Chapter-1

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	The word Monetization comes from	Maneta	Money	Monita	Moneta	Moneta
2	Monetization Comes from_____ Word	Latin	Spanish	English	ARABIC	Latin
3	Earn Revenue from _____	Asset	Business	Learnig	Both a & b	Both a & b
4	Full form of DFP is	Double Click for Publishers	Dual form for Pattern	Dashboard for Publishers	None of these	Double Click for Publishers
5	What is the full meaning of SDK?	Software Developer Kit	Software Development Kit	Support Development Kit	None of these	Software Development Kit
6	What is the full meaning of API?	Apply Programmer Inteface	Application Previous Interface	Application Programming Interface	None of these	Application Programming Interface
7	First modern coinage was appeared in_____	Lybia	Lydia	Greek	Turkey	Lydia
8	Which country first introduces leather money?	India	Greek	USA	China	China
9	Which company first introduces wireless email?	Research in Motion Limited	Samsung	IBM	Apple	Research in Motion Limited
10	The first Android Smartphone name was_____	Samsung Dream	Motorola Dream	HTC Dream	Nokia Dream	HTC Dream
11	Which Ads is originally designed for Desktop?	Native Ads	Banner Ads	Text Ads	All of These	Banner Ads
12	Right form of eCPM is	Effective cost per mile	Effective click per mile	Effort cost per mine	None of these	Effective cost per mile
13	Right form of IAP is	Internal App Purchase	Integrate App Purchase	In App Purchase	None of these	In App Purchase
14	Who Says "Nothing is as powerful as an idea whose time has come"	Bill Gates	Steve Jobs	Victor Hugo	Mark Zuckerberg	Victor Hugo
15	Which is the best method for App Monetization in Android?	Freemium	Premium	In App Purchase	In App Advertising	In App Advertising
16	Which is the common format for downloading data for Ad Partner?	.docx	.ppt	.xls	None of these	.xls
17	Which is the effective ways to monetize mobile Apps?	Sponsor & Partnership	Client Portfolio	Subscription	All of These	Sponsor & Partnership
18	Which is the dating website?	Facebook	Twitter	Tinderplus	All of These	Tinderplus

#	Question	A	B	C	D	Answer
19	Which Company first introduces SMS marketing?	BLUE LION	RED LION	GREEN LION	BIG LION	BLUE LION
20	Apple phone release iOS 2.0 in	2005	2006	2007	2008	2008
21	The benefit of Subscription model is?	You can estimate revenue at beginning	You can earn more revenue	You can get more Customers	All of these	You can estimate revenue at beginning
22	Which platform is used to mobile ads by Google?	AdMob	InMobi	Adsense	Adword	AdMob
23	Right form of CTR is	Click through rate	Click right rate	Click the rate	Click through Range	Click through rate
24	Right form of GUI is	Graphical using interface	Graph user interface	Go User Interface	Graphical user interface	Graphical user interface
25	Which ads is more visually?	Native Ads	Banner Ads	Image	None of these	Native Ads
26	What is the full meaning of KPIs?	Key performance Identifier	Key performance Interaction	Key performance Indication	Key Performance Indicators	Key Performance Indicators
27	Moneta Means_____	Money	Goods	Service	None of these	Money
28	Which is the most widely & longest used currency in the history?	Cattle	Metal	Cowrie Shells	None of these	Cowrie Shells
29	cowries have been used in some parts of_____	Asia	Africa	Australia	None of these	Africa
30	Bronze and Copper cowrie manufactured by___	Bangladesh	China	South Africa	Japan	China
31	Bronze and Copper cowrie first used in	China	South Korea	Bangladesh	Nepal	China
32	Lydia is part of _____	Turkey	Japan	India	Bhutan	Turkey
33	Leather money was used in ___	Pakistan	North Korea	India	China	China
34	The phrase "To pay through the nose" comes from	West Indies	India	Ireland	China	Ireland
35	paper currency is known as	Banknote	Black Money	Modern coinage	All of These	Banknote
36	paper currency appeared in	China	South Korea	Bangladesh	Nepal	China
37	"Potlatch" comes from a	Chinook Indian	Chinook Japan	Chinook England	None of these	Chinook Indian
38	wampum comes from___Word	Indian	Latin	Spanish	English	Indian
39	wampum means	Black	White	Green	Red	White
40	Gold standard start from	England	China	India	None of these	England
41	Banknotes had been used	Pakistan	Bangladesh	Japan	England	England
42	The BlackBerry Smartphone released in	2007	2002	1999	2005	2002
43	BlackBerry Limited formerly known as	Research in Motion Limited	Recourse in Motor Limited	Research in Multi Limited	None of these	Research in Motion Limited

44	Full form of IBM is	International Buyer Machines	International Business Mentor	International Business Machines	None of these	International Business Machines
45	Apple Computer launched the_____	BlackBerry	iPhone	Asus	None of these	iPhone
46	iPhone launched in_____	2007	2005	2008	2001	2007
47	The name of Apple's CEO is-	Bill gates	Jack Ma	Steve Jobs	Jeff Bezos	Steve Jobs
48	iPhone release OS 2.0 Version in	July,2007	July,2008	August,2008	January,2008	July,2008
49	iPhone apps are subject to a review by _____	User	Apple staff	Xcode	None of these	Apple staff
50	The first Android Smartphone name was_____	Sony Ericson	Asus	HTC Dream	Micromax	HTC Dream
51	The first Android Smartphone launched in _____	September,2008	July,2008	January,2007	October,2008	September,2008
52	iOS Means_____	iPhone Operating System	iPhone Operation Software	Ipod Operating System	None of these	iPhone Operating System
53	The most known revenue model is____	In-App Advertising	Freemium	Paid Apps	None of these	In-App Advertising
54	Which model is frequently seen in apps?	Freemium	Paid Apps	In-App Advertising	None of these	In-App Advertising
55	Full Form of R&D	Research & Development	Red & Dark	Recursion & Development	All of these	Research & Development
56	Freemium apps are offered for_____	Free	Paid	Subscription	All of These	Free
57	The subscription model is basically a	free trial	pay later	Paid	Both a & b	Both a & b
58	Advertisers provide users with rewards in which model?	Sponsorship	Subscriptions	In-App Purchases	All of These	Sponsorship
59	Native advertising uses _____	Text	Video	Photo	All of These	All of These
60	Native Ad providing _____ Content.	Relevant	Irrelevant	Both a & b	None of these	Relevant
61	Banner Ads are also known as _____	Display Ads	Reward Ads	Organic Ads	All of These	Display Ads
62	Reward Ads are also known as _____	Display Ads	Native Ads	Organic Ads	All of These	Native Ads
63	Which Ads are popular form of online advertising?	Banner Ads	Native Ads	Organic Ads	None of these	Banner Ads
64	The purpose of banner advertising is _____	to promote a brand	providing relevant content	more eye attraction	None of these	to promote a brand
65	Which Ads orginally designed for Desktop?	Banner Ads	Native Ads	Organic Ads	All of These	Banner Ads
66	Which Ads capture more eye attention?	Banner Ads	Native Ads	Organic Ads	All of These	Native Ads
67	Which Ads are sold in fixed rectangular formats?	Native Ads	Banner Ads	Organic Ads	None of these	Banner Ads

#	Question	A	B	C	D	Answer
68	Which Ads placement is equally predictable?	Native Ads	Banner Ads	Organic Ads	None of these	Banner Ads
69	Which Ads format is rectangular?	Native Ads	Banner Ads	Organic Ads	None of these	Banner Ads
70	Which Ads are more flexible?	Banner Ads	Native Ads	Organic Ads	All of These	Native Ads
71	What is the full meaning of API?	application program interaction	application programming interaction	application program interface	None of these	application program interface
72	Right form of SDK?	Softcopy Developer Kit	Software Development Kit	Support Development Kit	None of these	Software Development Kit
73	What is the full meaning of CTR?	click through relation	click through rate	click through rating	None of these	click through rate
74	What is the full meaning of CPC?	Cost-per-clock	Cost-paid-click	Cost-per-click	All of These	**Cost-per-click**
75	What is the full meaning of RPM?	recursion per thousand impressions	rate per thousand impressions	revenue per thousand impressions	None of these	revenue per thousand impressions
76	Which formula is correct for CTR?	(click/ number of impressions)*100%	(click/ number of Views)*100%	(click/ number of revenue)*100%	Both a & b	Both a & b
77	Which formula is correct for RPM?	(Estimated earnings /Number of impressionss) * 1000	(Estimated earnings / Number of revenue) * 1000	(Estimated earnings / Number of page views) * 1000	None of these	(Estimated earnings / Number of page views) * 1000
78	Native Ads____% CTRs higher than conventional banner ads.	406	506	560	460	406
79	'Fat finger' banner clicks as high as ____ percent.	70	90	50	20	50
80	Which ads provide more engaging content?	Banner Ads	Native Ads	Organic Ads	All of These	Native Ads
81	Which ads are the wave of the future of advertising?	Banner Ads	Organic Ads	Native Ads	All of These	Native Ads
82	What is the full meaning of eCPM?	Effective cost per mile	Effort cost per mile	Electric cost per mile	None of these	Effective cost per mile
83	Which formula is correct for eCPM?	(Total Impression/Total	(Total Rent/Total Impression)*1000	(Total Revenue/Total Impression)*1000	None of these	(Total Revenue/Total Impression)*1000
84	Which is the common format for downloading data for Ads Partner?	csv	docx	rar	All of These	csv
85	Which is the common format for downloading data for Ads Partner?	csv	pdf	xls	All of These	All of These
86	Fill rate means_____	Advertisement success review	Advertisement session rate	Advertisement success rate	None of these	Advertisement success rate

#	Question	A	B	C	D	Answer
87	Which formula is correct for Fill Rate?	revenue / ad requests	ad requests /impressions	impressions / ad requests	None of these	impressions / ad requests
88	In payment option, which is important?	Cash flow	Revenue	Data sorting	All of These	Cash Flow
89	Analytics & reporting tools are used for	analyze performance data	improve specific area	Calculate eCPM	Both a & b	Both a & b
90	What is the full meaning of GUI ?	Graphical using interface	Graph user interface	Graphical user interface	All of These	Graphical User Interface
91	Right form of IP___	Internet Protocol	Intranet Protocol	Internet Prototype	None of these	Internet Protocol
92	Most app downloads are_____	Paid	unpaid	Both a & b	None of these	unpaid
93	What's the best technique for Mobile App business?	Subscription	Client Portfolio	Social Media	None of these	Social Media
94	CTR for advertising apps through ad networks is around ____	6%	9%	6%	1%	1%
95	What's the best technique for Mobile App business?	Organic Marketing	Subscription	Client Portfolio	None of these	Organic Marketing
96	Organic rankings work within the_____	Apple App Store	Google Play Store	Both a & b	None of these	Both a & b
97	Apple's App Store rankings can be improved by _____	ad-driver links	ad-model links	ad-driven links	All of These	ad-driven links
98	Google Play rankings are based upon _____	app upload	app usage	app model	All of These	app usage
99	What's the best technique for Mobile App business?	Subscription	Client Portfolio	Maintaining Loyal Users	All of These	Maintaining Loyal Users
100	Right form of SDK___	software development key	software developer kit	software development kit	All of These	software development kit
101	Right form of CPM___	Cost Per Mile	Click Per Mile	Cost Paid Model	None of these	Cost Per Mile
102	Right form of JAR___	Joint Archive	Java Archive	Java Architect	None of these	Java Archive
103	Monetization means earn ____ from an asset.	profit	revenue	tax	Both a & b	Both a & b
104	Paper currency would reappear in _____	Africa	Asia	Europe	Australia	Europe
105	Digital cash in the form of ____	bits	bytes	Both a & b	None of these	Both a & b
106	BlackBerry Limited formerly known as __	Research in Motion Limited	Reverse Motion Limited	Research in Motor Limited	None of these	Research in Motion Limited
107	The innovative concept of wireless email started by_	Research in Motion Limited	Samsung	Sony Ericson	None of these	Research in Motion Limited
108	Who was the founder and CEO of Apple?	Bill Gates	Steve Jobs	Jack Ma	Hiroshi Mikitani	Steve Jobs
109	The release of iPhone OS 2.0 in__	2002	2004	2008	2012	2008

110	BlackBerry's App World launched in __	2002	2004	2012	2009	2009
111	Macintosh computers operated by__	Windows OS	Mac Os	Linux OS	All of These	Mac Os
112	How many ways to Effectively Monetize Your Mobile App are described in your Book?	8	10	12	14	10
113	Which is a fantastic way to get more engagement from your customers in Monetization Technique?	Email	SMS	Facebook	Youtube	E-mail
114	Why Email is a fantastic way to get more engagement from your customers ?	Because people rarely use their email addresses	Because people rarely change their email addresses	Because people mostly use their email addresses	Because we mostly useour email addresses	Because people rarely change their email addresses
115	An email marketing campaign an easy way to make sure users actually see your_____	comment and engage with it.	comment.	content and engage with it.	engage list	content and engage with it.
116	Regular emails also keep your brand at the_____ of a customer's mind	backfront	frontend	backend	forefront	forefront
117	Regular emails help to change customer's mind to making them more likely to_____?	buy	sell	buy & Sell	rent	buy
118	Facebook post lifespan is only_____	a few minutes	a few hours	a few days	lifetime	a few hours
119	Which keep your brand at the forefront of a customer's mind?	Regular emails	weekly email	Monthly Email	yearly email	Regular emails
120	A Tweet's lifespan is _____	A day	just over an hour.	About a month	a few seconds	just over an hour.
121	The lifespan of a E-mail is?	12 days.	10 Days	8 days	1 days	12 days.
122	Which lifespan is larger?	Facebook	Twitter	E-mail	SMS	E-mail
123	An_____ form will give your app a real boost by prompting users to enter their emails.	in-app subscription	in-app billing	add subscription	subscription	in-app subscription
124	Promotions or deals can access easily by	Email	advertisement	Newspaper	MMS	Email
125	Which is the best tools for regular newsletter?	advertisement	Newspaper	Email	MMS	Email
126	Which are called marketing Gold?	Email List	SMS List	Contact List	None of these	Email List
127	Without including ads in your app, you might be missing out on a phenomenal opportunity for_____?	monetization	Digitalization	Relation	Business	monetization

