

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shoping C. Online Marketing D. All of these
2	There steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
3	With you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
4	Email marketing is a direct marketing scheme that involvs sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
5	IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
6	refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
7	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
8	gives people the tools to create and impact the world.	A. Blogs B. Tefhnology C. Ehics D. Entreprenurship
9	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
10	marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
11	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
12	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
13	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
14	Launching a online	A. Shopping B. Program C. Education D. Business
15	marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email

16	In the simplest of terms, goodincreases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
17	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
18	The best defence against assauts is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
19	is a technique used by cyber criminals to geain the information from the dividuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
20	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