Chapter-1

SL	Question	Correct Answer
1	The word Monetization comes from	Moneta
2	Monetization Comes from_____ Word	Latin
3	Earn Revenue from _____	Both a & b
4	Full form of DFP is	Double Click for Publishers
5	What is the full meaning of SDK?	Software Development Kit
6	What is the full meaning of API?	Application Programming Interface
7	First modern coinage was appeared in_____	Lydia
8	Which country first introduces leather money?	China
9	Which company first introduces wireless email?	Research in Motion Limited
10	The first Android Smartphone name was_____	HTC Dream
11	Which Ads is originally designed for Desktop?	Banner Ads
12	Right form of eCPM is	Effective cost per mile
13	Right form of IAP is	In App Purchase
14	Who Says "Nothing is as powerful as an idea whose time has come"	Victor Hugo
15	Which is the best method for App Monetization in Android?	In App Advertising
16	Which is the common format for downloading data for Ad Partner?	.xls
17	Which is the effective ways to monetize mobile Apps?	Sponsor & Partnership
18	Which is the dating website?	Tinderplus
19	Which Company first introduces SMS marketing?	BLUE LION
20	Apple phone release iOS 2.0 in	2008
21	The benefit of Subscription model is?	You can estimate revenue at beginning
22	Which platform is used to mobile ads by Google?	AdMob
23	Right form of CTR is	Click through rate
24	Right form of GUI is	Graphical user interface
25	Which ads is more visually?	Native Ads
26	What is the full meaning of KPIs?	Key Performance Indicators
27	Moneta Means_____	Money
28	Which is the most widely & longest used currency in the history?	Cowrie Shells
29	cowries have been used in some parts of_____	Africa
30	Bronze and Copper cowrie manufactured by___	China
31	Bronze and Copper cowrie first used in	China
32	Lydia is part of _____	Turkey
33	Leather money was used in ___	China
34	The phrase "To pay through the nose" comes from	Ireland
35	paper currency is known as	Banknote
36	paper currency appeared in	China
37	"Potlatch" comes from a	Chinook Indian
38	wampum comes from___Word	Indian
39	wampum means	White
40	Gold standard start from	England
41	Banknotes had been used	England
42	The BlackBerry Smartphone released in	2002
43	BlackBerry Limited formerly known as	Research in Motion Limited
44	Full form of IBM is	International Business Machines
45	Apple Computer launched the_____	iPhone

46	iPhone launched in_____	2007
47	The name of Apple's CEO is-	Steve Jobs
48	iPhone release OS 2.0 Version in	July,2008
49	iPhone apps are subject to a review by _____	Apple staff
50	The first Android Smartphone name was_____	HTC Dream
51	The first Android Smartphone launched in _____	September,2008
52	iOS Means_____	iPhone Operating System
53	The most known revenue model is____	In-App Advertising
54	Which model is frequently seen in apps?	In-App Advertising
55	Full Form of R&D	Research & Development
56	Freemium apps are offered for_____	Free
57	The subscription model is basically a	Both a & b
58	Advertisers provide users with rewards in which model?	Sponsorship
59	Native advertising uses _____	All of These
60	Native Ad providing _____ Content.	Relevant
61	Banner Ads are also known as ____	Display Ads
62	Reward Ads are also known as ____	Native Ads
63	Which Ads are popular form of online advertising?	Banner Ads
64	The purpose of banner advertising is _____	to promote a brand
65	Which Ads orginally designed for Desktop?	Banner Ads
66	Which Ads capture more eye attention?	Native Ads
67	Which Ads are sold in fixed rectangular formats?	Banner Ads
68	Which Ads placement is equally predictable?	Banner Ads
69	Which Ads format is rectangular?	Banner Ads
70	Which Ads are more flexible?	Native Ads
71	What is the full meaning of API?	application program interface
72	Right form of SDK?	Software Development Kit
73	What is the full meaning of CTR?	click through rate
74	What is the full meaning of CPC?	**Cost-per-click**
75	What is the full meaning of RPM?	revenue per thousand impressions
76	Which formula is correct for CTR?	Both a & b
77	Which formula is correct for RPM?	(Estimated earnings / Number of page views) * 1000
78	Native Ads____% CTRs higher than conventional banner ads.	406
79	'Fat finger' banner clicks as high as ____ percent.	50
80	Which ads provide more engaging content?	Native Ads
81	Which ads are the wave of the future of advertising?	Native Ads
82	What is the full meaning of eCPM?	Effective cost per mile
83	Which formula is correct for eCPM?	(Total Revenue/Total Impression)*1000
84	Which is the common format for downloading data for Ads Partner?	csv
85	Which is the common format for downloading data for Ads Partner?	All of These
86	Fill rate means_____	Advertisement success rate
87	Which formula is correct for Fill Rate?	impressions / ad requests
88	In payment option, which is important?	Cash Flow
89	Analytics & reporting tools are used for	Both a & b
90	What is the full meaning of GUI ?	Graphical User Interface
91	Right form of IP___	Internet Protocol
92	Most app downloads are_____	unpaid