128	Which can create an opportunity for monetization by Apps?	including SMS in your app	including ads in your app	including Email in your app	excluding ads in your app	including ads in your app
129	Which advertising through mobile apps has improved the communication between advertisers and consumers dramatically.	Digital	Analog	Digital & Analog	None of these	Digital
130	Digital advertising through mobile apps has improved the communication between advertisers and _____?	Seller	Consumer	Shopkeeper	Freelancer	Consumer
131	Digital advertising has improved the communication between advertisers and consumers dramatically through _____?	Desktop Apps	Laptop Apps	mobile apps	None of these	mobile apps
132	Digital advertising through mobile apps has improved because__	people spend crazy amount of time on their phones.	people spend crazy amount of Tk on their phones.	people spend less amount of Tk on their phones.	people use their phones.	people spend crazy amount of time on their phones.
133	We're talking at least	30 minutes a day	90 minutes a day	50 minutes a day	80 minutes a day	90 minutes a day
134	We're talking about	23 days a year.	40 days a year.	30 days a year.	100 days a year.	23 days a year.
135	People simply _____ for the apps they spend all that time on.	want to pay	sometime will pay	don't want to pay	None of these	don't want to pay
136	What percent of all app downloads were unpaid in 2013?	60%	40%	100%	91%	91%
137	What is the best technique in App monetization?	in-app advertising	Free	Paid	Premium	in-app advertising
138	Who realize the value of mobile apps?	Developer	Advertisers	User	Seller	Advertisers
139	Advertisers create _____types of ads.	5	6	7	8	5
140	Another name of Interstitial Ads is?	half screen ads	black screen ads	white screen ads	full screen ads	full screen ads
141	Which ads are usually placed at natural pause points?	full screen ads	half screen ads	white screen ads	black screen ads	full screen ads
142	Which Ads are more likely to generate clicks without causing frustration?	half screen ads	black screen ads	full screen ads	white screen ads	full screen ads
143	Which Ads pop up in the mobile device's status bar?	Notification ads	Banner Ads	Video Ads	Audio Ads	Notification ads
144	Notification Ads pop up in the mobile device's _____?	SMS inbox	status bar	MMS Inbox	None of these	status bar
145	Which is not a Ads format?	full screen ads	Notification ads	Banner ads	SMS Ads	SMS Ads

146	Which Ads offer incentives (like points or tokens) for users who enter their email addresses?	full screen ads	Capture form	Text Ads	Banner ads	Capture form
147	Advanced overlay Ads is the_____	mixture of capture form and full screen ads.	mixture of capture form and banner ads.	mixture of capture form and half screen ads.	None of these	mixture of capture form and full screen ads.
148	Which is the Ads format?	Advanced overlay	Advanced Search	Advanced Ads	None of these	Advanced overlay
149	Which ads are sually found at the top or bottom of the screen?	Native Ads	Banner ads	Text Ads	Video Ads	Banner ads
150	Banner Ads are usually found at the	Top of the screen	Bottom of the screen	top or bottom of the screen	None of these	top or bottom of the screen
151	Which Ads irritate the users?	Banner ads	Text Ads	Native Ads	Digital Ads	Banner ads
152	The user are irritate by	Text Ads	Digital Ads	Banner ads	Native Ads	Banner ads
153	The main purpose of ads are need to entice the user, not _____ them.	frustrate	Inspire	motivate	None of these	frustrate
154	When you plan to incorporate an advertisement into your app you must think that	What ads would the target audience view	What ads would the advertiser view	What sort of ads would the target audience prefer	What ads would the developer view	What sort of ads would the target audience prefer
155	According to Gartner Research, mobile advertising is reach	$18 billion annually	$1 billion annually	$180 billion annually	$1800 billion annually	$18 billion annually
156	If you can secure a partnership with another brand, you can significantly step up your	demonetization	monetization	loss	None of these	monetization
157	What can significantly step up your monetization ?	Banner ads	Native Ads	partnership	None of these	partnership
158	A partner or a network of partners can seriously benefit by	Partnerships	advertisement	Monetization	None of these	Partnerships
159	What is the full form of CTR?	click the rate	click-through rate	click the rat	click through range	click-through rate
160	In a partnership one can add partners ___	Ads in own Apps	Feature in own Apps	balance in own Apps	None of these	Ads in own Apps
161	Which can strengthen your brand outreach?	partnership	monetization	advertisement	None of these	partnership
162	By licensing your code to other developers, you can make money	without investing	without advertising	without disrupting your users' experiences	None of these	without disrupting your users' experiences
163	Which game was re-skinned?	Temple Run	Bubble Run	Android Run	Windows Run	Temple Run
164	Temple Run was re-skinned as____	Trubble Run	Temple Run Oz	Teachers Run	None of these	Temple Run Oz

165	Another thing to consider with code-sharing is	your app's ads	your app's data	your app's endgame	None of these	your app's endgame
166	You can sell a Apps to a buyer who wants to use your existing framework by creating	Strong Code	giving code	Licensing	Donation	Strong Code
167	Apptopia is a	a Apps	popular marketplace	a popular Games	None of these	popular marketplace
168	Which is a popular Markerplace?	Apptopia	Android Place	Windows Market	iOS Market	Apptopia
169	Where you can buy and sell mobile apps.	Windows Market	Apptopia	iOS Market	Android Place	Apptopia
170	"White labeling" your code is similar it from the ground up	without actually selling off your IP.	actually selling	without sell	None of these	without actually selling off your IP.
171	By selling code to another developer one can	saving other developers time	saving other developers from having to create code	saving other developers money	saving other developers ads	saving other developers from having to create code
172	Most of the apps are	Paid	Freemium	Unpaid	subscription	Unpaid
173	In-app purchases help you make as much money as possible	with your Apps	with your Ads	with your subscription	with your phone	with your Apps
174	Which allow customers to actually interact directly with your product?	In-App Business	In-App Purchases	in-House Business	Warehouse business	In-App Purchases
175	"freemium" apps typically used in	mobile games	Computer Games	Laptop Games	Desktop games	mobile games
176	"freemium" apps where users pay no upfront cost but pay for	ghost feature	guest feature	gated features	None of these	gated features
177	In App Purchase provide users with the opportunity to purchase your products	indirectly from the app	via from the apps	directly from the app	directly from the seller	directly from the app
178	The downside of in-app purchases is	too many options for free and offering too few features	few options for free and a few features	few options for paid and a few features	All of these	too many options for free and offering too few features
179	Which is the most effective ways to drives users back to your app	SMS Marketing	Twitter Marketing	Facebook marketing	Print Marketing	SMS Marketing
180	Which is the most effective ways to strengthen your brand?	Facebook marketing	Twitter Marketing	SMS Marketing	All of these	SMS Marketing
181	Which is the largest mobile social discovery platforms in Germany?	Facebook	Qeep	Twitter	Youtube	Qeep
182	Who created the app Qeep?	BLUE LION mobile GmbH	Grameenphone Mobile	Telenor Digital	Airtel Mobile	BLUE LION mobile GmbH
183	BLUE LION mobile GmbH is a	British Company	German company	American Company	Indian Company	German company

184	Which is a German Company?	BLUE LION mobile GmbH	BUYLION mobile GmbH	BIG Lion mobile GmbH	None of these	BLUE LION mobile GmbH
185	Qeep a mobile social discovery platforms created by	British Company	Indian Company	German company	American Company	German company
186	Who used SMS messaging to reach and retain their high-value users?	Facebook	Qeep	Twitter	Youtube	Qeep
187	BLUE LION's targeted process for reaching and reactivating app users who	hadn't used the app for days or weeks	used the app for days or weeks	used the app for a year	None of these	hadn't used the app for days or weeks
188	BLUE LION achieve an impressive response rate of	"slightly above 100 percent."	"slightly above 10 percent."	"slightly above 200 percent."	None of these	"slightly above 10 percent."
189	Who first started the SMS marketing in the world?	Qeep	Keep	Quit	Facebook	Qeep
190	If you're looking to enhance customer engagement you should try	Facebook marketing	Twitter Marketing	SMS Marketing	Email Marketing	SMS Marketing
191	Freemium apps cost nothing to download, but they typically include in-app purchases that make	money for the Advertiser	money for the developer	money for the User	All of these	money for the developer
192	Having a free/cheaper version allows users to get a sense of what	your app can do for developer	your app can do for advertiser	your app can do for them	None of these	your app can do for them
193	Freemium Apps are	like a teaser.	Like a movie	Like a Apps	Like a Cinema	like a teaser.
194	The customer might be willing to pay for the premium version after	Old version	Free version	New version	paid version	Free version
195	What is a dating website	Tinder Plus	Facebook	Youtube	Twitter	Tinder Plus
196	By which method you can figure out who is spending the most time and money on your app?	Data Strategies	Digital Strategies	Data-Driven Strategies	All of these	Data-Driven Strategies
197	What is the full form of ROI?	Read on Interest	Return on investment	Read on Internet	Read on Intermediate	Return on investment
198	To get the highest ROI you should always know the successful of	target audience	Business	Ads	all Audience	target audience
199	Mobile marketers are able to reach audiences	Using a 'push' strategy	Using a 'pull' strategy	In real time	All of the above	In real time
200	Mobile marketing to-date is most successful among	Asian consumers	Spanish consumers	Younger consumers	American consumers	Younger consumers

201	A white label apps also become a way to make	extra money	Extra benefit	Extra loss	Extra Ads	extra money
202	What type of Tips for Marketing Your Mobile App Business are described in your Books?	3	4	5	6	5
203	It is difficult to achieve app success for app developers because	Competition is easy	Competition is high	No Compitator	Aps is high	Competition is high
204	What is the Tips for Marketing Your Mobile App Business?	Social Media	Print Media	Electric Media	Radio	Social Media
205	Every organization should have a	Print Media	Electric Media	Radio	social media	social media
206	Social media can benefit your app business in	No Ways	many ways	one ways	None of these	many ways
207	Social media can increases	brand awareness	Loss	Profit	Ads	brand awareness
208	Which is a powerful communication tool for both the app developer and the app user?	Electric Media	Radio	Print Media	social media	social media
209	Social media is a powerful communication tool for	the app developer	app user	Both A & B	None of these	Both A & B
210	Which can help you raise revenue?	An business company	an affiliate ad company	A software company	All of these	an affiliate ad company
211	Which can work for you and promote your app through other apps and banners?	an affiliate ad company	A software company	An business company	A partner	an affiliate ad company
212	An Affilate company can also work for you and promote your app through	other apps	other banners	apps and banners	None of these	apps and banners
213	The click-through rate for advertising apps through ad networks is around	1%	10%	100%	50%	1%
214	The click-through rate for advertising apps through ad networks is	sound high	not sound high	is not low	None of these	not sound high
215	Which can boost your ratings in the Apple store	ad networks	A software company	An business company	A partner	ad networks
216	Which can push up your organic rankings	apps and banners	A partner	All of these	The click-through rate	The click-through rate
217	Organic rankings work within the Apple App Store and Google Play is	differ from one another	Same	Sometimes same	Always diffirent	differ from one another
218	Apple's App Store rankings can be improved by	app usage	App downloaded	ad-driven links	None of these	ad-driven links

219	Google Play rankings are based upon	app usage	ad-driven links	App downloaded	None of these	app usage
220	The higher your usage ratio per download	the less Google Play will rank your app	the higher Google Play will rank your app	the higher Google Play will never rank your app	None of these	the higher Google Play will rank your app
221	Send push notifications to your users offering them various benefits is a trick of	Maintaining Loyal Users	Google play rank	Apple store rank	more benefit	Maintaining Loyal Users
222	Every company, mobile or not, needs to ensure that their audience members	are feeling boring	are leaving apps	are uninstalling apps	are kept feeling special	are kept feeling special
223	The most common and free way of self-marketing is	ads through other app	ads through your own app empire.	ads through advertisement	ads through radio	ads through your own app empire.
224	What is The most common and free way of self-marketing?	ads through your own app empire.	ads through other app	ads through radio	ads through advertisement	ads through your own app empire.
225	You can introduce users to the different apps by	your new app	advertisement	ads through radio	your existing app	your existing app
226	By allowing your existing users to click through and try your other apps, you are	decreasing your app downloads	increasing your app downloads	increasing your app ads	increasing your app visibility	increasing your app downloads
227	Which is the mobile advertisement platform?	Google Mobile Ads	InMobi	Both A & B	None of these	Both A & B
228	Google Mobile Ads is a	mobile advertisement platform	PC advertisement platform	mobile business platform	All of above	mobile advertisement platform
229	Google Mobile Ads is a mobile advertisement platform owned by	Microsoft	Google	Apple	Yahoo	Google
230	Google Mobile Ads is a	American Company	Indian Company	Bangladeshi Company	England Company	American Company
231	Which is a global mobile advertising and discovery platform	OutMobi	Bing	Microsoft	InMobi	InMobi
232	Where the headquarters of InMobi situated?	India	Pakistan	Srilanaka	Bangladesh	India
233	Full form of SDK is	System Development Kit	Software Development Kit	Software Development Kingdom	None of these	Software Development Kit
234	Which ads format is supported by InMobi?	Banner ads	Native Ads	Both A & B	None of these	Both A & B
235	What is the character limit for a post on twitter?	140	150	160	170	140
236	Internet advertising has some weaknesses because	It does not deliver good targeted reach	It cannot reach a global audience	It is not emotive	It is not easy to track	It is not emotive

#	Question				
237	The funnel metaphor in the consumer decision-making process is fading because	It fails to account for brand awareness	It fails to account for consumer engagement in digital media	It fails to account for consumers at the wide end of the funnel	It fails to account for paid-media push marketing	It fails to account for consumer engagement in digital media
238	Firm providing marketing services such as assisting different companies in preparing, planning, implementing and evaluating advertising programs is called	advertising agency	managing agency	research agency	rational agency	advertising agency
239	Paid advertising based on a per-click model is called	Search Engine Optimization	ICT indicators	Feedback	Sponsored search-engine advertising	Sponsored search-engine advertising
240	What feature does LinkedIn offer for pay accounts?	Ability to post pictures	Increased abilities to connect directly and send messages to people	Ability to post in Groups and create a Group	Ability to block users	Increased abilities to connect directly and send messages to people
241	Emerging technologies will continue to influence consumer behaviour in the future by enabling	Relevance filtering	Consumer-centricity	Newspapers	Measurement	Consumer-centricity
242	Which of the following is not a standard in online advertising?	Banner	Dynamic banners	Static banners	Signal	Signal
243	Which of the following are online advertising methods through which advertisers attempt to drive traffic to Internet sites	CPM	SEO	Banner	SEM	SEM
244	What was an early version of YouTube called?	Tune In Hook Up	Share your world	Universal tube	Youtube	Tune In Hook Up
245	When was Twitter launched?	2004	2005	2006	2007	2006
246	Which service is called "the SMS of the internet"?	Facebook messenger	Twitter	Instagram	Youtube	Twitter
247	What is the minimum age to join Facebook?	13	14	15	16	13
248	Which is the home city of twitter?	California	New York	San Francisco	Paris	San Francisco
249	Who were the first members of Facebook?	Ivy league	Students of Stanford	Students of Harvard	Students of London	Students of Harvard
250	What is the motto of YouTube?	Broadcast yourself	Do no evil	Self-expression is a human right	Broadcast everyone	Broadcast yourself
251	What is the title of the first ever YouTube video?	Hello world!	You are watched	Me at the zoo	Me at the jungle	Me at the zoo
252	Which company developed android?	Apple	Google	Android Inc.	Nokia	Android Inc.

