8th Computer Science Chapter 8 Test

Sr	Questions	Answers Choice
1	A---------- can also be iproved using the digital marketing plan.	A. Business plan B. Technology C. Face book D. All of these
2	Most widely used social medial platforms for SEO.	A. Blogs B. Instagram C. Twitter D. All of these
3	The entire business plan is ..... in the executive summary.	A. Copied B. Summarised C. Deleted D. Shared
4	----------marketing is a key component of digital marketing.	A. SEO B. Video C. Mobile D. Social Media
5	---------- is the most widely used paid search advertising platform.	A. Yahoo Awards B. Hotmail Award C. Google Awards D. SEO
6	Which of the following is also referred to as digital Marketing.	A. Online Banking B. Online Shoping C. Online Marketing D. All of these
7	The---------- is an instance of buying or selling something.	A. Payment B. Transaction C. E-mail spoofing D. None of these
8	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
9	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
10	------ are small piece of code that are downloaded on your compute rand keep track of your action done on the browsers.	A. Virus B. Spam C. Cookies D. Malware
11	In the simplest of terms, good.....increases your worth online.	A. SEO B. Email Marketing C. Mobile Marketing D. All of these
12	-------refers to the act of breaking into systems to steal or distroy data.	A. Cyber Troll B. Hacking C. Spamming D. Cracking
13	It refers to the spooling of bulk mail by an unidentified source.	A. Spamming B. Phishing C. Cyber Troll D. Hacking
14	The best defence against..... assauts is human intellect and comprehension.	A. Phishing B. Spamming C. Hacking D. Social Engineering
15	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

16	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
17	---------- marketing focuses on gathering and endorsing positive online reviews.	A. SEO B. Video C. Reputation D. Email
18	---- is the process of showing your business on the first page of search Engines.	A. Cookies B. Digital Marketing C. Business plan D. SEO
19	---------- IS AN IMPORTNAT STRATEGY FOR ATTRACTING POTENTIAL CONSTOMERS.	A. SEO B. Cookies C. Content Marketing D. None
20	A------ is type of software or malware that spreads between several computers and corrupts data.	A. Spam B. Cracker C. Virus D. Bullying.