

Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	A is an essential written document that provides a detailed description of the company's future.	A. Quality assurance B. Entrepreneurship C. Business Plan D. Project management
2	----- may include a table of content, the company's background , market opporunity and financial highlights.	A. Business description B. Competitors analysis C. Finaincial documents D. Executive summary
3	----- Can be defined as a set of acivities, which communicates the product, brnad or services to the user.	A. Value proposition B. Entrepreneurship C. Promotion D. Quality assurance.
4	A is a completd agreement between a buyer and seller to exchange goods, services or finanaicla assets for money.	A. Payment B. Contract C. Finanacial statements D. Transaction
5	----- is the digital marketing technique that involves creating more traffic to a website by making sur ethat the websige appears higher up in the results in search.	A. Email marketing B. Search engine optimization C. Content market D. Social media marketing
6	A in marketing is a concise statement of the benefits that a company is delivering to the customers who buy its product or serices.	A. Competitors analysis B. Wuality assurance C. Promotion D. Value proposition
7	----- enables the populace to understand and contribute to the public discourse, and eventually make a sound decision when electing their leaders.	A. Media Literacy B. Project management C. Quality assurance D. Social media marketing
8	What is business plan?	A. A document that describes a company's future B. A list of product that a company sells C. a documents that lists a company's employees D. A list of competitos int he market
9	Who needsa business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physicia storefront.
10	What is included in the executive summary of a business plan?	A. Company background and market opportunity B. All employee names and job titles C. All financial statements D. List of suppliers and vendors
11	Why is the management and personnel section importnat in a business plan?	A. It lists all competitors int he market B. It helps investors evaluate risk C. It lists all competitors int he market D. It provides a list of all employees int he company
12	What is quality assurance?	A. A process of detecting mistakes in products B. A process for marketing products C. A process for improving the qality of products D. A process for selling products
13	Why do business view their quality assurance program as a promise to stakeholders.	A. To increas sales B. To improve the manufacturing process C. Tolower perceived risk D. To reduce costs

14	Which of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
15	Which of the following is not a component of a business plan.	A. Competitor analysis B. Financial documents C. Employee training manuals D. Market research and strategies
16	Which of the following is not a mode of payment.	A. Cash B. Cheque C. Barter D. Stock
17	What is a transaction in business bookkeeping.	A. The legal obligation to transfer money B. The exchange of goods or services of money C. The recording of financial events in a business D. The agreement between a buyer and seller
18	Which of the following is the most important digital Marketing tool.	A. Search Engine Optimization B. Email Marketing C. Content Marketing D. Social Media Marketing
19	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
20	What is the purpose of SEO?	A. To improve site visibility B. To increase social media followers C. To improve website design D. To reduce website loading time
21	Which search engines does SEO Optimize for?	A. Yahoo and Bing B. Google and Yahoo C. Bing and Google D. Google and other search engines
22	How does SEO impact a business.	A. By decreasing website traffic B. By increasing website traffic C. By decreasing website visibility D. By increasing website design
23	Why is SEO a fundamental part of digital marketing.	A. Because it's cost-effective B. Because it's the only marketing channel C. Because it complements other marketing channels D. Because it's easy to implement.
24	What is Twitter.	A. A social media platform B. A blogging platform C. An email service provider D. A messaging app
25	When was the first tweet sent on Twitter.	A. March 21, 2006 B. July 21, 2006 C. October 21, 2006 D. September 21, 2006
26	What was the initial name of Snapchat.	A. Peekaboo B. Picasa C. Peek a pic D. Picaboo
27	Who are the co-founders of Snapchat.	A. Evan Williams and Biz Stone B. Bobby Murphy and Jack Dorsey C. Bobby Murphy and Noah Glass D. Evan, William and Bobby Murphy
28	What was the main feature for the initial Picaboo app?	A. Unlimited photo editing B. Unlimited photo sharing C. Disappearing Photos D. Unlimited photo storage
29	What did Snapchat add to the app in September.	A. The ability to caption photos B. The ability to edit photos C. The ability to share videos D. The ability to make voice calls
30	What is a blog	A. An online journal or informational website B. A social media platform

30	What is a blog.	B. A social media platform C. A messaging app D. A search engine
31	Who can share their view on a blog.	A. Only experts in a specific field B. Only the blog owner C. Anyone who wants to express their views D. Only paid subscribers
32	What is the purpose of a blog.	A. To sell products B. To provide information C. To entertain readers D. To increase social media followers
33	Which of the following is NOT a search engine.	A. Google B. Bing C. Yahoo D. Twitter
34	What is the primary sources of digital traffic for brands.	A. Social media B. Search engines C. TV advertisements D. Email marketing
35	What is digital entrepreneurship	A. The creation of digital platforms B. The digitization of existing businesses C. The use of social media for marketing D. The creation of traditional brick and mortar businesses.
36	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
37	Which of the following is NOT an example of digital platform.	A. Twitter B. Quora C. Airbnb D. Walmart