253	Which company bought android?	Apple	No company	Nokia	Google	Google
254	Web browser available in android is based on	Chrome	Firefox	Opera	Open-source Webkit	Open-source Webkit
255	Android is based on which kernel?	Linux kernel	Windows kernel	MAC kernel	Hybrid Kernel	Linux kernel
256	Android is based on which language.	C	C++	VC++	Java	Java
257	Eclipse is an _____	Android tool	IDE	Android interface	none of these	IDE
258	What is android?	Desktop Operating System	Programming Language	Mobile Operating System	Database	Mobile Operating System
259	What is mean by ANR?	Application not Recognized	Android not recognized	Application Not Responding	none of these	Application Not Responding
260	Android supports which features.	Multitasking	Bluetooth	Video calling	All of the above	All of the above
261	Which is the inputs element for project resources in PM Theory?	Expert judgement	activity list	alternative analysis	project documents	activity list
262	Which is the inputs element for project resources in PM Theory?	activity attributes	bottom up estimating	project management software	project documents	activity attributes
263	Which input element is necessary for project resources in PM theory?	Activity cost estimates	Expert judgement	bottom up estimating	project documents	Activity cost estimates
264	Which is the tools and techniques elements for PM theory?	bottom up estimating	risk register	activity list	activity resource requirements	bottom up estimating
265	Which option is output elements for project resources in PM theory?	risk register	resource breakdown structure	organizational process assets	risk register	resource breakdown structure
266	Who has ultimate responsibility for project risk?	Steering group.	Risk owner	Project sponsor	Project manager	Project sponsor
267	A review undertaken to decide whether a project should proceed into its next phase is known as a:	gate review.	feasibility study.	milestone review.	evaluation review	gate review.
268	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart	A critical path network.	A product flow diagram	A Pareto chart	A Gantt chart
269	What is the full form of PMP?	Project Management Plan	programming management plan	project management profile	none of these	Project Management Plan
270	Who are project team members primarily accountable to?	External stakeholders	The end users.	The finance director	The project manager.	The project manager.
271	Chances for successful completion of a multidisciplinary project are?	Very low	Below expected	High	Above Expected	High

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
272	Projects provide an excellent growth environment for future executives and for developing_____	Sales skills	Manufacturing skills	Managerial skills	Execution skills	Managerial skills
273	Most of people needed for a project must be "borrowed." by PM from_____	Managerial departments	Functional departments	Manufacturing department	Marketing department	Functional departments
274	PM should adopt a systems approach to_____	Project Management	Motivating Personnel	Motivating Personnel	Career Paths	Project Management
275	PMP stands for?	Project Management Planning	Project Management Professionals	Project Management Process	Project Management Phase	Project Management Professionals
276	A Code of Ethics for project managers was created by the_____	PMI	ISO	PMS	PMC	PMI
277	Planned progress is the part of ____	project sponsor	benchmarking performance	benefits	project reporting	project reporting
278	Which issues when they cannot be resolved by the project team?	project sponsor	project management office	steering committee	project reporting	project sponsor
279	Short Duration project reporting time is_____	monthly	yearly	day by day	weekly	weekly
280	Which software used for planning a project in your book?	apple software	microsoft project 2016 software	WBS software	none of these	microsoft project 2016 software

Chapter-2						
SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	"Evaluating the scope of business areas" is the responsibility of-	Communication Executive	a business analyst	manager	None	a business analyst
2	The first step of collecting, analyzing and documenting business requirements is to-	capture requirements	identify key stakeholders	record requirements	categories requirements	identify key stakeholders
3	What requirements describe how a solution should function from user's perspective?	Functional requirements	Non-functional requirements	Post-functional requirements	Semi-functional requirements	Functional requirements
4	Appendix is the part of-	business plan	business requirements	business analysis	none	business paln
5	Non-functional requirements describe-	the operational chracteristics	how a solution should function	features of the system	functions of the system	the operational chracteristics
6	Operational characteristics of a system is relate to-	availability	accessibility	performance	scalability	all

#	Question	A	B	C	D	Answer
7	Operational characteristics of a system describes in the-	Functional requirements	Non-functional requirements	Post-functional requirements	Semi-functional requirements	Non-functional requirements
8	"Functions of the system required by the users" describes in the	Pre-functional requirements	Post-functional requirements	Functional requirements	Non-functional requirements	Functional requirements
9	There are ………. steps in collecting,analyzing and documenting business requirements.four	four	five	six	seven	five
10	what is the final step of documenting business requirements?	Identify stakeholders	capture requirements	record requirements	validated requirements	validated requirements
11	Capture requirements include:	stakeholder interview	functional requirements	non-functional requirements	both II & III	stakeholder interview
12	Business plan should be-	extensive	lengthy	short	prolong	short
13	Business plan is needed to-	run a business	to collect a business fund	to grow a business	all of these	all of these
14	Quick overview of business is described in the -	executive summary	execution	financial plan	business opportunity	executive summary
15	Which one is not a part of a business plan-	marketing plan	product and services	past performance	financial plan	past performance
16	Marketing strategy means the strategy-	for reaching your target market	to identify competitors	to understand competitor's strength	none	for reaching your target market
17	A particular group of consumers at which a product or service is aimed. Called-	marketing plan	target market	customer	lead	target market
18	A business is run by a-	customer group	consumer group	management team	none	management team
19	Which one is not a part of digital marketing strategy?	print media	e-mail	facebook	instragram	print media
20	The company history is described in the - ………………… section.	Target market	competitor analysis	executive summary	management team	executive summary
21	Which rules are used for writing a Business plan?	Keep it short	know your audience	don't be intimidated	all of them	all of them
22	Which one is the core skills of an business analyst?	marketing skill	accounting skill	leadership skill	none of them	leadership skill
23	"User's acceptance test" is the role of a-	top level	marketing executive	CEO	business analyst	business analyst
24	Capture requirements include:	Focus group	working examples of business	observations	all of them	all of them

#	Question					
25	Mr. XX wants to develop a Men's Life Style app. Then his target market will be-	16-35 years old Men's age group	16-35 years old women's age group	50+ years old men's age group	5-10 years old boys age group	16-35 years old Men's age group
26	Responsibilities of an analyst are-	evaluating the scope of business area	Analyzing and documenting the requirements	Communicating to the related team	all of them	all of them
27	In the year 2018, Mr. Salam earned 400 USD revenue from his app. And total expense of this year was 120 USD. So, the net income of this year will be-	400 USD	280 USD	120 USD	520 USD	280 USD
28	Analyze and priorities is the………..step for conducting business requirements analysis.	4th	3rd	2nd	1st	4th
29	Generic sub-heading is the approach of………………….	capture requirements	identify key stakeholders	analyze requirements	record and categories requirements	record and categories requirements
30	Which one is the responsibility of an analyst?	prepare income statement	eliciting requirements	coordinating team	ii & iii	ii & iii
31	Which one is the free and most effective marketing strategies?	Word of mouth	TVC	Print media	Twitter	Word of mouth
32	Business idea comes from-	an interest	a problem	passion	all of them	all of them
33	Executive summary includes------------- of your business.	marketing plan	management team	quick overview	financial plan	quick overview
34	Executive summary of a business plan should be-	maximum 5 pages	minimum 5 pages	maximum 2 pages	2-5 pages	maximum 2 pages
35	Which helps to put your product in front of your potential customers within short time?effective financial plan		strong competition	creative marketing strategies	competitor analysis	creative marketing strategies
36	Competitor analysis means-	identify competitor's weakness	identify competitor's strength	understanding their marketing plan	All of them	all of them
37	Before making marketing strategies, we have to select--	target market	marketing plan	I & II	none of them	target market
38	Target market can be-	geographical area	age group	gender	all of them	all of them
39	Project don't fail at the ……………….	end	beginning	mid	outset	end

40	Duties and responsibilities of workers decribe in the………….. Section of business plan.	executive summary	marketing	management team	appendix	management team
41	BA is used by organizations to take data driven-	decision making	past planning	rules making	all of them	decision making
42	BA core skills-	Communication	laedership	case development	all of them	all of them
43	Which one is not a BA responsibility?	making income statement	plan requirements	documents requirements	acceptance testing	making income statement
44	What was the main element of British Airway's "Know Me" project?	business insight data	Customer insight Data	competitors insight data	all of them	Customer insight Data
45	What was the main goal of British Airway's "Know Me" project?	To understand customers	to understand business policy	to understand internal team	to understand management	To understand customers
46	Which process helps us to understand which solutions meet our highest priority requirement?	Priorities	categories	validated	capture	Priorities
47	Organizations develop their own culture to-	Integrate employees	adapt to environment	to meet success	all of them	all of them
48	The market section of a business plan includes-	Product description	market description	marketing strategies	all of them	market description
49	Percentage of market capture includes in the……………………….section.	market section	marketing strategy	competition section	product and service section	market section
50	What should be the first page of our business plan?	Persuasive summary	market description	financial plan	management team description	Persuasive summary
51	The management team section of a business plan includes-	salaries & benefits	duties & responsibilities	Workers experiences	all of them	all of them
52	once requirements have been collected they need to be…………………. .	analyzed	identified	validated	organized	organized
53	The final step is the …………………… Of your draft requirements.	validation	capture requirements	record requirements	identify	validation
54	Which one is not a part of typical prioritisation categories?	Mandatory vs Non-mandatory	desirable	optional	high priority vs low priority	high priority vs low priority
55	Prioritisation process helps to identify those requirements that are most critical to meet your business………. .	wants	demands	supply	needs	needs

#	Question	A	B	C	D	Answer
56	Functional requirements describe how a solution should function from ……….. User's perspective.	a mid level	a begining	an end	all of them	an end
57	In non-functional requirements, operational characteristics include-	availability	accessibility	performance	all of them	all of them
58	Consumer means-	who buys	who uses	who shows interest	all	who uses
59	The role of a project sponsor is to provide support and governance to the ………….. .	Project workers	Project manager	project analyst	all of them	project manager
60	Providing support and governance to a project manager is the role of a………………… .	Project workers	Project team	Project sponsor	Project Analyst	Project sponsor
61	Which one is not a social media marketing strategie?	TVC	YouTube	Twitter	Instragram	TVC
62	BA means-	Business advisor	Business assistant	Business analytics	none	Business analytics
63	There are five -step approach for conducting ……………………….. .	Research	collecting documents	business requirements analysis	capture requirements	business requirements analysis
64	For conducting business requirements analysis, step two is the process of ……………… .	gathering requirements	identify stakeholders	categorising requirements	analyzing requirements	gathering requirements
65	Marketing is a process which aims at-	Production	Profit making	Satisfaction of customers needs	Selling products	Satisfaction of customers needs
66	Whose things to do include in a business plan?	Executive summary	Opportunity	financial plan	All of them	All of them
67	Executive summary is a part of-	business plan	business requirement	data collection	business analysis	business plan
68	Executive summary means-	overview of business and plan	marketing plan	executive body of business	business performance	overview of business and plan
69	The executive summary should not exceed …………… in length.	two pages	five pages	three pages	four pages	two pages
70	How many areas should address in management team??	seven	six	five	eight	five
71	Why is competitor analysis important?	For better understanding about market.	For better understanding about competitors	For better understanding about product	All of them	All of them

72	What is basic rules of writing a business plan?	don't be intimidated	know your audience	Keep it short	All of them	All of them
73	What is the first and foremost rule of writing a business plan?	keep it long	keep it short	Keep it vague	none	keep it short
74	Medias of marketing strategy-	TVC	YouTube	facebook	all	all
75	Why Appendix is used?	for displaying product images	for showing financial forecast	marketing plan	for showing opporttunity	for displaying product images
76	Which is not a functional requirement?	Activity	experience	skills	performance	performance
77	Which is a non-functional requirement?	system function	system feature	user's perspective	scalability	scalability
78	Where company's objective is included:	Appendix	Opportunity	Executive summary	The Market	executive summary
79	Business Analyst Responsibility/s?	Prepare Business requirements	Plan requirements	Analyze requirements	all of them	all of them
80	Who actually prepares business requirements-	Business man	Auditor	Analyst	none	analyst
81	What Should be must ensure while talking to Stakeholders?	scope of the project	facilities of the project	limitations of the project	all of them	all of them
82	Things not to include In a Business Plan-	Opportunity	Executive Summary	management team	Past Performance	Past Performance
83	Opportunity is the part of-	Business plan	project	business requirements	business analysis	business plan
84	………………………. is used by organizations to take data drive decision making.	Business requirements	Business plan	Project	Business analytics	Business analytics
85	BA responsibility-	analyse and model requirements	making financial report	identify target market	making market plan	Analyse and model requirements
86	For better understanding about the market…………………… is imprtant.	financial analysis	team making	competitor analysis	all of them	competitor analysis
87	What is business analyst's primary objective?	helping in business implement	helping in business planning	helping in making financial report	all of them	helping in business implement
88	The main objective of interviewing stakeholders to have a clear cut idea about the……………………………. of a project.	functions	features	resources	All	All
89	There are ………………… reasons for interviewing a sponsor.	Three	Four	Five	Six	Three
90	What is the reason for interviewing a sponsor?	senior managers are free	senior managers want	senior mangers are busy	none	senior mangers are busy

	Question	Option A	Option B	Option C	Option D	Correct Answer
91	Who are actually the target market of Mobile app business?	who uses mobile phone	who uses smartphone	who uses computer	all of them	who uses smartphone
92	ROI means-	Return on investment	Return on income	Return on installment	all of them	Return on investment
93	Where BA is applied?	Project	Process	Product	all of them	all of them
94	Which is not a functional requirement ?	logo of the system	color combination	system features	performance	performance
95	Including marketing research data in business plan is an wise choice.	Trure	FALSE			TRUE
96	Marketing strategy means-	knowing about peoduct	knowing about competitors	promotional strategies	All	promotional strategies
97	Which one is not a marketing strategy?	Trade shows	market analysis	Direct mail	web	market analysis

Chapter-3

	Question	Option A	Option B	Option C	Option D	Correct Answer
SL	Labour are estimated in-	Days	Hours	Months	None of this	Hours
1	In PM Theory Expert judgement is described in-	Outputs	Inputs	Tools and Techniques	Work Breakdown Structure	Tools and Techniques
2	Which is not the role of Project Manager?	Diplomatic	Leads by Example	Proactive	Authoritarian	Authoritarian
3	How many process are there in Management?	4	3	6	5	4
4	In following which is the Advantage of Proect Management?	Uniformed optimism	Late identification	Assigning tasks	In built partnership	Assigning tasks
5	Which tool is fine for final versions of calenders?	Gantt chart	Google Calender	Excel spreadsheet	None of this	Excel spreadsheet
6	In Which tool data have to be consoldated later?	Excel spreadsheet	Google Calender	Gantt chart	Both A and C	Excel spreadsheet
7	Forklifts is described in-	Materials and	Tools and Equipment	Labor	Overhead Cost	Tools and Equipment
8	Whom does Project Manager Escalets at Last?	PMO	Steering Committee	Proect Sponsor	Both A and B	Steering Committee
9	Who Monitors Project Progress and report regularly?	Project Manager	Steering Committee	PMO	Proect Sponsor	Project Manager
10	The Project less than six Months should report-	Daily	Monthly	Weekly	None o this	Weekly
11	Who receives the Most benefit from the Project?	Steering Committee	Project Manager	PMO	Proect Sponsor	Proect Sponsor
12	Total investment is a Part of-	Working Capital	Costs	Sales	None of this	Working Capital

