and comprehension.                    | A. Hacking<br>B. Social Engineering<br>C. Spamming<br>D. Phishing                    |
| 6  | ..... marketing focuses on gathering and endorsing positive online reviews.                     | A. SEO<br>B. Video<br>C. Reputation<br>D. Email                                      |
| 7  | The act of ..... between a buyer and a seller is referred to as a transaction.                  | A. Agreement<br>B. Disagreement<br>C. Dispute<br>D. None of these                    |
| 8  | Most widely used social medial platforms for SEO.   | A. Blogs<br>B. Instagram<br>C. Twitter<br>D. All of these                            |
| 9  | There ..... steps to optimizing yur website.  | A. 4<br>B. 5<br>C. 6<br>D. 7   |
| 10 | It refers to the spooling of bulk mail by an unidentified source.                               | A. Spamming<br>B. Phishing<br>C. Cyber Troll<br>D. Hacking                           |
| 11 | .....refers to the act of breaking into systems to steal or distroy data.                       | A. Cyber Troll<br>B. Hacking<br>C. Spamming<br>D. Cracking                           |
| 12 | With..... you pay based on the number of impressions.   | A. PPC<br>B. CPM<br>C. SEO<br>D. All of these  |
| 13 | A..... is simple statement that summarises why a customer would choose your product or service. | A. Quality assurance<br>B. Value proposition<br>C. Promotion<br>D. Executive summary |
| 14 | Which of the following is also referred to as digital Marketing.                                | A. Online Banking<br>B. Online Shopping<br>C. Online Marketing<br>D. All of these    |
| 15 | ---- is the process of showing your business on the first page of search Engines.               | A. Cookies<br>B. Digital Marketing<br>C. Business plan<br>D. SEO                     |

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| 16 | In the simplest of terms, good.....increases your worth online.  | A. SEO<br>B. Email Marketing<br>C. Mobile Marketing<br>D. All of these |
| 17 | The best defence against..... assaults is human intellect and comprehension.   | A. Phishing<br>B. Spamming<br>C. Hacking<br>D. Social Engineering      |
| 18 | Launching a ..... online   | A. Shopping<br>B. Program<br>C. Education<br>D. Business               |
| 19 | ----- gives people the tools to create and impact the world.   | A. Blogs<br>B. Tefhnology<br>C. Ethics<br>D. Entreprenurship           |
| 20 | ----- are small piece of code that are downloaded on your compute rand keep track of your action done on the browsers. | A. Virus<br>B. Spam<br>C. Cookies<br>D. Malware                        |

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