93	What's the best technique for Mobile App business?	Social Media
94	CTR for advertising apps through ad networks is around ____	1%
95	What's the best technique for Mobile App business?	Organic Marketing
96	Organic rankings work within the_____	Both a & b
97	Apple's App Store rankings can be improved by _____	ad-driven links
98	Google Play rankings are based upon _____	app usage
99	What's the best technique for Mobile App business?	Maintaining Loyal Users
100	Right form of SDK___	software development kit
101	Right form of CPM___	Cost Per Mile
102	Right form of JAR___	Java Archive
103	Monetization means earn ____ from an asset.	Both a & b
104	Paper currency would reappear in _____	Europe
105	Digital cash in the form of ____	Both a & b
106	BlackBerry Limited formerly known as __	Research in Motion Limited
107	The innovative concept of wireless email started by_	Research in Motion Limited
108	Who was the founder and CEO of Apple?	Steve Jobs
109	The release of iPhone OS 2.0 in__	2008
110	BlackBerry's App World launched in __	2009
111	Macintosh computers operated by__	Mac Os
112	How many ways to Effectively Monetize Your Mobile App are described in your Book?	10
113	Which is a fantastic way to get more engagement from your customers in Monetization Technique?	E-mail
114	Why Email is a fantastic way to get more engagement from your customers ?	Because people rarely change their email addresses
115	An email marketing campaign an easy way to make sure users actually see your_____	content and engage with it.
116	Regular emails also keep your brand at the_____ of a customer's mind	forefront
117	Regular emails help to change customer's mind to making them more likely to_____?	buy
118	Facebook post lifespan is only_____	a few hours
119	Which keep your brand at the forefront of a customer's mind?	Regular emails
120	A Tweet's lifespan is _____	just over an hour.
121	The lifespan of a E-mail is?	12 days.
122	Which lifespan is larger?	E-mail
123	An_____ form will give your app a real boost by prompting users to enter their emails.	in-app subscription
124	Promotions or deals can access easily by	Email
125	Which is the best tools for regular newsletter?	Email
126	Which are called marketing Gold?	Email List
127	Without including ads in your app, you might be missing out on a phenomenal opportunity for_____?	monetization
128	Which can create an opportunity for monetization by Apps?	including ads in your app
129	Which advertising through mobile apps has improved the communication between advertisers and consumers dramatically.	Digital
130	Digital advertising through mobile apps has improved the communication between advertisers and _____?	Consumer
131	Digital advertising has improved the communication between advertisers and consumers dramatically through _____?	mobile apps
132	Digital advertising through mobile apps has improved because__	people spend crazy amount of time on their phones.

133	We're talking at least	90 minutes a day
134	We're talking about	23 days a year.
135	People simply _____ for the apps they spend all that time on.	don't want to pay
136	What percent of all app downloads were unpaid in 2013?	91%
137	What is the best technique in App monetization?	in-app advertising
138	Who realize the value of mobile apps?	Advertisers
139	Advertisers create _____types of ads.	5
140	Another name of Interstitial Ads is?	full screen ads
141	Which ads are usually placed at natural pause points?	full screen ads
142	Which Ads are more likely to generate clicks without causing frustration?	full screen ads
143	Which Ads pop up in the mobile device's status bar?	Notification ads
144	Notification Ads pop up in the mobile device's _____?	status bar
145	Which is not a Ads format?	SMS Ads
146	Which Ads offer incentives (like points or tokens) for users who enter their email addresses?	Capture form
147	Advanced overlay Ads is the_____	mixture of capture form and full screen ads.
148	Which is the Ads format?	Advanced overlay
149	Which ads are sually found at the top or bottom of the screen?	Banner ads
150	Banner Ads are usually found at the	top or bottom of the screen
151	Which Ads irritate the users?	Banner ads
152	The user are irritate by	Banner ads
153	The main purpose of ads are need to entice the user, not _____ them.	frustrate
154	When you plan to incorporate an advertisement into your app you must think that	What sort of ads would the target audience prefer
155	According to Gartner Research, mobile advertising is reach	$18 billion annually
156	If you can secure a partnership with another brand, you can significantly step up your	monetization
157	What can significantly step up your monetization ?	partnership
158	A partner or a network of partners can seriously benefit by	Partnerships
159	What is the full form of CTR?	click-through rate
160	In a partnership one can add partners ___	Ads in own Apps
161	Which can strengthen your brand outreach?	partnership
162	By licensing your code to other developers, you can make money	without disrupting your users' experiences
163	Which game was re-skinned?	Temple Run
164	Temple Run was re-skinned as____	Temple Run Oz
165	Another thing to consider with code-sharing is	your app's endgame
166	You can sell a Apps to a buyer who wants to use your existing framework by creating	Strong Code
167	Apptopia is a	popular marketplace
168	Which is a popular Markerplace?	Apptopia
169	Where you can buy and sell mobile apps.	Apptopia
170	"White labeling" your code is similar it from the ground up	without actually selling off your IP.
171	By selling code to another developer one can	saving other developers from having to create code
172	Most of the apps are	Unpaid
173	In-app purchases help you make as much money as possible	with your Apps

174	Which allow customers to actually interact directly with your product?	In-App Purchases
175	"freemium" apps typically used in	mobile games
176	"freemium" apps where users pay no upfront cost but pay for	gated features
177	In App Purchase provide users with the opportunity to purchase your products	directly from the app
178	The downside of in-app purchases is	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
180	Which is the most effective ways to strengthen your brand?	SMS Marketing
181	Which is the largest mobile social discovery platforms in Germany?	Qeep
182	Who created the app Qeep?	BLUE LION mobile GmbH
183	BLUE LION mobile GmbH is a	German company
184	Which is a German Company?	BLUE LION mobile GmbH
185	Qeep a mobile social discovery platforms created by	German company
186	Who used SMS messaging to reach and retain their high-value users?	Qeep
187	BLUE LION's targeted process for reaching and reactivating app users who	hadn't used the app for days or weeks
188	BLUE LION achieve an impressive response rate of	"slightly above 10 percent."
189	Who first started the SMS marketing in the world?	Qeep
190	If you're looking to enhance customer engagement you should try	SMS Marketing
191	Freemium apps cost nothing to download, but they typically include in-app purchases that make	money for the developer
192	Having a free/cheaper version allows users to get a sense of what	your app can do for them
193	Freemium Apps are	like a teaser.
194	The customer might be willing to pay for the premium version after	Free version
195	What is a dating website	Tinder Plus
196	By which method you can figure out who is spending the most time and money on your app?	Data-Driven Strategies
197	What is the full form of ROI?	Return on investment
198	To get the highest ROI you should always know the successful of	target audience
199	Mobile marketers are able to reach audiences	In real time
200	Mobile marketing to-date is most successful among	Younger consumers
201	A white label apps also become a way to make	extra money
202	What type of Tips for Marketing Your Mobile App Business are described in your Books?	5
203	It is difficult to achieve app success for app developers because	Competition is high
204	What is the Tips for Marketing Your Mobile App Business?	Social Media
205	Every organization should have a	social media
206	Social media can benefit your app business in	many ways
207	Social media can increases	brand awareness
208	Which is a powerful communication tool for both the app developer and the app user?	social media
209	Social media is a powerful communication tool for	Both A & B
210	Which can help you raise revenue?	an affiliate ad company
211	Which can work for you and promote your app through other apps and banners?	an affiliate ad company