#	Question	A	B	C	D	Answer
13	Whom does Periodically reviews the Project Status report?	Project Management office	Proect Sponsor	Steering Committee	Project Manager	Project Management office
14	Whom does PMO follows up for clarification?	Steering Committee	Project Manager	Proect Sponsor	None of this	Project Manager
15	Who represents the business area?	Managers	Project Manager	Senior Manager	Steering Committee	Senior Manager
16	Prime Location is important for which Key drivers?	Working Capital	Sales	Costs	None of this	Sales
17	Benchmarking performance is-	Compare budget day on day	Compare budget with 20-30 days	Compare budget year on year	None of this	Compare budget year on year
18	Who Monitors the project physically?	Steering Committee	Project Manager	PMO	Proect Sponsor	Project Manager
19	Whom does Project Manager Escalets at first level?	Steering Committee	Proect Sponsor	Project Management office	None of this	Proect Sponsor
20	Who can review a visible record of the Project?	Senior Management	Project Manager	Manager	Both a and b	Both a and b
21	In Project Rental of building cost is part of-	Facilities	Contingencies	Administration	Financial Cost	Facilities
22	In following which is the Primary cost?	Bonuses	Benefits	Labor cost	None of this	Labor cost
23	Production cost is directly related to-	Direct cost	Overhead cost	Indirect Cost	Others cost	Direct cost
24	When an employee does more then his fixed duties then-	He will be paid same	He will be paid less	He will be paid more	None of this	He will be paid more
25	Security cost is a-	Direct cost	Labor cost	Indirect Cost	Overhead cost	Indirect Cost
26	Total unit cost is Estimated in-	Parametric Estimating	Analogous Estimating	Three Point Estimating	None of this	Parametric Estimating
27	What is more efficient Estimating Techniques?	Analogous Estimating	Parametric Estimating	both a and b	None of this	Parametric Estimating
28	What is the meaning of "a" in Three point Estimating?	The Worst case	pessimistic	Most likely Estimate	The best case Estimate	The best case Estimate
29	Which method is used for simplifying the Project execution?	Parametric Estimating	Three Point Estimating	WBS	PM theory	WBS
30	Nitty gritty details appear on-	Google calender	Gantt chart	Excel spreadsheet	None of this	Google calender
31	To minimize cost Project manager must adapt in-	Reporting	Motivating	Delegating	Accounting	Accounting
32	Ongoing Maintenance cost described in-	Tools and Equipment	Labor cost	Materials	Supplies	Tools and Equipment
33	In Project uniformed optimism should be-	Accepted	Avoided	Both a and b	None of this	Avoided
34	Who takes ownership of the whole Project?	Proect Engineer	Contractors	Project Manager	Project sponsor	Project Manager
35	Coming up with a new solution is a part of-	Monitoring	Planning	Innovation	Directing	Innovation

#	Question					
36	A Project Managers chain of Commend must be-	Ignored	Followed	Predicted	None of this	Followed
37	Ongoing Project Checking is a Part of-	Planning	Monitoring	Staffing	Directing	Monitoring
38	Making arrangements is a part of-	Monitoring	Planning	Staffing	Organizing	Organizing
39	In following what factors affect project Management?	Deadline	Budget	Demand	All of these	All of these
40	Preempting Unnecessary activity means-	Take action to reduce cost	Monitor the budget	Monitor timing	Take action to enlarge cost	Take action to reduce cost
41	Which cost does not have direct Project involvement?	Overhead cost	Direct cost	Indirect Cost	Both a and c	Overhead cost
42	Production supervision is a-	Overhead cost	Indirect Cost	Direct cost	All of these	Indirect Cost
43	Quality Assurance is a-	Indirect Cost	Overhead cost	Direct cost	None of this	Indirect Cost
44	Project Management sotware is a part of-	Tools and Techniques	Outputs	Inputs	None of this	Tools and Techniques
45	Sales Commissions cost is a-	Direct cost	Indirect Cost	Overhead cost	Others cost	Direct cost
46	Electricity cost is a-	Overhead cost	Direct cost	Indirect Cost	All of these	Indirect Cost
47	Shipping cost is a-	Direct cost	Overhead cost	Indirect Cost	Others cost	Direct cost
48	Insurance cost is a-	Direct cost	Indirect Cost	Overhead cost	Others cost	Overhead cost
49	Administrative Expences is a-	Overhead cost	Direct cost	Indirect Cost	Others cost	Overhead cost
50	CCTV footage cost is a-	Indirect Cost	Overhead cost	Direct cost	Others cost	Indirect Cost
51	In a WBS diagram the project scope is-	Technically expressed	Graphically expressed	Manually expressed	All of these	Graphically expressed
52	One can detail a high level task into-	Ten sub-tasks	Twenty sub-tasks	Thirty sub-tasks	All of these	All of these
53	What is the meaning of "b" in Three point Estimating?	Worst case scenario	The best case Estimation	Most likely Estimate	None of this	Worst case scenario
54	If a=6,m=8,b=10, then what is the beta distribution value?	6	7	8	10	8
55	The cost per square foot is a Techniques of-	Parametric Estimating	Analogous Estimating	Three Point Estimating	None of this	Parametric Estimating
56	Project team members can take some time to get used to-	Excel spreadsheet	Google Calender	By Project	Gantt chart	Gantt chart
57	Several Projects can be viewed in-	Google Calender	Excel spreadsheet	Gantt chart	By Project	Gantt chart
58	Members upcoming deadlines is described in-	Excel spreadsheet	Gantt chart	By Project	By Assignee	By Assignee
59	Software is a part of-	Materials	Supplies	Tools and Eqiipment	Others Resources	Tools and Eqiipment
60	Subcontractors is a part of-	Tools and Eqiipment	Materials	Supplies	Others Resources	Others Resources

61	Head start is derived in-	Parametric Estimating	Analogous Estimating	Three Point Estimating	None of this	Analogous Estimating
62	Project Milestones and control points can be indicated from-	Analogous Estimating	Parametric Estimating	Three Point Estimating	Work Breakdown Structure	Work Breakdown Structure
63	Which is called the top down Estimating techniques?	Analogous Estimating	Parametric Estimating	Three Point Estimating	Work Breakdown Structure	Analogous Estimating
64	The loan interest cost is derived in-	Facilities	Subcontractors	Financial costs	Contingencies	Financial costs
65	A Project Manager must have-	Ethical Knowledge	Sound judgment	Should be optimism	Both a and b	Both a and b
66	Project Management is important because-	Timely Completion	Assigning tasks	Optimize the uses of time	None of this	Optimize the uses of time
67	5th Edition is a part of-	Benchmarking Performance	Key Performance Indicators	WBS	PM theory	PM theory
68	Section 6.4 is a part of-	WBS	PM theory	Key Performance Indicators	Benchmarking Performance	PM theory
69	Complexity of a Project is a Part of-	Facilities	Financial costs	Contingencies	Organizational	Contingencies
70	What are the advantages of Excel Spreadsheet?	Bring Data Together	Build great Charts	Help identiy trends	All of these	All of these
71	What are the disadvantages of Excel Spreadsheet?	Most people familiar with Excel	Excel spreadsheet are very easy to read	Decentralized desktop application	Both a and b	Decentralized desktop application
72	In following which skill project manager should not have?	Leadership	Negotiation	Reactive	Risk management	Reactive
73	In following which skill project manager should not have?	Negotiation	Team management	Leadership	Unethical standards	Unethical standards
74	Which is the last stage of project life cycle?	Planning	Execution	Proect closure	Monitoring	Proect closure
75	What are the characteristics of Project team?	Clearly defined goals	Over reacted	Clearly defined roles	Both a and c	Both a and c
76	For Project manager take decission in a critical situation is-	Diplomatic	Motivating	Decisive	Delegation	Decisive
77	Who monitors labor's work progress-	Supervisor	Engineer	Manager	Others Labor	Supervisor
78	In following what is the reason for project failure?	Team building	Lack of leadership	Good Communication	None of this	Lack of leadership
79	In following what are the reasons for project failure?	Poor Communication	Better anticipation	Poor Management	Both a and c	Both a and c
80	Estimate Activity Resources is derived in-	WBS	Analogous Estimating	Parametric Estimating	PM theory	PM theory

81	What is the full meaning of PMBOK?	Project Management Body of Knowledge	Project Management Body of Knowing	Project Manager Body of Knowledge	Project Managing Body of Knowledge	Project Management Body of Knowledge
82	Project documents updates is derived in-	Inputs	Outputs	WBS	Tools and Techniques	Outputs
83	Organizational process assets is a part of-	Outputs	WBS	Inputs	Parametric Estimating	Inputs
84	Bottom up Estimating is a part of-	WBS	Outputs	Tools and Techniques	Inputs	Tools and Techniques
85	Overtime Services by Employees are-	Not good for Project	Not make any differences	Better for Project	None of this	Better for Project
86	What is the full form of EMI?	Equating monthly installment	Equated monthly installment	Equated month installment	Equated monthly installation	Equated monthly installment
87	Barriers of Project are-	Technology gap	Inadequate Resources	Lack of time	All of these	All of these
88	In following which are the barriers of Proect?	Inadequate Resources	Reporting	Technology gap	Both a and c	Both a and c
89	A Project Manager should be-	Technologically backdated	Technologically advanced	both a and b	None of this	Technologically advanced
90	What is negative working capital?	Current assets exceed liabilities	Remain the same	Current liabilities exceed current assets	None of this	Current liabilities exceed current assets
91	Different between business current asset and liabilities is-	Sales	Working Capital	Costs	Both a and c	Working Capital
92	Reactive characteristics of Project Manager should be-	Avoided	Accepted	Retained	All of these	Avoided
93	Proactive characteristics of Project Manager should be-	Accepted	Avoided	Kept away	None of this	Accepted
94	What is Assigning task?	Motivating Employees	Communicating with Employees	Delegation	Employees Work distribution	Employees Work distribution
95	Oil and concrete derives in-	Tools	Equipment	Supplies	Materials	Materials
96	Gravel is described in-	Materials and suppilies	Tools and Equipment	Tools	None of this	Materials and suppilies
97	The term "resources" typically refers to-	Project	People	Management	All of these	People
98	If Rocky is already MS Project user than he can-	Easily import Project file	Easily Export Project file	No benefits	Both a and b	Both a and b
99	Who provides guidance and direction?	Project Manager	PMO	Project sponsor	Steering Committee	Steering Committee

100	Input for Gantt chart is-	PM theory	WBS	Analogous	Parametric	WBS
101	Which is the second most efficient method?	Gantt chart	Excel Spreadsheet	Analogous	Google Calender	Google Calender
102	In which method Versioning is described?	Excel Spreadsheet	Google Calender	Gantt chart	Analogous	Excel Spreadsheet
103	Google Calender is-	Offline calender	Online calender	Onbit Calender	None of this	Online calender
104	Published estimating data is derived in-	Outputs	Inputs	Tools and Techniques	All of these	Tools and Techniques
105	Risk register is a part of-	Tools and Techniques	Outputs	Inputs	None of this	Inputs
106	In following Which is one of the way of WBS-	White Structure	Hard structure	Both a and b	Tree structure	Tree structure
107	In following Which is not the way of WBS-	Tree structure	List and Tables	PMBOK	Outlining	PMBOK
108	Project must be completed within the approved-	Timing	budget	Schedule	Reporting	budget
109	Analogous Estimating uses-	Promology	Analogy	Tromology	All of these	Analogy
110	Which Techniques generally not accurate as others-	Parametric Estimating	Three Point Estimating	Analogous Estimating	WBS	Analogous Estimating
111	Which Estimation Uses a relationship between variables?	Three Point Estimating	Analogous Estimating	Parametric Estimating	PM theory	Parametric Estimating
112	The finished product is a part of-	Materials and suppilies	Tools and Equipment	PM thoery	WBS	Materials and suppilies
113	Project milestones can be indicated from-	WBS	PM theory	Parametric Estimating	Analogous Estimating	WBS
114	Assigning the work is a responsibility for-	Project Manager	Project Sponsor	Steering Committee	PMO	Project Manager
115	Better and Agile communication skill is a must for-	Project Sponsor	Project Manager	PMO	Steering Committee	Project Manager
116	Project manager must know-	Tricky method	Accounting	Unethical value	Both a and b	Both a and b
117	What is favourable Working capital?	Positive Working capital	Negative working capital	Stable working capital	Both a and c	Positive Working capital
118	In Business drivers sales have to be-	Exceeding	Less	Both a and b	None of this	Exceeding
119	In Business drivers costs have to be-	Exceeded	Superfluous	Minimized	None of this	Minimized
120	If a Project gets Loan from Bank then Project has-	Assets towards Bank	Liabilities towards bank	Both a and b	None of this	Liabilities towards bank
121	For a longer Project what type of report is suitable?	Daily	Yearly	Monthly	Half yearly	Monthly
122	Which is the direct cost?	Direct materials and supplies	supervision	quality control	Security cost	Direct materials and supplies

123	Assume in a Project Generator needs to be serviced and it's a-	Indirect Cost	Overhead cost	Parametric	Direct cost	Direct cost
124	In a Electrical Power plant Project Boiler cost is a-	Overhead cost	Direct cost	Analogous	Indirect Cost	Direct cost
125	"When" is derived in-	Business Intelligence	Advanced Intelligence	Advanced analytics	Business analytics	Business Intelligence
126	British Airways Project take action against Cunsumers complain is-	Personalization	Personal recognition	Service excellence	Recovery	Recovery
127	Cost Estimation is a Part of-	Planning	Controlling	Measuring	Organizing	Measuring
128	In below Which is the bad characteristics of project Manager?	Empathy	Cool Under Pressure	Lack of communication	Decisive	Lack of communication
129	Characteristics of being a bad Project Manager is-	Cool Under Pressure	Building relationship	Decisive	Over the top Optimist	Over the top Optimist
130	Full meaning of PM is-	Project Managing	Project Meaning	Project Management	Project Method	Project Management
131	With Microsoft Project Schedule task can be done-	Manually	Automatically	both a and b	None of this	both a and b
132	What is the full meaning of RFP?	Request for proposal	Request for protocol	Request for propose	Request for pretand	Request for proposal
133	What is the full abbreviation of MAC-	Media access cost	Media access control	Media access communication	Media acquire control	Media access control
134	In following which is External stakeholder?	A sponsor	A project team	The government	Management	The government
135	Sellers also Known as-	Vendors	Managers	Journalist	Team	Vendors
136	Benchmarking performance usually measures-	Cost	Communication	Controlling	Ethics	Cost
137	In following which are the terms benchmark performance measures?	Cost	Duration	Total time requirements	All of these	All of these
138	What is competitive benchmarking?	Comparing performance against competitors	Comparing performance against previous years	Both a and b	None of These	Comparing performance against competitors
139	Project Manager will escalate when he fails to-	Manage budget	Manage resources	Manage schedule	All of these	All of these
140	Budget related escalated issuses will be solved by-	Project Sponsor	Project manager	Steering Committee	PMO	Steering Committee
141	Scope related escalated issuses will be solved by-	Steering Committee	Project manager	Project Sponsor	PMO	Steering Committee
142	Resources related escalated issuses will be solved by-	PMO	Project manager	Steering Committee	Project Sponsor	Steering Committee

