1. Which of the below is a common way to promote an app?

a. Publish a website

b. Use Social Media

c. Public relations

**d. All of the above**

2. Creating a demand in the customers mind so that they will seek you out is

a. Selling

**b. Marketing**

c. Research & Development

3. List 3 ways an app can be monetized (Fill-in. Not multiple choice)



Freemium

In-App Purchases

Subscriptions

Affiliate Marketing and Lead Generation

Sponsorships

4. Write a short persuasive elevator pitch for a real or imaginary app.

My app is the remote employee’s best friend. It integrates a productivity monitor with self-care reminder using integrated Javascript. The app is different because it encourages employee productivity snd meets the needs of the individual bolstering commitment to the work and commitment to the employer’s mission. This app will be used by a cross section of demographics from senior management through entry level employees. This will serve as a solution in employee retention and overall job satisfaction saving employer training, recruitment resources immediately and even more so over time.

5. Related to the Business of Apps

**a. more than 90% of all apps in fact are free**

b. more than 50% of all apps in fact are free

c. less than 10% of all apps in fact are free

6. React is best described as?

a. A backend framework for server-side coding

**b. An open source library for building user interfaces**

c. An open source framework (one tool to “do it all”)

7. What is meant when we say that React is a declarative language?

This means the coder will not interact with the DOM, the UI is updated when a change is made to the state. Tell React how you want to do something, not what you want to do.

8. React is used to design

a. a portion of a page

b. a complete page

c. a complete application

**d. any of the above are correct**

9. The most basic requirements needed in order to develop with React are

a. Android Studio and Cordova

**b. A text editor and node.js**

c. Dreamweaver and node.js

d. Android Studio and the Xcode IDE

10. Briefly (1 or 2 sentences) describe what the command ‘npm start’ does

“**npm start**” is a run command from the scripts located in the package. json file. This runs the server file. If the “**start**” script is not in the package. json file this command will run the default node server.

11. npx create-react-app my-kewl-app

a.

This will create a folder with the name my-kewl-app

b. **This will create a complete (but simple) React application**

including multiple files and folders.



c. This will create an application which can be launched in the browser using npm start command.

d. All of the above