

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
2	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
3	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
4	----- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
5	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
6	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
7	Email marketing is a direct marketing scheme that involvs sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
8	With..... you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
9	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter 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	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shoping C. Online Marketing D. All of these
12	There steps to optimizing yur website.	A. 4 B. 5 C. 6 D. 7
13	The best defence against.... assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
14	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
15	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking

16 ---- is the process of showing your business on the first page of search Engines.

A. Cookies
B. Digital Marketing
C. Business plan
D. SEO

17 ----- gives people the tools to create and impact the world.

A. Blogs
B. Technology
C. Ethics
D. Entrepreneurship

18 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

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

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

20 A----- can also be improved using the digital marketing plan.

A. Business plan
B. Technology
C. Face book
D. All of these