143	Work is completed in Project with due time derived in-	Status summary	Schedule	Budget	Project progress	Schedule
144	Who address issues when Project Team cannot resolved a problem-	Project manager	Steering Committee	Project Sponsor	PMO	Project Sponsor
145	Microsoft Project 2016 you can schedule tasks ?	manually or automatically	only manually, not automatically	only automatically, not manually	None Of these	manually or automatically
146	Mean of RFP?	Request For Proposal	Research for proposal	Report for proposal	Random for proposal	Request For Proposal
147	What is the full meaning of SDLC ?	Software Development Live Cycle	Software Dealing Life Circle	Software Development Life Circle	Software Development Life Cycle	Software Development Life Cycle
148	Which is the part of Management?	Motivating	Organizing	Communicating	Discussing	Organizing
149	Which is the least efficient Estimating Techniques?	Analogous Estimating	Three Point Estimating	Parametric Estimating	None of These	Analogous Estimating
150	Which is the most efficient Estimating Techniques?	Three Point Estimating	None of These	Analogous Estimating	Parametric Estimating	Three Point Estimating
151	What is the smallest task to determine WBS?	Three weeks	Two Weeks	four weeks	Two and half weeks	Two Weeks
152	Which one is the least familiar tool ?	Gantt Chart	Excel spreadsheet	Google Calendar	None of These	Gantt Chart
153	Which one is the familiar tool ?	Excel spreadsheet	Google Calendar	Gantt Chart	None of These	Google Calendar
154	Which one is the most familiar tool ?	Google Calendar	Gantt Chart	Excel spreadsheet	None of These	Excel spreadsheet
155	which one is the least efficient method ?	Excel spreadsheet	Google Calendar	Gantt Chart	None of These	Excel spreadsheet
156	which one is the somewhat efficient method ?	Gantt Chart	Google Calendar	Excel spreadsheet	None of These	Google Calendar
157	which one is the most efficient method ?	Google Calendar	Excel spreadsheet	Gantt Chart	None of These	Gantt Chart
158	What is the types of resources ?	Labor	cost	managent	None of these	Labor
159	which one is the types of resources ?	managent	Tools & Equipment	project plan	None of these	Tools & Equipment
160	which one is the types of resources ?	project plan	None of these	Material & supplies	managent	Material & supplies
161	In Project which category labors are described?	semi Temporary	Permanent	Contractual	None of These	Contractual
162	In following what are the materials and supplies?	Software and concrete	forklifts and timber	Timber and Concrete	Vehicles and Concrete	Timber and Concrete
163	What is the full meaning of SME?	Small to minimum Enterprise	Small to medium Entitle	Small to Medium Entertain	Small to medium Enterprise	Small to medium Enterprise
164	Alternative Analysis is part of –	Tools & Techniques	Inputs	Outputs	None Of these	Tools & Techniques

165	Bottom up estemiting is part of –	Tools & Techniques	Outputs	None Of these	Inputs	Tools & Techniques
166	Whom does Project manager escalates at first level?	Steering Committee	Project Management Office	Project Sponsor	Both a & b	Steering Committee
167	Enterprise environmental factors is part of –	Tools & Techniques	Outputs	Inputs	None Of these	Inputs
168	Project management Software is part of –	Inputs	Tools & Techniques	None Of these	Outputs	Tools & Techniques
169	Who Provides guidance and level support?	Steering Committee	PMO	Project Manager	Project Sponsor	Steering Committee
170	Online with built in automation uses in?	Google calendar	Excel spreadsheet	Gantt chart	None of These	Gantt chart
171	Who owns the Project Management Plan (PMP)?	The project team	The chief executive	The project manager	The project support office	The project manager
172	Sales is the part of-	Benchmarking Performance	Overhead	Key Performance Indicators	Project Resources	Key Performance Indicators
173	Who has ultimate responsibility for project risk?	Steering group	Risk owner	Project sponsor	Project manager	Project sponsor
174	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart	A critical path network	A product flow diagram	A Pareto chart	A Gantt chart
175	Who are project team members primarily accountable to?	External stakeholders	The end users	The finance director	The project manager	The project manager
176	Cause of change that cannot be managed by PM is	Technological Uncertainty	Innovation	Change in environment	Increased client knowledge	Change in environment
177	Which of the following is not a Project Cost Estimation Stage?	Feasibility Stage	Procurement Stage	Estimation Stage	Implementation Stage	Estimation Stage
178	Which of these is not a component of the Feasibility Report?	Profit Margin	Works Cost	Overheads	Pre-commissioning Expenses	Profit Margin
179	Which of these is a variable cost in the cost of Generation?	Depreciation	Return on Equity	Fuel Price	Interest on Loan	Fuel Price
180	Variance Analysis is carried out for all of these except:-	scope change	change in taxes & duties	foreign exchange rate variation	fuel price change	scope change
181	Projects provide an excellent growth environment for future executives and for developing	Sales skills	Manufacturing skills	Managerial skills	Execution skills	Managerial skills
182	Which of the following is a route, or mechanism, by which messages are delivered to the target audience?	Setting	Channel	Method	None of the above	Channel

183	People typically have what reaction to hazards they can imagine or remember?	They are more afraid	They are less afraid	They are no longer afraid	They become indifferent	They are more afraid
184	Which of the following states that people tend to fear what they hear about repetitively or constantly?	Overconfidence heuristic	Availability heuristic	Anchoring heuristic	Adjustment heuristic	Availability heuristic
185	The first step in the hazard assessment process is:	Hazard profiling	Risk analysis	Hazard identification	Risk comparison	Hazard identification
186	The risk matrix tells us:	Why a hazard occurs	When a hazard will next occur	Both of the above	Neither of the above	Neither of the above
187	Which the project managers use this method for simplifying the project execution.	WBS	WBD	WSD	WSB	WBS
188	Which This methodology can be used for any type of project management	WSD	WBF	WSS	WBB	WBS
189	Quality planning is the process of developing a quality plan for	team	project	customers	project manager	project
190	Management is ?	Planning	Organizing	Controlling and Measuring	All of above	All oof above
191	Advantages of Project Management rules	Eight item	Five item	nine item	ten item	Eight item
192	Which one is right for your team Project?	Excel spreadsheet	Google Calendar	Gantt chart	All of above	Gantt chart
193	Which one is digital Project for Parfect team work Calender?	Excel spreadsheet	Google Calendar	Gantt chart	All of above	Gantt chart
194	Microsoft Office is	Software	Program	Document	File	Software
195	which Calender share email ?	Google Calendar	Excel spreadsheet	Gantt chart	All of above	Google Calendar
196	which the items is finished product	forklifts	vehicles	software	All of above	All of above
197	Every tools and equipment will be used	projects	Single projects	multiple projects	All of above	multiple projects
198	A good planning system must consider	What are we going to make?	What does it take to make it?	What do we have and need?	All of the above	All of the above
199	CEO's salary is	Direct Cost	Indirect Cost	Overhead Cost	Other	Direct Cost
200	At project completion phase, high-priority goal is	Performance	Schedule	Budget	Cost	Schedule
201	PM should adopt a systems approach to	Project Management	Motivating Personnel	Motivating Personnel	Career Paths	Project Management
202	PMP stands for	Project Management Planning	Project Management Professionals	Project Management Process	Project Management Phase	Project Management Professionals
203	An ability to put many pieces of a task together to form a coherent whole, is job of	Project Manager	Engineering manager	Functional manager	Marketing Manager	Project Manager

204	Best person to select as PM is one who will get the	Job done	Problem solved	Data management	Conflicts resolved	Job done
205	Functional manager should be more skilled at	Analysis	Group administration	Marketing services	Synthesis	Analysis
206	Project success is dependent on support from parent organization's	Senior management	Middle management	Project management	Lower management	Senior management
207	Responsibility to parent organization is also a key role of	Project manager	Marketing managers	Manufacture manager	Engineering managers	Project manager
208	A project can be subdivided into which of the following?	Work Packages	Job orders	Sub-paths	Events and decisions	Work Packages
209	The following tools can be used to generate the project schedule:	Microsoft Excel	Microsoft Project	Primavera	All of the above	All of the above
210	What project tools should be used to determine the use of external contractors and consultants?	The Gantt Chart	The Staffing Plan	RRAM	The WBS	The Gantt Chart
211	Which of these is not one of the constraints of a project?	Scope	Resources	Team	Budget	Team
212	The person who ensures that systems are developed on time, within budget, and with acceptable quality is a	systems designer	project manager	systems owner	external system user	project manager
213	A Project is a group of__	Milestones	work place	calender	uniform optimism	Milestones
214	What is process of project management?	Good communicator	diplomatic	delegate	planning	planning
215	Which process is include Project management?	organizing	delegate	diplomatic	communicator	organizing
216	Which option is relevant of project management process?	Controlling	assigning task	reporting	Timely Completion	Controlling
217	Project Management Concept is accomplish to goal within a?	time frame	uniform optimism	takes ownership	plans	time frame
218	Why project management is used ?	Track the progress	Good communicator	sound judgement	delegate	Track the progress
219	Why project management is necessary?	sound judgement	motivator	diplomatic	measure the progress	measure the progress
220	Which option is advantages of project management?	activity based costing	sound judgement	good communicator	diplomatic	activity based costing
221	The advantage of project management is _____	expenditure	delegate	uniform optimism	sound judgement	expenditure

222	what is the advantage of project management?	timely completion	diplomatic	delegate	motivator	timely completion
223	A good project manager role ?	is proactive	reactive	personallity	not proactive	is proactive
224	What is the project manager role?	is authoritative	authoritarian	reporting	Timely Completion	is authoritative
225	The project manager role is?	Good communicator	good writing	good listening	Assigning tasks	Good communicator
226	What is the role of good project manager?	has a sound judgement	reactive	reporting	Assigning tasks	has a sound judgement
227	Motivator option is relevant for _____	A Good Project Manager	A good Employer	A good Employee	management team	A Good Project Manager
228	Diplomatic option is perfect for_____	A good Employee	management team	A Good Project Manager	A good Employer	A Good Project Manager
229	If you have a plan for next month you can use _____	project calender	traditional calender	online calender	offline calender	project calender
230	Which Calender Discussed in your book?	project calender	offline calender	online calender	traditional calender	project calender
231	One of the first Programs new computer user learn about_____	Microsoft office suite	Adobe Photoshop	Internet tool	Programming language	Microsoft office suite
232	What is Most familiar tool of project calender?	google calender	gantt Chart	Excel spreadsheet	internet tool	Excel spreadsheet
233	Which is least efficient method of project calender?	excel spreadsheet	gantt Chart	google calender	traditional calender	excel spreadsheet
234	Which Project Calender is Offline tool?	Traditional Calender	Excel spreadsheet	google calender	Gantt Chart	Excel spreadsheet
235	Which project Calender is least efficient method collaborating?	excel spreadsheet	google calender	gantt chart	traditional	excel spreadsheet
236	Which is the familiar tool?	google calender	Excel spreadsheet	traditional calender	Gantt Chart	google calender
237	Which calender is somewhat efficient method?	excel spreadsheet	google calender	traditional calender	Gantt Chart	google calender
238	Which calender Team manager can look each member?	google calender	gantt Chart	Excel spreadsheet	traditional calender	google calender
239	Google Calender Characteristics is?	efficient method	familiar tool	Most familiar tool	most efficient method	familiar tool
240	Google Calender Characteristics is?	Most familiar tool	efficient method	most efficient method	Somewhat efficient method	Somewhat efficient method
241	Which calender team manager can look each multiple team members?	google calender	gantt Chart	Excel spreadsheet	traditional calender	google calender
242	By Assignee is the way of?	google calender	traditional calender	Excel spreadsheet	Gantt Chart	google calender

243	Which Calender is least familiar tool?	Gantt Chart	google calender	Excel spreadsheet	traditional calender	Gantt Chart
244	Which Calender is the most efficient method?	google calender	Excel spreadsheet	traditional calender	Gantt Chart	Gantt Chart
245	The most efficient Gantt Chart are____	online	offline	freeline	Network base	online
246	The most efficient Gantt Chart are built in_____	automation	milestone	photoshop	Network base	automation
247	The most efficient way to plan your project is_____	google calender	Mobile calender	traditional calender	gantt Chart	gantt Chart
248	Which is the most important elements of small project resources?	labor	tools and equipment	material and supplies	all of the above	all of the above
249	Which element is used for small project?	labor	organizational	contingencies	subcontractors	labor
250	Which element is used for small project?	organizational	subcontractors	contingencies	tools and supplies	tools and supplies
251	Which element is used for identify for define a labor?	Type	money	calender	computer	Type
252	Labor is estimated in your book_____	hours	monthly	weekly	yearly	hours
253	How many budget for a megaprojects?	1 billion	1 million	1 thousands	10 million	1 billion
254	What is the example for tools and equipment?	forklifts	administration	financing cost	overtime pay	forklifts
255	Which element is used for the rate increase after certain point in time?	financing cost	subcontractors	contingencies	overtime pay	overtime pay
256	What is the full form of CEO	Chief Executive Officer	Control Executiive officer	Chief Education Officer	Circle Executive Officer	Chief Executive Officer
257	The hourly unit rate of a laborer is an example for_____	direct cost	indirect cost	overhead cost	expensive cost	direct cost
258	Gantt chart Characteristics is____	least efficient method	familiar tool	somewhat efficient method	least familiar tool	least familiar tool
259	Gantt chart Characteristics is____	most efficient method	familiar tool	least efficient method	somewhat efficient method	most efficient method
260	Which is the inputs element for project resources in PM Theory?	Expert judgement	activity list	alternative analysis	project documents	activity list
261	Which is the inputs element for project resources in PM Theory?	activity attributes	bottom up estimating	project management software	project documents	activity attributes
262	Which input element is necessary for project resources in PM theory?	Activity cost estimates	Expert judgement	bottom up estimating	project documents	Activity cost estimates