212	An Affilate company can also work for you and promote your app through	apps and banners
213	The click-through rate for advertising apps through ad networks is around	1%
214	The click-through rate for advertising apps through ad networks is	not sound high
215	Which can boost your ratings in the Apple store	ad networks
216	Which can push up your organic rankings	The click-through rate
217	Organic rankings work within the Apple App Store and Google Play is	differ from one another
218	Apple's App Store rankings can be improved by	ad-driven links
219	Google Play rankings are based upon	app usage
220	The higher your usage ratio per download	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
222	Every company, mobile or not, needs to ensure that their audience members	are kept feeling special
223	The most common and free way of self-marketing is	ads through your own app empire.
224	What is The most common and free way of self-marketing?	ads through your own app empire.
225	You can introduce users to the different apps by	your existing app
226	By allowing your existing users to click through and try your other apps, you are	increasing your app downloads
227	Which is the mobile advertisement platform?	Both A & B
228	Google Mobile Ads is a	mobile advertisement platform
229	Google Mobile Ads is a mobile advertisement platform owned by	Google
230	Google Mobile Ads is a	American Company
231	Which is a global mobile advertising and discovery platform	InMobi
232	Where the headquarters of InMobi situated?	India
233	Full form of SDK is	Software Development Kit
234	Which ads format is supported by InMobi?	Both A & B
235	What is the character limit for a post on twitter?	140
236	Internet advertising has some weaknesses because	It is not emotive
237	The funnel metaphor in the consumer decision-making process is fading because	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
239	Paid advertising based on a per-click model is called	Sponsored search-engine advertising
240	What feature does LinkedIn offer for pay accounts?	Increased abilities to connect directly and send messages to people
241	Emerging technologies will continue to influence consumer behaviour in the future by enabling	Consumer-centricity
242	Which of the following is not a standard in online advertising?	Signal
243	Which of the following are online advertising methods through which advertisers attempt to drive traffic to Internet sites	SEM
244	What was an early version of YouTube called?	Tune In Hook Up

245	When was Twitter launched?	2006
246	Which service is called "the SMS of the internet"?	Twitter
247	What is the minimum age to join Facebook?	13
248	Which is the home city of twitter?	San Francisco
249	Who were the first members of Facebook?	Students of Harvard
250	What is the motto of YouTube?	Broadcast yourself
251	What is the title of the first ever YouTube video?	Me at the zoo
252	Which company developed android?	Android Inc.
253	Which company bought android?	Google
254	Web browser available in android is based on	Open-source Webkit
255	Android is based on which kernel?	Linux kernel
256	Android is based on which language.	Java
257	Eclipse is an _____	IDE
258	What is android?	Mobile Operating System
259	What is mean by ANR?	Application Not Responding
260	Android supports which features.	All of the above
261	Which is the inputs element for project resources in PM Theory?	activity list
262	Which is the inputs element for project resources in PM Theory?	activity attributes
263	Which input element is necessary for project resources in PM theory?	Activity cost estimates
264	Which is the tools and techniques elements for PM theory?	bottom up estimating
265	Which option is output elements for project resources in PM theory?	resource breakdown structure
266	Who has ultimate responsibility for project risk?	Project sponsor
267	A review undertaken to decide whether a project should proceed into its next phase is known as a:	gate review.
268	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart
269	What is the full form of PMP?	Project Management Plan
270	Who are project team members primarily accountable to?	The project manager.
271	Chances for successful completion of a multidisciplinary project are?	High
272	Projects provide an excellent growth environment for future executives and for developing_____	Managerial skills
273	Most of people needed for a project must be "borrowed." by PM from_____	Functional departments
274	PM should adopt a systems approach to_____	Project Management
275	PMP stands for?	Project Management Professionals
276	A Code of Ethics for project managers was created by the_____	PMI
277	Planned progress is the part of ____	project reporting
278	Which issues when they cannot be resolved by the project team?	project sponsor
279	Short Duration project reporting time is_____	weekly
280	Which software used for planning a project in your book?	microsoft project 2016 software

	Chapter-2	
SL	Question	Correct Answer
1	"Evaluating the scope of business areas" is the responsibility of-	a business analyst
2	The first step of collecting, analyzing and documenting business requirements is to-	identify key stakeholders

