Computer Science 7th Class Chapter 6 Online Test

Sr	Questions	Answers Choice
1	Which of the following is the most imortant digitL Marketing tool.	A. Search Engine Optimization B. Email Marketing C. Content Marketing D. Social Media Marketing
2	Which of the following is NOT an example of digital platform.	A. Twitter B. Quora C. Air bnb D. Walmart
3	Who can share their view on a blog.	A. Only experts in a specific field B. Only the bog owner C. Anyone who wants to express their views D. Only paid subcribers
4	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
5	What is included in the executive summary of a business plan?	A. Company backgrownd and market opportunity B. All employee names and job titles C. All financial statements D. List of suppliers and vendors
6	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
7	What is digital entreprenurship	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.
8	How does SEO impact a business.	A. By decreasing website traffice B. By increasing website traffic C. By decreasign website visitbility D. By increasing website design
9	What is a transaction in business bookkeping.	A. The legal oligation to transfer money B. The exchange of goods or services of money C. The recording of finaiancial events in a business D. The agreement between a buyer and seller
10	What is the primary driving force of innovation and economic growth.	A. Digital platforms B. Entrepreneurship C. Knowledge platforms D. E-commerce platforms
11	Who needsa business plan?	A. Only established companies B. Only companies with more than 10 employees C. All businesses D. Only businesses with a physicla storefront.
12	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
13	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
14	Whch of the following is an example of below the line promotions.	A. Press releases B. Schemes and discounts C. Advertisements D. Incentive trips
15	---------- 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
16	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
17	What is the prpose of SEO?	A. To improve site visitbilty B. To increse socal medial followers C. To improve website design D. To reduce website loading time
18	What does SEO stand for.	A. Social Engagement optimization B. Site Evaluation Optimization C. Search Engine Optimization D. Search Engine Organization
19	What is Twitter.	A. A social medial platform B. A blogging platform C. An email service provider D. Amessaging app
20	Why is SEO a fundamental part of digital marketing.	A. Becuse it's cost -effective B. Because it'sthe only marketing channel C. Because it coplements other marketing channels D. Becuase it's easy to implement.