263	Which is the tools and techniques elements for PM theory?	bottom up estimating	risk register	activity list	activity resource requirements	bottom up estimating
264	Which option is output elements for project resources in PM theory?	risk register	resource breakdown structure	organizational process assets	risk register	resource breakdown structure
265	Who has ultimate responsibility for project risk?	Steering group.	Risk owner	Project sponsor	Project manager	Project sponsor
266	A review undertaken to decide whether a project should proceed into its next phase is known as a:	gate review.	feasibility study.	milestone review.	evaluation review	gate review.
267	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart	A critical path network.	A product flow diagram	A Pareto chart	A Gantt chart
268	What is the full form of PMP?	Project Management Plan	programming management plan	project management profile	none of these	Project Management Plan
269	Who are project team members primarily accountable to?	External stakeholders	The end users.	The finance director	The project manager.	The project manager.
270	Chances for successful completion of a multidisciplinary project are?	Very low	Below expected	High	Above Expected	High
271	Projects provide an excellent growth environment for future executives and for developing_____	Sales skills	Manufacturing skills	Managerial skills	Execution skills	Managerial skills
272	Most of people needed for a project must be "borrowed." by PM from_____	Managerial departments	Functional departments	Manufacturing department	Marketing department	Functional departments
273	PM should adopt a systems approach to_____	Project Management	Motivating Personnel	Motivating Personnel	Career Paths	Project Management
274	PMP stands for?	Project Management Planning	Project Management Professionals	Project Management Process	Project Management Phase	Project Management Professionals
275	A Code of Ethics for project managers was created by the_____	PMI	ISO	PMS	PMC	PMI
276	Planned progress is the part of _____	project sponsor	benchmarking performance	benefits	project reporting	project reporting
277	Which issues when they cannot be resolved by the project team?	project sponsor	project management office	steering committee	project reporting	project sponsor
278	Short Duration project reporting time is_____	monthly	yearly	day by day	weekly	weekly

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
279	Which software used for planning a project in your book?	apple software	microsoft project 2016 software	WBS software	none of these	microsoft project 2016 software

	Chapter-4					
SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	_____ is a Google Play service that lets you sell digital content from inside your applications.	In-app Billing	In-app Advertisement	Subscription	Freemium	In-app Billing
2	Google Play handles all checkout details so your application never has to _____ process any financial transactions	ban	memorize	indirectly	directly	directly
3	Any application that you publish through Google Play can implement _____	Subscription	In-app Advertisement	In-app Billing	Freemium	In-app Billing
4	_____ Google Play In-app Billing into an Android Application involve several steps.	Removing	Collecting	Optimizing	None of above	None of these
5	Installing the Google Play Billing Library is one of the steps of integrating Google Play In-app Billing into an _____	IOS Application	In-app Advertisement	Video	None of these	Android Application
6	Integrating _____ In-app Billing into an Android Application, need to Add Billing Permission to the Manifest file	IOS	customer	producer	Freemium	None of these
7	AIDL stands for-	Android Internet Definition Language	Android Interface Define Language	Android Interface Definition Language	Android Interface Definition League	Android Interface Definition Language
8	Adding the _____ .aidl File to theÊProject is one of the stepsof integrating Google Play In-app Billing into an Android Application	In-app Billing	Android Interface Define Language	Google Play	Freemium	None of these
9	Adding the Utility Classes to the _____ is one of the steps of integrating Google Play In-app Billing into an Android Application	In-app Billing	Project	Google Play	Freemium	Project
10	Must need to obtain the Public License _____ for your Application	App	Project	strategy	Key	Key
11	You define your products using the _____	In-app Billing	test account	IOS Application	Subscription	None of these

12	If an in-app product is not owned by the user, you can initiate a _____ for it	In-app Billing	purchase	consume	test	purchase
13	You can use the consumption mechanism _____ the user's ownership of managed products	to view	to make	to sell	to track	to track
14	Local Caching included	isBillingSupported	Google Play Console	Google Play mechanism	Subscription	isBillingSupported
15	_____ frees you from processing financial transactions, but you still need to perform a few administrative tasks	In-app Billing	In-app Advertisement	Subscription	Freemium	In-app Billing
16	Billing period include-	Introductory price	Purchase request	Google Play mechanism	Local Caching	Introductory price
17	Administrative tasks include-	Product ID	Publish State	Auto Translate	All of above	All of above
18	The Google Play Console provides a product list for each of your published _____.	Ads	Products	License	Apps	Apps
19	_____ relies on the Google Play application, which handles all of the communication between your application and the Google Play server	Subscription	In-app Advertisement	In-app Billing	Freemium	In-app Billing
20	An example of a _____ managed product is a premium upgrade or a level pack	consumable	used	Purchasd	None of above	None of above
21	You define your products using the Google Play Console, including product type,SKU, price, description, and so on	file	document	Team	Public	None of these
22	Which of the folllowing is true -	Monifist	Manafest	Minifest	Mannefest	Manifest
23	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative tasks which included-.	Setting up and maintaining your product list on the Google Play Console.	Registering test accounts.	Handling refunds when necessary	All of above	All of above
24	the user's in-game character might gain life points or gain extra gold coins in their inventory-Its an example of ???	Consumable products	Non-Consumable products	Used products	Product ID	Consumable products

25	Descriptions can be up to 80 characters in ____	Price	Product ID	Publish State	length	length
26	To add a batch of products to a product list using a CSV file, you first need to create your _____ file	Java file	Excel file	SDK	None of above	None of above
27	Adding Billing Permission to the ManifestÊFile- included with which of the following???	Integrating Google Play In-app Billing into an Android Application	In-app Advertisement	Consumable products	Used products	Integrating Google Play In-app Billing into an Android Application
28	Creating the Example In-app Billing Project- included with which of the following???	Handling refunds when necessary	Language	Paid mechanism	None of above	None of above
29	Implementing the onActivityResult Method- included with which of the following???	Product ID	Integrating Google Play In-app Billing into an Android Application	Non-Consumable products	None of above	Integrating Google Play In-app Billing into an Android Application
30	Modifying the Security.java File- included with which of the following???	Google Play Console	Non-Consumable products	Handling refunds when necessary	None of above	None of above
31	Local Caching- included with which of the following???	Product ID	Non-Consumable products	In-app Advertisement	None of above	None of above
32	Adding a batch of products to a product list- included with which of the following???	Integrating Google Play In-app Billing into an Android	Google Play Console	In-app billing API	In-app billing administration	In-app billing administration
33	You can link the prices of up to _____ apps and in-app products to a single pricing template.	10	100	1000	All of above	1000
34	To establish a connection with the In-app Billing service on _____, implement a ServiceConnection to bind your activity to IInAppBillingService.	In-app Billing	Product ID	Google Play	In-app Advertisement	Google Play
35	In-app Billing is a _____ that lets you sell digital content from inside your applications.	Market	Google Play service	Marketplace	strategy of WBS	Google Play service

#	Question	A	B	C	D	Answer
36	Google Play handles all checkout details so your _____ never has to directly process any financial transactions	Promotions	Video	Ads	Applications	Applications
37	Any _____ that you publish through Google Play can implement In-app Billing	Promotions	application	Video	Ads	application
38	_____ Google Play In-app Billing into an Android Application involve several steps.	Integrating	Removing	Collecting	Optimizing	Integrating
39	Installing the Google Play _____ is one of the steps integrating Google Play In-app Billing into an Android Application	IOS	customer	producer	Billing Library	Billing Library
40	Integrating _____ In-app Billing into an Android Application, need to Add Billing Permission to the Manifest file	IOS	customer	producer	Google Play	Google Play
41	AIDL stands for-	Arthropod Infectious Diseases Laboratory	Android Interface Define Language	An Interface Definition Language	Android Interface Definition League	Android Interface Definition Language
42	Must need to obtain the Public License Key for your _____	Promotions	Video	Ads	In-app Billing	None of these
43	If an in-app product is not owned by the user, you can initiate a _____ for it	In-app Billing	developer account	consume	None of these	None of these
44	You can use the _____ to track the user's ownership of managed products	Google Play mechanism	Product mechanism	Purchase mechanism	consumption mechanism	consumption mechanism
45	Billing period include-	Introductory price	Free trial period	Grace period	All of above	All of above
46	Administrative tasks include-	Utility Classes	Consuption request	In-app Billing	None of above	None of above
47	How many limitations in test account?	2	4	6	None of above	None of above
48	For optimum appearance, titles should be no longer than 25 characters however, titles can be up to 55 characters in length.	20	18	35	55	55
49	The Google Play Console provides a product list for each of your _____ apps.	Customized	Purchased	Consumed	None of above	None of above
50	In-app billing relies on the _____ application, which handles all of the communication between your application and the Google Play server	Google Play	Consuption request	Local Caching	None of above	Google Play

#	Question					
51	An example of a non-consumable_____ is a premium upgrade or a level pack	managed product	Google Play Console	sPromoEligible	Ads request	managed product
52	You define your products using the Google Play Console, including product type,SKU, price,_____ and so on	file	description	Team	Public	description
53	Which of the folllowing is true -	Monifist	Manofest	Manifest	Mannifest	Manifest
54	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative tasks which included-.	Setting up IOS customer list	sPromoEligible	Implementing subscriptions	None of above	None of above
55	To retrieve the list of products owned by the user, your application sends a getPurchases call to _____	IOS	Google Play	Public	Utility Classes	Google Play
56	Descriptions can be up to 80 characters in length	characters	worlds	elemets	None of above	characters
57	Pricing Templates included with-	In-app billing API	In-app billing administration	Application requirements for in-app billing requirements	All of above	In-app billing administration
58	Adding Billing Permission to the ManifestÊFile- included with which of the following???	Utility Classes	In-app Advertisement	Consumable products	None of above	None of above
59	Non-consumable and Consumable Managed Products- included with which of the following???	Integrating Google Play In-app Billing into an Android	In-app billing API	In-app Advertisement	App Marketing	In-app billing API
60	Adding a batch of products to a product list- included with which of the following???	Integrating Google Play In-app Billing into an Android	Google Play Console	In-app billing API	None of above	None of above
61	You can link the prices of up to _____ apps and in-app products to a single pricing template.	10	10000	10010	None of above	None of above
62	To establish a connection with the In-app Billing service on _____, implement a ServiceConnection to bind your activity to IInAppBillingService.	In-app Billing	Product ID	Language	In-app Advertisement	Google Play

#	Question	A	B	C	D	Answer
63	In-app Billing is a Google Play service that lets you _____ digital content from inside your applications.	strategy	collect	damage	sell	sell
64	Google Play handles all checkout details so your _____ never has to directly process any financial transactions	ÊPromotions	Video	Ads	None of these	None of these
65	Any _____ that you publish through Google Play can implement In-app Billing	ÊPromotions	Ads	Video	None of these	None of these
66	Integrating Google Play In-app Billing into an _____ involve several steps.	Android Application	IOS Application	Video	PRODUCTS	Android Application
67	Installing the Google Play Billing Library is one of the steps of integrating Google Play _____ into an Android Application	Paid Apps	In-app Advertisement	Subscription	Freemium	None of these
68	Integrating Google Play In-app Billing into an Android Application, need to Add Billing Permission to the _____ file	Java set	IOS	collect	Manifest	Manifest
69	AIDL stands for-	Android Internet Definition Language	Android Interface Define Language	Aircraf Inten Description Language	Android Interface Definition Language	Android Interface Definition Language
70	You define your products using the _____	Google Play Console	test account	IOS Application	Subscription	Google Play Console
71	If an in-app product is not owned by _____, you can initiate a purchase for it	the owner	public	test account user	the user	the user
72	You can use the consumption mechanism_____ the user's ownership of managed products	to boost	to track	to get	All of above	to track
73	Local Caching included	getPurchases	Google Play Console	Google Play mechanism	Subscription	getPurchases
74	In Billing period we can have-	product	the owner	Grace period	All of above	Grace period
75	Administrative tasks include-	Product ID	Google Play Console	App monetization	Freemium	Product ID
76	_____ account users do not have access to your publisher account and cannot upload apps to your publisher account	Test	Pulic	Owner	All of above	Test

#	Question	A	B	C	D	Answer
77	For optimum appearance, _____ should be no longer than 25 characters however, titles can be up to 55 characters in length.	Desctptions	titles	Tags	None of these	titles
78	The Google Play Console provides a product list for each of your _____ apps.	published	Purchased	Consumed	All of above	published
79	In-app billing relies on the Google Play application, which handles all of the _____ between your application and the Google Play server	Product ID	SKU	Purchase request	communication	communication
80	An example of a _____ managed product is a premium upgrade or a level pack	consumable	non-consumable	Purchasd	All of above	non-consumable
81	You define your products using the Google Play Console, including product type, _____, price, description, and so on	Books	SKU	Team	Public	SKU
82	Which of the folllowing is true -	Manifest	Manefestts	Moniffest	Manifesst	Manifest
83	To retrieve the list of _____ owned by the user, your application sends a getPurchases call to Google Play.	SKU	communication	Registering apps	Products	Products
84	Modifying the Security._____ is an important activity Integrating Google Play In-app Billing into an Android Application.	Java file	CSV file	SDK	Excel file	Java file
85	To add a batch of products to a product list using a ___, you first need to create your CSV file	Java file	CSV file	SDK	Excel file	CSV file
86	Local Caching- included with which of the following???	Integrating Google Play In-app Billing into an Android	In-app billing API	In-app Advertisement	App Marketing	In-app billing API
87	Querying for items available for purchase- included with which of the following???	In-app billing API	Handling refunds when necessary	Language	CSV file	In-app billing API
88	You can link the prices of up to 1000 _____ and in-app products to a single pricing template.	Product ID	Purchase request	Registering apps	Apps	Apps

89	To establish a connection with the In-app Billing service on Google Play, implement a ServiceConnection to bind your activity to _____	Handling refunds when necessary	Registering apps	IInAppBillingService	Purchase request	IInAppBillingService
90	In-app Billing is a Google Play service that lets you sell digital content from _____ your applications.	inside	outside	strategy	None of these	inside
91	Google Play handles all checkout details so your application never has to directly process any _____	customer	financial transactions	strategy	product	financial transactions
92	Any application that you_____ through Google Play can implement In-app Billing	purchaser	publish	sell	check	publish
93	Integrating Google Play In-app Billing into an _____ involve several steps.	PRODUCTS	IOS Application	Video	None of these	None of these
94	Installing the Google Play Billing Library is one of the steps integrating Google Play In-app Billing into an _____	IOS Application	Android Application	Video	Ads	Android Application
95	Integrating Google Play In-app Billing into an Android Application, need to Add Billing Permission to the _____ file	Manifist	Manefest	Monifest	Manifost	None of these
96	Adding the IInAppBillingService.aidl File to theÊ_____ is one of the steps ntegrating Google Play In-app Billing into an Android Application	In-app Billing	IInAppBillingService	Google Play	Freemium	None of these
97	is Adding the Utility Classes to the Project is included as an step of integrating Google Play In-app Billing into an Android Application??	Yes	No	Yes but need IOS for that	No ,Its an app model	Yes
98	Must need to obtain the _____ License Key for your Application	Public	Private	Local	All of above	Public
99	To define your products ,you need to use _____	IInAppBillingService	Java set	Paid apps	Google Play Console	Google Play Console
100	How many basic sequence we can find for a consumption request?	0	3	4	None of these	None of these