3	What requirements describe how a solution should function from user's perspective?	Functional requirements
4	Appendix is the part of-	business paln
5	Non-functional requirements describe-	the operational chracteristics
6	Operational characteristics of a system is relate to-	all
7	Operational characteristics of a system describes in the-	Non-functional requirements
8	"Functions of the system required by the users" describes in the	Functional requirements
9	There are ………. steps in collecting,analyzing and documenting business requirements.four	five
10	what is the final step of documenting business requirements?	validated requirements
11	Capture requirements include:	stakeholder interview
12	Business plan should be-	short
13	Business plan is needed to-	all of these
14	Quick overview of business is described in the -	executive summary
15	Which one is not a part of a business plan-	past performance
16	Marketing strategy means the strategy-	for reaching your target market
17	A particular group of consumers at which a product or service is aimed. Called-	target market
18	A business is run by a-	management team
19	Which one is not a part of digital marketing strategy?	print media
20	The company history is described in the -………………… section.	executive summary
21	Which rules are used for writing a Business plan?	all of them
22	Which one is the core skills of an business analyst?	leadership skill
23	"User's acceptance test" is the role of a-	business analyst
24	Capture requirements include:	all of them
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
26	Responsibilities of an analyst are-	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-	280 USD
28	Analyze and priorities is the………..step for conducting business requirements analysis.	4th
29	Generic sub-heading is the approach of………………….	record and categories requirements
30	Which one is the responsibility of an analyst?	ii & iii
31	Which one is the free and most effective marketing strategies?	Word of mouth
32	Business idea comes from-	all of them
33	Executive summary includes-------------- of your business.	quick overview
34	Executive summary of a business plan should be-	maximum 2 pages
35	Which helps to put your product in front of your potential customers within short time?effective financial plan	creative marketing strategies
36	Competitor analysis means-	all of them
37	Before making marketing strategies, we have to select--	target market
38	Target market can be-	all of them
39	Project don't fail at the ……………….	end
40	Duties and responsibilities of workers decribe in the………….. Section of business plan.	management team
41	BA is used by organizations to take data driven-	decision making

42	BA core skills-	all of them
43	Which one is not a BA responsibility?	making income statement
44	What was the main element of British Airway's "Know Me" project?	Customer insight Data
45	What was the main goal of British Airway's "Know Me" project?	To understand customers
46	Which process helps us to understand which solutions meet our highest priority requirement?	Priorities
47	Organizations develop their own culture to-	all of them
48	The market section of a business plan includes-	market description
49	Percentage of market capture includes in the…………………………section.	market section
50	What should be the first page of our business plan?	Persuasive summary
51	The management team section of a business plan includes-	all of them
52	once requirements have been collected they need to be…………………. .	organized
53	The final step is the ……………………. Of your draft requirements.	validation
54	Which one is not a part of typical prioritisation categories?	high priority vs low priority
55	Prioritisation process helps to identify those requirements that are most critical to meet your business………. .	needs
56	Functional requirements describe how a solution should function from ………. User's perspective.	an end
57	In non-functional requirements, operational characteristics include-	all of them
58	Consumer means-	who uses
59	The role of a project sponsor is to provide support and governance to the …………. .	project manager
60	Providing support and governance to a project manager is the role of a…………………. .	Project sponsor
61	Which one is not a social media marketing strategie?	TVC
62	BA means-	Business analytics
63	There are five -step approach for conducting …………………………. .	business requirements analysis
64	For conducting business requirements analysis, step two is the process of ………………. .	gathering requirements
65	Marketing is a process which aims at-	Satisfaction of customers needs
66	Whose things to do include in a business plan?	All of them
67	Executive summary is a part of-	business plan
68	Executive summary means-	overview of business and plan
69	The executive summary should not exceed …………… in length.	two pages
70	How many areas should address in management team??	five
71	Why is competitor analysis important?	All of them
72	What is basic rules of writing a business plan?	All of them
73	What is the first and foremost rule of writing a business plan?	keep it short
74	Medias of marketing strategy-	all
75	Why Appendix is used?	for displaying product images
76	Which is not a functional requirement?	performance
77	Which is a non-functional requirement?	scalability
78	Where company's objective is included:	executive summary
79	Business Analyst Responsibility/s?	all of them

80	Who actually prepares business requirements-	analyst
81	What Should be must ensure while talking to Stakeholders?	all of them
82	Things not to include In a Business Plan-	Past Performance
83	Opportunity is the part of-	business plan
84	……………………. is used by organizations to take data drive decision making.	Business analytics
85	BA responsibility-	Analyse and model requirements
86	For better understanding about the market…………………… is imprtant.	competitor analysis
87	What is business analyst's primary objective?	helping in business implement
88	The main objective of interviewing stakeholders to have a clear cut idea about the……………………………. of a project.	All
89	There are ……………….. reasons for interviewing a sponsor.	Three
90	What is the reason for interviewing a sponsor?	senior mangers are busy
91	Who are actually the target market of Mobile app business?	who uses smartphone
92	ROI means-	Return on investment
93	Where BA is applied?	all of them
94	Which is not a functional requirement ?	performance
95	Including marketing research data in business plan is an wise choice.	TRUE
96	Marketing strategy means-	promotional strategies
97	Which one is not a marketing strategy?	market analysis

