

## Computer Science Ics Part 1 Chapter 9 Online Test

Sr	Questions	Answers Choice
1	A focus group reveals older customers prefer whole grain bread. This is an example of.	<p>A. &lt;p&gt;Trend analysis&lt;/p&gt;</p> <p>B. &lt;p&gt;Predictive modeling&lt;/p&gt;</p> <p>C. &lt;p&gt;Market segmentation&lt;/p&gt;</p> <p>D. &lt;p&gt;Copying trends&lt;/p&gt;</p>
2	What does the marketing strategy explain.	<p>A. &lt;p&gt;Financials&lt;/p&gt;</p> <p>B. &lt;p&gt;Marketing Methods&lt;/p&gt;</p> <p>C. &lt;p&gt;Business description&amp;nbsp;&amp;nbsp;&amp;nbsp;&lt;/p&gt;</p> <p>D. &lt;p&gt;Market Analysis&lt;/p&gt;</p>
3	How does analyzing market data aid business decision.	<p>A. &lt;p&gt;It &amp;nbsp;&amp;nbsp;&amp;nbsp;replaces the need for research&lt;/p&gt;</p> <p>B. &lt;p&gt;It identifies partterns and trends&lt;/p&gt;</p> <p>C. &lt;p&gt;It focusses solely on finances&lt;/p&gt;</p> <p>D. &lt;p&gt;It limits customer feedback&lt;/p&gt;</p>
4	How can Google Drive assist in eamwork.	<p>A. &lt;p&gt;Limit access&lt;/p&gt;</p> <p>B. &lt;p&gt;Simultaneous editing&lt;/p&gt;</p> <p>C. &lt;p&gt;Financial projections&lt;/p&gt;</p> <p>D. &lt;p&gt;Marketing plans&lt;/p&gt;</p>
5	A loyalty program offers rewards.This aims to.	<p>A. &lt;p&gt;Retain customers&lt;/p&gt;</p> <p>B. &lt;p&gt;Discourage customers&lt;/p&gt;</p> <p>C. &lt;p&gt;Lower quality&lt;/p&gt;</p> <p>D. &lt;p&gt;Ignore preferences&lt;/p&gt;</p>
6	What role does prototyping play	<p>A. &lt;p&gt;Finalizes the product&lt;/p&gt;</p> <p>B. &lt;p&gt;Prelaces testing&lt;/p&gt;</p> <p>C. &lt;p&gt;Focuses on marketing&lt;/p&gt;</p> <p>D. &lt;p&gt;Visualizes ideas quickly&lt;/p&gt;</p>
7	What does investmetn involve.	<p>A. &lt;p&gt;Spending money without expenctation&lt;/p&gt;</p> <p>B. &lt;p&gt;Allocating funds to generate future profit&lt;/p&gt;</p> <p>C. &lt;p&gt;Saing money for emergencies&lt;/p&gt;</p> <p>D. &lt;p&gt;Paying off loans&lt;/p&gt;</p>
8	A technique commonly used in Design Thinking is.	<p>A. &lt;p&gt;SWOT Analysis&lt;/p&gt;</p> <p>B. &lt;p&gt;Braintorming&lt;/p&gt;</p> <p>C. &lt;p&gt;Lean Manufacturing&lt;/p&gt;</p> <p>D. &lt;p&gt;Data mining&lt;/p&gt;</p>
9	The primary goal of enterpreneurship is.	<p>A. &lt;p&gt;To crete new technolgoies&lt;/p&gt;</p> <p>B. &lt;p&gt;To solve problems and create value&lt;/p&gt;</p> <p>C. &lt;p&gt;To manage finance&lt;/p&gt;</p> <p>D. &lt;p&gt;To complete with large corportions&lt;/p&gt;</p>
10	A survey shows 70% of customers buy pastrices on weekend. What strategy should follow.	<p>A. &lt;p&gt;Close weekdays&lt;/p&gt;</p> <p>B. &lt;p&gt;Weekend promotions&lt;/p&gt;</p> <p>C. &lt;p&gt;Raise prices&lt;/p&gt;</p> <p>D. &lt;p&gt;Ignore data&lt;/p&gt;</p>
11	How does enteprenturhip contibute to problem solving.	<p>A. &lt;p&gt;A voiding risks&lt;/p&gt;</p> <p>B. &lt;p&gt;Providing innovative solutions&lt;/p&gt;</p> <p>C. &lt;p&gt;Following practices&lt;/p&gt;</p> <p>D. &lt;p&gt;Focusing on profits&lt;/p&gt;</p>
12	How can visual aids help in storytelling.	<p>A. &lt;p&gt;They complicae the message&lt;/p&gt;</p> <p>B. &lt;p&gt;They make the story more engaging&lt;/p&gt;</p> <p>C. &lt;p&gt;They distract the audience&lt;/p&gt;</p> <p>D. &lt;p&gt;They are unnecessary&lt;/p&gt;</p>
13	What is innovation	<p>A. &lt;p&gt;New inventions&lt;/p&gt;</p> <p>B. &lt;p&gt;Improving existing</p>

13	What is innovation.	<p>methods</p> <p>C. Sticking to old practices</p> <p>D. Ignoring technology</p>
14	Financial concepts for business help entrepreneurs to.	<p>A. Avoid paying taxes</p> <p>B. Manage resources and plan for growth</p> <p>C. Increase spending</p> <p>D. Compete with larger companies</p>
15	What are the two main types of market research techniques.	<p>A. Qualitative and descriptive</p> <p>B. Qualitative and quantitative</p> <p>C. Primary and secondary</p> <p>D. Exploratory and conclusive</p>
16	Why are communication and storytelling skills important.	<p>A. To avoid speaking</p> <p>B. To express ideas and connect with others</p> <p>C. To limit interactions</p> <p>D. To simplify writing</p>
17	How is profit calculated?	<p>A. Revenue + costs</p> <p>B. Revenue - Costs</p> <p>C. Revenue x costs</p> <p>D. Revenue / costs</p>
18	What is the purpose of Market Analysis.	<p>A. Outline goals</p> <p>B. Research customers</p> <p>C. Describe products</p> <p>D. Summarize business</p>
19	Why is taking risks important.	<p>A. Guarantees success</p> <p>B. Learn from failures</p> <p>C. Avoid new ideas</p> <p>D. Complicates processes</p>
20	Why is the Empathize stage crucial in Design Thinking?	<p>A. Defines the problem</p> <p>B. Generates ideas</p> <p>C. Understands user needs</p> <p>D. Tests prototypes</p>