101	"StartIntentSenderForResults()" can be included with -	Purchase request	Java request	Consuption request	None of these	Purchase request
102	If an_____ is not owned by the user, you can initiate a purchase for it	In-app Billing	in-app product	in-app advertising	None of these	in-app product
103	You can use the consumption mechanism to track the user's ownership of _____	Google Play mechanism	Product mechanism	Paid mechanism	consumption mechanism	None of these
104	Local Caching included	Freemium	getPurchasest	Google Play mechanism	consumption mechanism	getPurchasest
105	In-app billing frees you from processing financial transactions, but you still need to perform a few _____ tasks	Exclusive	Public	Private	administrative	administrative
106	Free trial period can be included in -	Introductory price	Free trial period	Grace period	All of above	All of above
107	_____ accounts can only be used to purchase items that are listed (and published) in an app's product list.	Publisher	Pulic	Test	None of these	Test
108	For optimum appearance, _____ should be no longer than 25 characters however, titles can be up to 55 characters in length.	Desctptions	Language	Tags	None of these	None of these
109	To retrieve the list of products owned by the user, your _____ sends a getPurchases call to Google Play.	License	application	Subscriber	All of above	application
110	To add a batch of products to a product list using a CSV file, you first need to create your _____ file	Java file	CSV file	SDK	Excel file	CSV file
111	You can link the prices of up to 1000 apps and _____ to a single pricing template.	In-app products	In-app Billing	In-app Advertisement	Subscription	In-app products
112	To establish a connection with the In-app Billing service on Google Play, implement a ServiceConnection to bind your activity to _____	Handling refunds when necessary	Registering apps	Publishing newly	Purchase request	Publishing newly
113	_____handles all checkout details so your application never has to directly process any financial transactions	IOS	customer	producer	Google Play	Google Play
114	Any application that you publish through _____ can implement In-app Billing	Google Play	ÊÊÊÊ Promotions	Video	Ads	Google Play

#	Question	A	B	C	D	Answer
115	Integrating _____ In-app Billing into an Android Application involve several steps.	Video	Google Play	customer	producer	Google Play
116	Installing the Google Play Billing Library isone of the steps of integrating Google Play _____ into an Android Application	In-app Billing	In-app Advertisement	Subscription	Freemium	In-app Billing
117	Which of the folllowing is true -	Android Internet Definition Language	Android Interface Define Language	Android Interface Definition Language	Android Interface Definition League	Android Interface Definition Language
118	Adding the _____ to the Project is one of the steps of integrating Google Play In-app Billing into an Android Application	Ads	IOS Application	Java set	IOS	None of these
119	You define your _____ using the Google Play Console	In-app Billing	Video	Google Play	Freemium	None of these
120	If an in-app product is not owned by the user, you can initiate a purchase for it	In-app Billing	Purchase App request	in-app advertising	None of these	None of these
121	You can use the _____ to track the user's ownership of managed products	Google Play mechanism	Product mechanism	Paid mechanism	consumption mechanism	None of these
122	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative____	Account	Apps	Ads	Tasks	Tasks
123	Billing period include-	Local Caching	Manifest	Google Play mechanism	Add Prorated Price	Add Prorated Price
124	Administrative tasks include-	App monetization	Publish State	Local Caching	All of above	Publish State
125	_____ account users can make purchase requests only within apps that are already uploaded to your publisher account	Publisher	Test	Pulic	None of these	Test
126	For optimum appearance, titles should be no longer than 25 _____ however, titles can be up to 55 characters in length.	layout	Language	Words	characters	characters
127	Who provides a product list for each of your published apps.	Publisher	In-app Billing	Google Play Console	Paid mechanism	Google Play Console

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
128	In-app billing relies on the Google Play application, which handles all of the communication between your application and the_____	App monetization	in-app advertising	In-app Billing	Google Play server	Google Play server
129	You define your products using the Google Play Console, including product type, _____, price, description, and so on	Books	IOS	Team	None of these	None of these
130	the user's in-game character might gain life points or gain extra gold coins in their inventory-Its an example of ???	Paid apps	Non-Consumable products	Used products	None of above	None of above
131	Linking a pricing template to in-app products and paid apps - included with which of the following???	Paid apps	Google Play Console	In-app billing API	None of above	None of above
132	You can link the prices of up to 1000 _____ and in-app products to a single pricing template.	Product ID	Purchase request	Registering apps	None of above	None of above
133	To establish a connection with the _____ service on Google Play, implement a ServiceConnection to bind your activity to IInAppBillingService	Handling refunds when necessary	Registering apps	In-app Billing	Purchase request	In-app Billing

Chapter-5

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	What types of market are available ?	Golbal	Local	online	offline	a & b
2	Online market place is ?	an electronic market place	internet market	local market	none of these	a & b
3	Where is amazon HQ ?	USA	Uk	UAE	SA	USA
4	How many amazon market available in the world	50	30	20	10	10
5	What is amazon?	Website	E commerce site	Blog	Social App	E commerce site
6	What types of product you can get from amazon	New	Damage	Old	none	a & c
7	Is delivery charge is mandatory on Amazon	Yes	Sometimes	Depends on Product	no	Depends on Product
8	If you won't buy at now but want to buy later ?	Possible	No option	Wishlist	checkout	Wishlist

9	Can amazon recommend you about your product	Yes	No	Sometimes	Everytime	Yes
10	Can you sell sometihing at amazon?	No	Charge applicable	Depends on uses	None of these	Charge applicable
11	What is ebay?	Business	E commerce site	Website	Blog	E commerce site
12	What types of product are avaliable in ebay	millions	Specific	Selected	electronics	millions
13	ebay is avaliable on ?	190 countries	100 countries	10 countries	1 country	190 countries
14	What is paypal ?	Website	Banking System	Online Payment	Offline	Online Payment
15	MercadoLibre is a ?	Market	Shop	Online Market	Website	Online Market
16	MercadoLibre is a____ company	Latin American	asian	Bangladeshi	Indian	Shop
17	When MercadoLibre is founded ?	1990	2000	2018	2005	asian
18	Who is MercadoLibre's CEO	Elan	Marcos	gates	Jobs	gates
19	Who is co founder of HM capital ?	John	Robert	Beros	Ambani	Robert
20	Where ebay opened MercadoLibre's shop ?	Bangladesh	USA	Uk	Chille	Chille
21	Which is the Japan's top online marketplace ?	Ecom	Flipart	Rakuten	Amazon	Rakuten
22	When Rakuten is founded ?	1997	2008	2007	2010	1997
23	Who is the founder of Rakuten?	Hiroshi Mikitani	Mark	Albert	John	Hiroshi Mikitani
24	Which is the amazon of Japan?	ebay	amazon	Rakuten	digitalcommerce	Rakuten
25	How much revenue generate from Rakuten in 2016	10 b	7.2 b	5 b	20 b	7.2 b
26	What is the numbers of employees at Rakuten?	14,826	16000	20000	158372	14,826
27	When Rakuten announced a €220 million deal for global	2015	2016	2017	2018	2016
28	Which is the official communication channel of FC	Rakuten's Viber	wibe	duckduckgo	airbnb	Rakuten's Viber
29	Tmall is a subsodory of ?	Amazon	Ebay	Alibaba	sell	Alibaba
30	What is appbajar ?	Global Entertain company	Bangladeshi E market place	online shop	none of these	Bangladeshi E market place
31	What is appbajar main role ?	App marketing	App branding	app selling	All of these	All of these
32	What is appbajar sologan ?	creativity	Good product	life easy	Value the creativity	Value the creativity
33	Appbajar is a ___ marketpalce ?	B2C	B2B	B2G	C2C	B2C
34	characterestics of appbajar ?	Android apps	music	books	All of these	All of these

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
35	How many apps hosted by appbajar?	2300	2100	2000	1000	2100
36	How many members are registered in appbajar?	14200	13135	200	2000	13135
37	Appbajar like as ?	Play store	appbari	istore	none	Play store
38	What price is start from appbajar ?	1	100	1000	2000	1
39	How many foloowers follow appbajar ?	40k	50k	100k	200k	40k
40	How many people trained from appbajar ?	500k	50k	5k	40k	50k
41	What is google play ?	app market	game	web app	none	app market
42	What is Itune?	Apple app market	e commerce	m commerce	none	Apple app market

Chapter-6

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	Google Play Licensing is a _____ that lets an application query a trusted Google Play licensing server to determine whether the application is licensed to the current device user.	IOS device	Product	In-app billing	network-based service	network-based service
2	_____ Verification Library (LVL) is a library you can add to your application that handles all of the licensing-related communication with the Google Play licensing service	Lebarage	List	License	Library	License
3	Your _____ initiates a license check through the License Verification Library and the Google Play client, which handles communication with the Google Play server.	IOS device	IOS device	Monetization	Application	Application
4	To complete a license check, the licensing server must be accessible over _____.	the work	the world	the goods	None of above	None of above
5	_____ Licensing is a flexible, secure mechanism for controlling access to your applications	Google Play	paid apps	Monetization	All of above	Google Play
6	_____ users can query the licensing server only for applications that are already uploaded to the publisher account.	Test account	Google Play	Publisher	All of above	Test account

#	Question	A	B	C	D	Answer
7	Use _____ for Mobile Apps to measure and optimize user acquisition and engagement with mobile apps.	Google Analytics	Google Play	Monetization	IOS device	Google Analytics
8	Which of the following can be related with Google Analytics for Mobile Apps???	Measure in-app payments and revenue.	Visualize user navigation paths.	Customize reports specific to your business.	All of above	All of above
9	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Unlimited Reporting	Firebase Crash Reporting	Audience Segmentation	All of above	All of above
10	License Responses Are Secure -- included with which of the following???	Google Play Licensing	Setting up Licensing	Monitoring your app with Google Mobile Analytics	BigQuery	Google Play Licensing
11	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Ignore	Sell	Buy	Delete	Measure
12	Google Analytics for Mobile Apps enables you to Leverage _____ data in other Google products	Monetization	Google Analytics	key pair	IOS device	Google Analytics
13	Which of the following included with Google Analytics for Mobile Apps???	Consuption request	Purchase request	App monetization	Log custom data	Log custom data
14	The _____ starts when your application makes a request to a service hosted by the Google Play client application.	License	request	SDK	all of above	request
15	License Verification _____ (LVL) is a library you can add to your application that handles all of the licensing-related communication with the Google Play licensing service	Lebarage	List	License	Library	Library
16	Which of the following is not included with Google Analytics for Mobile Apps???	Unlimited Reporting	BigQuery	Android Interface Definition Language	Log custom data	Android Interface Definition Language
17	An application can use the service only if the Google Play client is installed on its _____ and the device is running Android 1.5 (API level 3) or higher.	recovered device	Damaged device	host device	new device	host device

18	To complete a license check, the licensing server must be accessible over _____.	the net	the world	the goods	the network	the network
19	Google Play _____ is a flexible, secure mechanism for controlling access to your applications	Licensing	In-app Advertisement	Subscription	Freemium	Licensing
20	Moving the library sources to a _____	Project	new location	video	all of above	new location
21	Test account users can query the _____only for applications that are already uploaded to the publisher account.	IOS device	Google Play	licensing server	All of above	licensing server
22	Use Google Analytics for _____ to measure and optimize user acquisition and engagement with mobile apps.	Mobile Apps	IOS device	new location	licensing server	Mobile Apps
23	Unlimited app reporting on up to _____ distinct events	300	400	500	600	500
24	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	In-app Advertisement	Android Interface Definition Language	Audience Segmentation	licensing server	Audience Segmentation
25	LicenseCheckerCallback -- included with which of the following???	LVL	new location	Android Interface Definition Language	Project	LVL
26	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Measure	Sell	Buy	Delete	Measure
27	Which of the following included with Google Analytics for Mobile Apps???	Damaged device	the goods	LVL	Create audiences	Create audiences
28	License _____ Library (LVL) is a library you can add to your application that handles all of the licensing-related communication with the Google Play licensing service	Value	validity	variety	None of these	None of these
29	Your application initiates a _____ check through the License Verification Library and the Google Play client, which handles communication with the Google Play server.	Lebarage	List	License	Library	License

#	Question	A	B	C	D	Answer
30	Which of the following is not included with Google Analytics for Mobile Apps???	Introductory price	BigQuery	Google Tag Manager	Log custom data	Introductory price
31	An application can use the service only if the Google Play client is installed on its host device and the device is running Android 1.5 (API level _____) or higher.	1	2	3	4	3
32	Creating the LVL as a library _____.	Publish State	project	communication	None of these	project
33	Test account users can query the licensing server only for _____ that are already uploaded to the publisher account.	IOS device	Google Play	LVL	applications	applications
34	Which of the following can be related with Google Analytics for Mobile Apps???	Visualize user navigation paths.	Distributing your public key to test account users	Handling application upload and distribution for test account users	None of these	Visualize user navigation paths.
35	To ensure the integrity of each _____ query, the server signs the license response data using an RSA key pair that is shared exclusively between the Google Play server and you	license	Library	paid apps	Monetization	license
36	App reporting in _____ is natively integrated with Firebase, Google's app developer platform, to provide you with unlimited reporting for up to 500 distinct events.	Google Analytics	Setting up and maintaining your product list on the Google Play Console.	Registering test accounts.	Handling refunds when necessary	Google Analytics
37	Google Analytics for Mobile Apps enables you to Leverage Google Analytics data in other _____	Monetization	Google products	key pair	IOS device	Google products
38	The request starts when your _____ makes a request to a service hosted by the Google Play client application.	Video	IOS	application	LVL	application
39	License _____ Library (LVL) is a library you can add to your application that handles all of the licensing-related communication with the Google Play licensing service	Value	Verification	variety	validity	Verification

#	Question					
40	Which of the following is not included with Google Analytics for Mobile Apps???	Local Caching	BigQuery	Google Tag Manager	Log custom data	Local Caching
41	To complete a _____ check, the licensing server must be accessible over the network.	license	Product	In-app billing	LVL	license
42	Google Play _____ is a flexible, secure mechanism for controlling access to your applications	Product ID	In-app Advertisement	Subscription	None of these	None of these
43	Moving the _____ sources to a new location	Subscription	library	video	all of above	library
44	Test account users can query the licensing server only for applications that are already uploaded to the _____ account.	IOS device	Google Play	Publisher	All of above	Publisher
45	Use Google Analytics for Mobile Apps to measure and _____ user acquisition and engagement with mobile apps.	use	optimize	deal	sell	optimize
46	Which of the following can be related with Google Analytics for Mobile Apps???	Handling application upload and distribution for test	Registering test accounts on the publisher account	Setting Up the Testing Environment	Measure what actions your users are taking.	Measure what actions your users are taking.
47	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Product ID	In-app Advertisement	Subscription	Firebase Notifications	Firebase Notifications
48	To ensure the integrity of each _____ query, the server signs the license response data using an RSA key pair that is shared exclusively between the Google Play server and you	In-app Advertisement	Library	paid apps	None of these	None of these
49	LicenseCheckerCallback -- included with which of the following???	Project	new location	Android Interface Definition Language	None of these	None of these
50	App reporting in _____ is natively integrated with Firebase, Google's app developer platform, to provide you with unlimited reporting for up to 500 distinct events.	Registering test accounts on the publisher account	Setting up and maintaining your product list on the Google Play Console.	Registering test accounts.	None of these	None of these