Chapter-3

SL	Question	Correct Answer
1	Labour are estimated in-	Hours
2	In PM Theory Expert judgement is described in-	Tools and Techniques
3	Which is not the role of Project Manager?	Authoritarian
4	How many process are there in Management?	4
5	In following which is the Advantage of Proect Management?	Assigning tasks
6	Which tool is fine for final versions of calenders?	Excel spreadsheet
7	In Which tool data have to be consoldated later?	Excel spreadsheet
8	Forklifts is described in-	Tools and Equipment
9	Whom does Project Manager Escalets at Last?	Steering Committee
10	Who Monitors Project Progress and report regularly?	Project Manager
11	The Project less than six Months should report-	Weekly
12	Who receives the Most benefit from the Project?	Proect Sponsor
13	Total investment is a Part of-	Working Capital
14	Whom does Periodically reviews the Project Status report?	Project Management office
15	Whom does PMO follows up for clarification?	Project Manager
16	Who represents the business area?	Senior Manager
17	Prime Location is important for which Key drivers?	Sales
18	Benchmarking performance is-	Compare budget year on year
19	Who Monitors the project physically?	Project Manager
20	Whom does Project Manager Escalets at first level?	Proect Sponsor
21	Who can review a visible record of the Project?	Both a and b
22	In Project Rental of building cost is part of-	Facilities
23	In following which is the Primary cost?	Labor cost
24	Production cost is directly related to-	Direct cost
25	When an employee does more then his fixed duties then-	He will be paid more
26	Security cost is a-	Indirect Cost

27	Total unit cost is Estimated in-	Parametric Estimating
28	What is more efficient Estimating Techniques?	Parametric Estimating
29	What is the meaning of "a" in Three point Estimating?	The best case Estimate
30	Which method is used for simplifying the Project execution?	WBS
31	Nitty gritty details appear on-	Google calender
32	To minimize cost Project manager must adapt in-	Accounting
33	Ongoing Maintenance cost described in-	Tools and Equipment
34	In Project uniformed optimism should be-	Avoided
35	Who takes ownership of the whole Project?	Project Manager
36	Coming up with a new solution is a part of-	Innovation
37	A Project Managers chain of Commend must be-	Followed
38	Ongoing Project Checking is a Part of-	Monitoring
39	Making arrangements is a part of-	Organizing
40	In following what factors affect project Management?	All of these
41	Preempting Unnecessary activity means-	Take action to reduce cost
42	Which cost does not have direct Project involvement?	Overhead cost
43	Production supervision is a-	Indirect Cost
44	Quality Assurance is a-	Indirect Cost
45	Project Management sotware is a part of-	Tools and Techniques
46	Sales Commissions cost is a-	Direct cost
47	Electricity cost is a-	Indirect Cost
48	Shipping cost is a-	Direct cost
49	Insurance cost is a-	Overhead cost
50	Administrative Expences is a-	Overhead cost
51	CCTV footage cost is a-	Indirect Cost
52	In a WBS diagram the project scope is-	Graphically expressed
53	One can detail a high level task into-	All of these
54	What is the meaning of "b" in Three point Estimating?	Worst case scenario
55	If a=6,m=8,b=10, then what is the beta distribution value?	8
56	The cost per square foot is a Techniques of-	Parametric Estimating
57	Project team members can take some time to get used to-	Gantt chart
58	Several Projects can be viewed in-	Gantt chart
59	Members upcoming deadlines is described in-	By Assignee
60	Software is a part of-	Tools and Eqiipment
61	Subcontractors is a part of-	Others Resources
62	Head start is derived in-	Analogous Estimating
63	Project Milestones and control points can be indicated from-	Work Breakdown Structure
64	Which is called the top down Estimating techniques?	Analogous Estimating
65	The loan interest cost is derived in-	Financial costs
66	A Project Manager must have-	Both a and b
67	Project Management is important because-	Optimize the uses of time
68	5th Edition is a part of-	PM theory
69	Section 6.4 is a part of-	PM theory
70	Complexity of a Project is a Part of-	Contingencies
71	What are the advantages of Excel Spreadsheet?	All of these
72	What are the disadvantages of Excel Spreadsheet?	Decentralized desktop application
73	In following which skill project manager should not have?	Reactive
74	In following which skill project manager should not have?	Unethical standards
75	Which is the last stage of project life cycle?	Proect closure
76	What are the characteristics of Project team?	Both a and c
77	For Project manager take decission in a critical situation is-	Decisive

78	Who monitors labor's work progress-	Supervisor
79	In following what is the reason for project failure?	Lack of leadership
80	In following what are the reasons for project failure?	Both a and c
81	Estimate Activity Resources is derived in-	PM theory
82	What is the full meaning of PMBOK?	Project Management Body of Knowledge
83	Project documents updates is derived in-	Outputs
84	Organizational process assets is a part of-	Inputs
85	Bottom up Estimating is a part of-	Tools and Techniques
86	Overtime Services by Employees are-	Better for Project
87	What is the full form of EMI?	Equated monthly installment
88	Barriers of Project are-	All of these
89	In following which are the barriers of Proect?	Both a and c
90	A Project Manager should be-	Technologically advanced
91	What is negative working capital?	Current liabilities exceed current assets
92	Different between business current asset and liabilities is-	Working Capital
93	Reactive characteristics of Project Manager should be-	Avoided
94	Proactive characteristics of Project Manager should be-	Accepted
95	What is Assigning task?	Employees Work distribution
96	Oil and concrete derives in-	Materials
97	Gravel is described in-	Materials and suppilies
98	The term "resources" typically refers to-	People
99	If Rocky is already MS Project user than he can-	Both a and b
100	Who provides guidance and direction?	Steering Committee
101	Input for Gantt chart is-	WBS
102	Which is the second most efficient method?	Google Calender
103	In which method Versioning is described?	Excel Spreadsheet
104	Google Calender is-	Online calender
105	Published estimating data is derived in-	Tools and Techniques
106	Risk register is a part of-	Inputs
107	In following Which is one of the way of WBS-	Tree structure
108	In following Which is not the way of WBS-	PMBOK
109	Project must be completed within the approved-	budget
110	Analogous Estimating uses-	Analogy
111	Which Techniques generally not accurate as others-	Analogous Estimating
112	Which Estimation Uses a relationship between variables?	Parametric Estimating
113	The finished product is a part of-	Materials and suppilies
114	Project milestones can be indicated from-	WBS
115	Assigning the work is a responsibility for-	Project Manager
116	Better and Agile communication skill is a must for-	Project Manager
117	Project manager must know-	Both a and b
118	What is favourable Working capital?	Positive Working capital
119	In Business drivers sales have to be-	Exceeding
120	In Business drivers costs have to be-	Minimized
121	If a Project gets Loan from Bank then Project has-	Liabilities towards bank
122	For a longer Project what type of report is suitable?	Monthly
123	Which is the direct cost?	Direct materials and supplies
124	Assume in a Project Generator needs to be serviced and it's a-	Direct cost
125	In a Electrical Power plant Project Boiler cost is a-	Direct cost
126	"When" is derived in-	Business Intelligence

