

8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	Launching a online	A. Shopping B. Program C. Education D. Business
2	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shopping C. Online Marketing D. All of these
3	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
4	The entire business plan is in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
5	The----- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
6	The best defence against..... assaults is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
7	It refers to the spoofing of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
8	The best defence against..... assaults is human intellect and comprehension.	A. Hacking B. Social Engineering C. Spamming D. Phishing
9	-----refers to the act of breaking into systems to steal or destroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
10	----- is a technique used by cyber criminals to gain the information from the individuals	A. Social Engineering B. Bullying C. Cracking D. Spamming
11	A----- is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.
12	A ----- is a trail of data of user that he leaves while using the internet.	A. Footprinting B. Digital Foot prints C. Bullying D. Virus
13	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
14	Email marketing is a direct marketing scheme that involves sending promotional to customers.	A. Calls B. Orders C. Messages D. Magazines
15	A----- is simple statement that summarises why a customer would choose your product or service.	A. Quality assurance B. Value proposition C. Promotion D. Executive summary

16	----- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
17	----- gives people the tools to create and impact the world.	A. Blogs B. Technology C. Ethics D. Entrepreneurship
18	A----- can also be improved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
19	----- are small piece of code that are downloaded on your computer and keep track of your action done on the browsers.	A. Virus B. Spam C. Cookies D. Malware
20	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
21	----- IS AN IMPORTANT STRATEGY FOR ATTRACTING POTENTIAL CUSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
22	It is most popular for an ecommerce business as a way of staying top of mind for consumers.	A. SEO B. Mobile Marketing C. Email Marketing D. Content Marketing
23	With..... you pay based on the number of impressions.	A. PPC B. CPM C. SEO D. All of these
24	----- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
25	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
26	There steps to optimizing your website.	A. 4 B. 5 C. 6 D. 7
27	-----marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
28	Most widely used social media platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these