#	Question					
51	Google Analytics for Mobile Apps enables you to Customize _____ specific to your business	reports	Library	paid apps	Subscription	reports
52	Google Analytics for Mobile Apps enables you to Leverage Google Analytics data in other _____	Monetization	In-app Advertisement	key pair	None of these	None of these
53	Which of the following included with Google Analytics for Mobile Apps???	Firebase Remote Config	Library	Product ID	LVL	Firebase Remote Config
54	The request starts when your application makes a request to a service hosted by the Google Play client _____.	Audio	LVL	application	WBS	application
55	is a library you can add to your application that handles all of the licensing-related _____ with the Google Play licensing service	SDK	Product ID	Publish State	None of these	None of these
56	Your application initiates a license check through the _____ and the Google Play client, which handles communication with the Google Play server.	Video	IOS	application	LVL	LVL
57	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Notifications	Manifest file	Google Tag Manager	Log custom data	Manifest file
58	An application can use the service only if the Google Play client is installed on its host device and the device is running Android 1.5 or _____.	Video	LVL	IOS	None of these	None of these
59	You can implement license caching behaviors to manage access to your application when there is no _____.	Video	Product ID	IOS	None of these	None of these
60	Google Play Licensing is a flexible, _____ for controlling access to your applications	Product ID	secure mechanism	consumable	used	secure mechanism
61	Moving the _____ sources to a new location	Subscription	In-app billing	video	None of these	None of these

62	Test account users can query the licensing server only for applications that are already uploaded to the publisher _____.	Account	Product ID	Video	All of above	Account
63	Use Google Analytics for Mobile Apps to measure and optimize _____ and engagement with mobile apps.	user position	user acquisition	user platform	None of these	user acquisition
64	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Account	Product ID	secure mechanism	BigQuery	BigQuery
65	Google Analytics for Mobile Apps enables you to _____ reports specific to your business	Video	Sell	Customize	Delete	Customize
66	Google Analytics for Mobile Apps enables you to Understand the number of users in your _____, their characteristics, and where they come from	Video	app	secure mechanism	LVL	app
67	Which of the following included with Google Analytics for Mobile Apps???	Firebase Notifications	Library	Product ID	LVL	Firebase Notifications
68	Google Play Licensing is a network-based service that lets an _____ query a trusted Google Play licensing server to determine whether the application is licensed to the current device user.	Video	IOS	LVL	None of these	application
69	is a library you can add to your application that handles all of the licensing-related _____ with the Google Play licensing service	communication	Product ID	Publish State	Auto Translate	communication
70	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Notifications	WBS	Google Tag Manager	Log custom data	WBS
71	You can implement license caching behaviors to manage access to your application when there is no _____.	network connectivity	User	IOS	Product ID	network connectivity
72	which of the following Can check license before upload?	Publisher account	Test account	other	all of above	Publisher account

#	Question	A	B	C	D	Answer
73	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	user position	user guideline	Auto Translate	Firebase Crash Reporting	Firebase Crash Reporting
74	To ensure the integrity of each license query, the server signs the license response data using an RSA key pair that is shared exclusively between the _____ and you	Handling application upload and distribution for test account users	Google Play server	Publisher account	network connectivity	Google Play server
75	Using the Google Play Console, you can-	Obtain an app-specific public key for licensing	Debug and test an application's licensing implementation, prior to publishing the application	Publish the applications to which you have added licensing support	all of above	all of above
76	App reporting in Google Analytics is natively integrated with _____, Google's app developer platform, to provide you with unlimited reporting for up to 500 distinct events.	Firebase	Product ID	user guideline	all of above	Firebase
77	Google Analytics for Mobile Apps enables you to Measure _____ and revenue	in-app payments	Price	Product ID	Publish State	in-app payments
78	Google Analytics for Mobile Apps enables you to Understand the number of users in your _____, their characteristics, and where they come from	Video	Price	secure mechanism	None of these	None of these
79	Google Play Licensing is a network-based service that lets an application query a trusted _____ server to determine whether the application is licensed to the current device user.	IOS device	Product	In-app billing	Google Play Licensing	Google Play Licensing
80	The Google Play application then sends a _____ to the licensing server and receives the result.	License	request	SDK	all of above	request

#	Question					
81	LVL is a library you can add to your application that handles all of the licensing-related communication with the _____ licensing service.	In-app Billing	Android Interface Define Language	test account	None of these	None of these
82	Your application initiates a license check through the License Verification Library and the Google Play client, which handles _____ with the Google Play server.	communication	Product ID	Publish State	Auto Translate	communication
83	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Notifications	Publish State	Google Tag Manager	Log custom data	Publish State
84	An application can use the service only if the _____ client is installed on its host device and the device is running Android 1.5 (API level 3) or higher.	Product ID	Google Play	App monetization	all of above	Google Play
85	The _____ of your application's licensing controls ultimately relies on the design of your implementation itself	IOS device	Product	In-app billing	None of these	None of these
86	Google Play Licensing is a flexible, secure mechanism for controlling access to your _____	communication	Product ID	Publish State	applications	applications
87	which of the following Can set test response?	Publisher account	Test account	other	all of above	Publisher account
88	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Firebase Crash Reporting	communication	Product ID	Publish State	Firebase Crash Reporting
89	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Create audiences	Log custom data	Google Tag Manager	all of above	all of above
90	Setting Up the Development Environment -- included with which of the following???	Google Play Licensing	Setting up Licensing	Monitoring your app with Google Mobile Analytics	BigQuery	Setting up Licensing
91	_____ reporting in Google Analytics helps you understand how people use your iOS or Android app.	Setting up Licensing	Mobile app	Google Play Console	Non-Consumable products	Mobile app

92	Google Analytics for Mobile Apps enables you to Understand the number of users in your app their _____, and where they come from	Video	Price	characteristics	None of these	characteristics
93	Which of the following included with Google Analytics for Mobile Apps???	in-app payments	Library	Audience Segmentation	LVL	Audience Segmentation
94	LVL is a library you can add to your application that handles all of the licensing-related communication with the _____ licensing service.	In-app Billing	Android Interface Define Language	Google Play	Freemium	Google Play
95	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Remote Config	RGB	Google Tag Manager	Log custom data	RGB
96	The _____ of your application's licensing controls ultimately relies on the design of your implementation itself	IOS device	Product	In-app billing	security	security
97	Use Google Analytics for Mobile Apps to measure and optimize user acquisition and engagement with _____	Mobile Apps	IOS device	new location	licensing server	Mobile Apps
98	Mobile app reporting in Google Analytics helps you understand how people use your_____ or Android app.	Product	SDK	LVL	iOS	iOS
99	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Ignore	Sell	Buy	Delete	Measure
100	The Google Play application then sends a request to the _____ and receives the result.	License	licensing server	SDK	Audio	licensing server
101	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Remote Config	LVL	Google Tag Manager	Log custom data	LVL
102	An application can use the service only if the Google Play client is installed on its host device and the device is running Android 1.5 or _____.	higher	Lower	Average	None of these	higher

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
103	Test account users can query the _____only for applications that are already uploaded to the publisher account.	IOS device	Google Play	In-app Advertisement	None of these	None of these
104	Use Google Analytics for _____ to measure and optimize user acquisition and engagement with mobile apps.	In-app Advertisement	IOS device	new location	None of these	None of these
105	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Creating the LVL as a library project	Moving the library sources to a new location	Log custom data	None of these	Log custom data
106	Mobile App Reporting in Google Analytics ? Android -- included with which of the following???	Google Play Licensing	Setting up Licensing	Monitoring your app with Google Mobile Analytics	None of these	Monitoring your app with Google Mobile Analytics
107	Google Analytics for Mobile Apps enables you to in-app payments and _____	Audience Segmentation	Price	Product ID	Revenue	Revenue
108	_____ is a library you can add to your application that handles all of the licensing-related communication with the Google Play licensing service.	In-app Billing	In-app Advertisement	Subscription	LVL	LVL
109	Which of the following is not included with Google Analytics for Mobile Apps???	Firebase Remote Config	PNG file	Google Tag Manager	Create audiences	PNG file
110	An application can use the service only if the Google Play client is installed on its host device and the device is running Android 1.5 or higher.	Android 0.5	Android 1.0	Android 1.5	Android 2	Android 1.5
111	You can implement licensing controls for a free app, but only if you're using the service to provideÿ_____ expansion files	APK	SDK	LVL	All of above	APK
112	To help you add licensing to your application, the _____ provides a downloadable set of library sources.	Android SDK	Price	Product ID	None of these	Android SDK

	Chapter-7					
SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	What Is ASO?	Apps store option	app store optimization	A and B	none of them	app store optimization

2	What is app marketing?	promote application	increase selling process	share app benefit	all of them	all of them
3	what is paid marketing	paid advertisement	paid traffic	paid apps	none of them	paid advertisement
4	what is AdWords	Google paid advertisement	Google apps store	Google search	none of them	Google paid advertisement
5	what is apps rating	user feedback rating	user earning statistic	a and b	none of them	user feedback rating
6	what is eCPI?	estimated cost per install	estimated cost per initials	a and b	none of them	estimated cost per install
7	What is MMS?	Media message service	Media message service	multimedia message server	none of them	multimedia message server
8	Facebook is _____ website	social media	society	science website	none of them	social media
9	iPhone launching in ____	2005	2006	2007	2008	2007
10	What is OS?	Operating System	Operating Store	a and b	none of them	Operating System
11	what is SEO?	Search Optimization	Social Engine optimization	search engine optimization	none of them	Social Engine optimization
12	Organic download is one get without ___ them	paying	free	promotion	none of them	paying
13	SEO technique increases the visibility of _____?	web page	html page	apps	none of them	web page
14	FIKSU survey showed ___ of apps download	60%	75%	80%	80%	75%
15	What is apps tools?	SEMrush	ahrefs	Rankmyapp	none	Rankmyapp
16	Rating and review are important as _____	Social proof	Social Image	Demand	none	Social proof
17	What is organic download	Free download	paid download	search download	none	search download
18	What is CPM?	Cost per mille	Cost per Munite	Conversation per mille	None	Cost per Munite
19	what is LTV?	Life time value	Long time value	Long time volume	none	Life time value
20	300% growth in rewarded video advertising in ___?	2014	2015	2016	2017	2015
21	App title should contain the _____ keyword	Focus	secondary	main	none	Focus
22	What is not apps ranking factor?	App size	apps location	app design	app speed	apps location

23	What is eCPI?	Estimate cost per intent	Estimate cost per install	EPT cost per install	none	Estimate cost per install
24	What is CPI?	Cost per install	Cost parameter install	create per install	none	Cost per install
25	What is CAC?	Customer advance cost	customer acquisition cost	customer pre-advance cost	none	customer acquisition cost
26	What is ARPU?	Average reserve per user	Average revenue per user	Average rating per user	none	Average revenue per user
27	___ % search using brand name	40	50	60	70	40
28	what is paid marketing	paid advertisement	paid traffic	paid apps	none of them	paid advertisement
29	what is AdWords	Google paid advertisement	Google apps store	Google search	none of them	Google paid advertisement
30	what is apps rating	user feedback rating	user earning statistic	a and b	none of them	user feedback rating
31	what is eCPI?	estimated cost per install	estimated cost per initials	a and b	none of them	estimated cost per install
32	What is SMS?	small message service	short message service	short media service	none of them	short message service
33	What is MMS?	Media message service	Media message service	multimedia message server	none of them	multimedia message server
34	Facebook is _____ website	social media	society	science website	none of them	social media
35	iPhone launching in ____	2005	2006	2007	2008	2007
36	What is OS?	Operating System	Operating Store	a and b	none of them	Operating System
37	what is SEO?	Search Optimization	Social Engine optimization	search engine optimization	none of them	Social Engine optimization
38	Organic download is one get without ___ them	paying	free	promotion	none of them	paying
39	SEO technique increases the visibility of _____?	web page	html page	apps	none of them	web page
40	FIKSU survey showed ___ of apps download	60%	75%	80%	80%	75%
41	positive reviews ____	up to 3	up to 4	4 to 5	5 only	4 to 5
42	___ % search using brand name	40	50	60	70	50
43	What is apps tools?	SEMrush	ahrefs	Rankmyapp	none	Rankmyapp

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
44	Rating and review are important as _____	Social proof	Social Image	Demand	none	Social proof

<div align="center">Chapter-8</div>

SL	Question	Option A	Option B	Option C	Option D	Correct Answer
1	What you need to have first for publishing your app on Google Play Store?	Google Account	Twitter Account	Yahoo Account	Instagram Account	Google Account
2	How much you have to pay as as a registration fee for publishing App on Google Play Store?	25 USD	30 USD	40 USD	60 USD	25 USD
3	For publishing your Android App on Google play store, where you find "Upload APK" button?	Google WebMaster Tool	Google Play developer console	Gmail Account	Google Search Console	Google Play developer console
4	Which of the software you need for developing An Android App?	Android Studio	X Code	Microsoft Word	Google Search Engine	Android Studio
5	What is one of the prerequisites for publishing an IOS app?	Apple's App Store Guidelines	Apple developer program account	Xcode	All of them above	All of them above
6	Do you need License Key for the Application?	Yes	No	Somehow yes	Not necessarily	Yes
7	Can we use the iOS simulator to generate our App's screenshots?	Yes	No	Somehow yes	Not necessarily	Yes
8	If the app reviewer needs to contact you, they'll reach you with _____ information.	Contact information	Home Address	Phone Number	Facebook ID	Contact information
9	DO you need to choose whether or not your App will be Paid or Free?	Yes	No	Somehow yes	Not necessarily	Yes
10	App Icon minimum resolution is -	72 DPI	50 DPI	40 DPI	10 DPI	72 DPI
11	With which of the following you separate keywords?	Hyphen	Plus Sign	Comma	None of the these	Comma
12	The app's screenshots cannot contain -	High resolution	transparency	Clarity	Easy to undersatand material	transparency
13	Android is licensed under which open source licensing license?	Gnu's GPL	Apache/MIT	OSS	Sourceforge	Apache/MIT
14	Android component that manages appearance and format on screen is called	fragment	intent	view	layout	layout

15	What is JSON in android?	Java Script Object Native	Java Script Oriented Notation	Java Script Object Notation	None of the above	Java Script Object Notation
16	Android component that controls external elements of file is called	intent	resource	view	manifest	resource
17	Multiple inheritance concept is indirectly used by using	public class	child class	sub class	super class	sub class
18	Required Java environment for development is called	JDK	DEX	DVM	API	JDK
19	Underlying operating system for android is	Linux	Windows	Contiki	Ubuntu	Linux
20	Android is actually using whole bunch of	Python code	C code	Java code	C sharp code	Java code
21	How much you have to pay as as a registration fee for publishing App on Google Play Store?	25 USD	30 USD	40 USD	60 USD	25 USD
22	For publishing your Android App on Google play store, where you find "Upload APK" button?	Google WebMaster Tool	Google Play developer console	Gmail Account	Google Search Console	Google Play developer console
23	For preventng your Game from getting rejected, you have to follow Google Play's -	Policy Guidelines	Member Guideline	Nothing	Google plus account	Policy Guidelines
24	Where can you select if your App is "Paid" or "Free"?	Pricing and Distribution tab	Google WebMaster Tool	Google Play Store	Store listing	Store listing