127	British Airways Project take action against Cunsumers complain is-	Recovery
128	Cost Estimation is a Part of-	Measuring
129	In below Which is the bad characteristics of project Manager?	Lack of communication
130	Characteristics of being a bad Project Manager is-	Over the top Optimist
131	Full meaning of PM is-	Project Management
132	With Microsoft Project Schedule task can be done-	both a and b
133	What is the full meaning of RFP?	Request for proposal
134	What is the full abbreviation of MAC-	Media access control
135	In following which is External stakeholder?	The government
136	Sellers also Known as-	Vendors
137	Benchmarking performance usually measures-	Cost
138	In following which are the terms benchmark performance measures?	All of these
139	What is competitive benchmarking?	Comparing performance against competitors
140	Project Manager will escalate when he fails to-	All of these
141	Budget related escalated issuses will be solved by-	Steering Committee
142	Scope related escalated issuses will be solved by-	Steering Committee
143	Resources related escalated issuses will be solved by-	Steering Committee
144	Work is completed in Project with due time derived in-	Schedule
145	Who address issues when Project Team cannot resolved a problem-	Project Sponsor
146	Microsoft Project 2016 you can schedule tasks ?	manually or automatically
147	Mean of RFP?	Request For Proposal
148	What is the full meaning of SDLC ?	Software Development Life Cycle
149	Which is the part of Management?	Organizing
150	Which is the least efficient Estimating Techniques?	Analogous Estimating
151	Which is the most efficient Estimating Techniques?	Three Point Estimating
152	What is the smallest task to determine WBS?	Two Weeks
153	Which one is the least familiar tool ?	Gantt Chart
154	Which one is the familiar tool ?	Google Calendar
155	Which one is the most familiar tool ?	Excel spreadsheet
156	which one is the least efficient method ?	Excel spreadsheet
157	which one is the somewhat efficient method ?	Google Calendar
158	which one is the most efficient method ?	Gantt Chart
159	What is the types of resources ?	Labor
160	which one is the types of resources ?	Tools & Equipment
161	which one is the types of resources ?	Material & supplies
162	In Project which category labors are described?	Contractual
163	In following what are the materials and supplies?	Timber and Concrete
164	What is the full meaning of SME?	Small to medium Enterprise
165	Alternative Analysis is part of –	Tools & Techniques
166	Bottom up estemiting is part of –	Tools & Techniques
167	Whom does Project manager escalates at first level?	Steering Committee
168	Enterprise environmental factors is part of –	Inputs
169	Project management Software is part of –	Tools & Techniques
170	Who Provides guidance and level support?	Steering Committee
171	Online with built in automation uses in?	Gantt chart
172	Who owns the Project Management Plan (PMP)?	The project manager
173	Sales is the part of-	Key Performance Indicators

174	Who has ultimate responsibility for project risk?	Project sponsor
175	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart
176	Who are project team members primarily accountable to?	The project manager
177	Cause of change that cannot be managed by PM is	Change in environment
178	Which of the following is not a Project Cost Estimation Stage?	Estimation Stage
179	Which of these is not a component of the Feasibility Report?	Profit Margin
180	Which of these is a variable cost in the cost of Generation?	Fuel Price
181	Variance Analysis is carried out for all of these except:-	scope change
182	Projects provide an excellent growth environment for future executives and for developing	Managerial skills
183	Which of the following is a route, or mechanism, by which messages are delivered to the target audience?	Channel
184	People typically have what reaction to hazards they can imagine or remember?	They are more afraid
185	Which of the following states that people tend to fear what they hear about repetitively or constantly?	Availability heuristic
186	The first step in the hazard assessment process is:	Hazard identification
187	The risk matrix tells us:	Neither of the above
188	Which the project managers use this method for simplifying the project execution.	WBS
189	Which This methodology can be used for any type of project management	WBS
190	Quality planning is the process of developing a quality plan for	project
191	Management is ?	All oof above
192	Advantages of Project Management rules	Eight item
193	Which one is right for your team Project?	Gantt chart
194	Which one is digital Project for Parfect team work Calender?	Gantt chart
195	Microsoft Office is	Software
196	which Calender share email ?	Google Calendar
197	which the items is finished product	All of above
198	Every tools and equipment will be used	multiple projects
199	A good planning system must consider	All of the above
200	CEO's salary is	Direct Cost
201	At project completion phase, high-priority goal is	Schedule
202	PM should adopt a systems approach to	Project Management
203	PMP stands for	Project Management Professionals
204	An ability to put many pieces of a task together to form a coherent whole, is job of	Project Manager
205	Best person to select as PM is one who will get the	Job done
206	Functional manager should be more skilled at	Analysis
207	Project success is dependent on support from parent organization's	Senior management
208	Responsibility to parent organization is also a key role of	Project manager
209	A project can be subdivided into which of the following?	Work Packages
210	The following tools can be used to generate the project schedule:	All of the above
211	What project tools should be used to determine the use of external contractors and consultants?	The Gantt Chart
212	Which of these is not one of the constraints of a project?	Team
213	The person who ensures that systems are developed on time, within budget, and with acceptable quality is a	project manager
214	A Project is a group of__	Milestones

215	What is process of project management?	planning
216	Which process is include Project management?	organizing
217	Which option is relevant of project management process?	Controlling
218	Project Management Concept is accomplish to goal within a?	time frame
219	Why project management is used ?	Track the progress
220	Why project management is necessary?	measure the progress
221	Which option is advantages of project management?	activity based costing
222	The advantage of project management is _____	expenditure
223	what is the advantage of project management?	timely completion
224	A good project manager role ?	is proactive
225	What is the project manager role?	is authoritative
226	The project manager role is?	Good communicator
227	What is the role of good project manager?	has a sound judgement
228	Motivator option is relevant for _____	A Good Project Manager
229	Diplomatic option is perfect for_____	A Good Project Manager
230	If you have a plan for next month you can use _____	project calender
231	Which Calender Discussed in your book?	project calender
232	One of the first Programs new computer user learn about_____	Microsoft office suite
233	What is Most familiar tool of project calender?	Excel spreadsheet
234	Which is least efficient method of project calender?	excel spreadsheet
235	Which Project Calender is Offline tool?	Excel spreadsheet
236	Which project Calender is least efficient method collaborating?	excel spreadsheet
237	Which is the familiar tool?	google calender
238	Which calender is somewhat efficient method?	google calender
239	Which calender Team manager can look each member?	google calender
240	Google Calender Characteristics is?	familiar tool
241	Google Calender Characteristics is?	Somewhat efficient method
242	Which calender team manager can look each multiple team members?	google calender
243	By Assignee is the way of?	google calender
244	Which Calender is least familiar tool?	Gantt Chart
245	Which Calender is the most efficient method?	Gantt Chart
246	The most efficient Gantt Chart are____	online
247	The most efficient Gantt Chart are built in_____	automation
248	The most efficient way to plan your project is_____	gantt Chart
249	Which is the most important elements of small project resources?	all of the above
250	Which element is used for small project?	labor
251	Which element is used for small project?	tools and supplies
252	Which element is used for identify for define a labor?	Type
253	Labor is estimated in your book_____	hours
254	How many budget for a megaprojects?	1 billion
255	What is the example for tools and equipment?	forklifts
256	Which element is used for the rate increase after certain point in time?	overtime pay
257	What is the full form of CEO	Chief Executive Officer
258	The hourly unit rate of a laborer is an example for_____	direct cost
259	Gantt chart Characteristics is____	least familiar tool
260	Gantt chart Characteristics is____	most efficient method
261	Which is the inputs element for project resources in PM Theory?	activity list
262	Which is the inputs element for project resources in PM Theory?	activity attributes

263	Which input element is necessary for project resources in PM theory?	Activity cost estimates
264	Which is the tools and techniques elements for PM theory?	bottom up estimating
265	Which option is output elements for project resources in PM theory?	resource breakdown structure
266	Who has ultimate responsibility for project risk?	Project sponsor
267	A review undertaken to decide whether a project should proceed into its next phase is known as a:	gate review.
268	What is a visual representation of a project's planned activities against a calendar called?	A Gantt chart
269	What is the full form of PMP?	Project Management Plan
270	Who are project team members primarily accountable to?	The project manager.
271	Chances for successful completion of a multidisciplinary project are?	High
272	Projects provide an excellent growth environment for future executives and for developing_____	Managerial skills
273	Most of people needed for a project must be "borrowed." by PM from_____	Functional departments
274	PM should adopt a systems approach to_____	Project Management
275	PMP stands for?	Project Management Professionals
276	A Code of Ethics for project managers was created by the_____	PMI
277	Planned progress is the part of ____	project reporting
278	Which issues when they cannot be resolved by the project team?	project sponsor
279	Short Duration project reporting time is_____	weekly
280	Which software used for planning a project in your book?	microsoft project 2016 software

Chapter-4		
SL	Question	Correct Answer
1	_____ is a Google Play service that lets you sell digital content from inside your applications.	In-app Billing
2	Google Play handles all checkout details so your application never has to _____ process any financial transactions	directly
3	Any application that you publish through Google Play can implement _____	In-app Billing
4	_____ Google Play In-app Billing into an Android Application involve several steps.	None of these
5	Installing the Google Play Billing Library is one of the steps of integrating Google Play In-app Billing into an _____	Android Application
6	Integrating _____ In-app Billing into an Android Application, need to Add Billing Permission to the Manifest file	None of these
7	AIDL stands for-	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	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	Project

10	Must need to obtain the Public License _____ for your Application	Key
11	You define your products using the _____	None of these
12	If an in-app product is not owned by the user, you can initiate a _____ for it	purchase
13	You can use the consumption mechanism _____ the user's ownership of managed products	to track
14	Local Caching included	isBillingSupported
15	_____ frees you from processing financial transactions, but you still need to perform a few administrative tasks	In-app Billing
16	Billing period include-	Introductory price
17	Administrative tasks include-	All of above
18	The Google Play Console provides a product list for each of your published _____.	Apps
19	_____ relies on the Google Play application, which handles all of the communication between your application and the Google Play server	In-app Billing
20	An example of a _____ managed product is a premium upgrade or a level pack	None of above
21	You define your products using the Google Play Console, including product type,SKU, price, description, and so on	None of these
22	Which of the folllowing is true -	Manifest
23	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative tasks which included-.	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
25	Descriptions can be up to 80 characters in ____	length
26	To add a batch of products to a product list using a CSV file, you first need to create your _____ file	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
28	Creating the Example In-app Billing Project- included with which of the following???	None of above
29	Implementing the onActivityResult Method- included with which of the following???	Integrating Google Play In-app Billing into an Android Application
30	Modifying the Security.java File- included with which of the following???	None of above
31	Local Caching- included with which of the following???	None of above
32	Adding a batch of products to a product list- included with which of the following???	In-app billing administration
33	You can link the prices of up to _____ apps and in-app products to a single pricing template.	1000
34	To establish a connection with the In-app Billing service on _____, implement a ServiceConnection to bind your activity to IInAppBillingService.	Google Play
35	In-app Billing is a _____ that lets you sell digital content from inside your applications.	Google Play service
36	Google Play handles all checkout details so your _____ never has to directly process any financial transactions	Applications

37	Any _____ that you publish through Google Play can implement In-app Billing	application
38	_____ Google Play In-app Billing into an Android Application involve several steps.	Integrating
39	Installing the Google Play _____ is one of the steps integrating Google Play In-app Billing into an Android Application	Billing Library
40	Integrating _____ In-app Billing into an Android Application, need to Add Billing Permission to the Manifest file	Google Play
41	AIDL stands for-	Android Interface Definition Language
42	Must need to obtain the Public License Key for your _____	None of these
43	If an in-app product is not owned by the user, you can initiate a _____ for it	None of these
44	You can use the _____ to track the user's ownership of managed products	consumption mechanism
45	Billing period include-	All of above
46	Administrative tasks include-	None of above
47	How many limitations in test account?	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.	55
49	The Google Play Console provides a product list for each of your _____ apps.	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
51	An example of a non-consumable_____ is a premium upgrade or a level pack	managed product
52	You define your products using the Google Play Console, including product type,SKU, price,_____ and so on	description
53	Which of the folllowing is true -	Manifest
54	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative tasks which included-.	None of above
55	To retrieve the list of products owned by the user, your application sends a getPurchases call to _____	Google Play
56	Descriptions can be up to 80 characters in length	characters
57	Pricing Templates included with-	In-app billing administration
58	Adding Billing Permission to the ManifestÊFile- included with which of the following???	None of above
59	Non-consumable and Consumable Managed Products- included with which of the following???	In-app billing API
60	Adding a batch of products to a product list- included with which of the following???	None of above
61	You can link the prices of up to _____ apps and in-app products to a single pricing template.	None of above
62	To establish a connection with the In-app Billing service on _____, implement a ServiceConnection to bind your activity to IInAppBillingService.	Google Play
63	In-app Billing is a Google Play service that lets you _____ digital content from inside your applications.	sell

64	Google Play handles all checkout details so your _____ never has to directly process any financial transactions	None of these
65	Any _____ that you publish through Google Play can implement In-app Billing	None of these
66	Integrating Google Play In-app Billing into an _____ involve several steps.	Android Application
67	Installing the Google Play Billing Library is one of the steps of integrating Google Play _____ into an Android Application	None of these
68	Integrating Google Play In-app Billing into an Android Application, need to Add Billing Permission to the _____ file	Manifest
69	AIDL stands for-	Android Interface Definition Language
70	You define your products using the _____	Google Play Console
71	If an in-app product is not owned by _____, you can initiate a purchase for it	the user
72	You can use the consumption mechanism_____ the user's ownership of managed products	to track
73	Local Caching included	getPurchases
74	In Billing period we can have-	Grace period
75	Administrative tasks include-	Product ID
76	_____ account users do not have access to your publisher account and cannot upload apps to your publisher account	Test
77	For optimum appearance, _____ should be no longer than 25 characters however, titles can be up to 55 characters in length.	titles
78	The Google Play Console provides a product list for each of your _____ apps.	published
79	In-app billing relies on the Google Play application, which handles all of the _____ between your application and the Google Play server	communication
80	An example of a _____ managed product is a premium upgrade or a level pack	non-consumable
81	You define your products using the Google Play Console, including product type, _____, price, description, and so on	SKU
82	Which of the folllowing is true -	Manifest
83	To retrieve the list of _____ owned by the user, your application sends a getPurchases call to Google Play.	Products
84	Modifying the Security._____ is an important activity Integrating Google Play In-app Billing into an Android Application.	Java file
85	To add a batch of products to a product list using a ___, you first need to create your CSV file	CSV file
86	Local Caching- included with which of the following???	In-app billing API
87	Querying for items available for purchase- included with which of the following???	In-app billing API
88	You can link the prices of up to 1000 _____ and in-app products to a single pricing template.	Apps
89	To establish a connection with the In-app Billing service on Google Play, implement a ServiceConnection to bind your activity to _____	IInAppBillingService
90	In-app Billing is a Google Play service that lets you sell digital content from _____ your applications.	inside

91	Google Play handles all checkout details so your application never has to directly process any _____	financial transactions
92	Any application that you_____ through Google Play can implement In-app Billing	publish
93	Integrating Google Play In-app Billing into an _____ involve several steps.	None of these
94	Installing the Google Play Billing Library is one of the steps integrating Google Play In-app Billing into an _____	Android Application
95	Integrating Google Play In-app Billing into an Android Application, need to Add Billing Permission to the _____ file	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	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
98	Must need to obtain the _____ License Key for your Application	Public
99	To define your products ,you need to use _____	Google Play Console
100	How many basic sequence we can find for a consumption request?	None of these
101	"StartIntentSenderForResults()" can be included with -	Purchase request
102	If an_____ is not owned by the user, you can initiate a purchase for it	in-app product
103	You can use the consumption mechanism to track the user's ownership of _____	None of these
104	Local Caching included	getPurchasest
105	In-app billing frees you from processing financial transactions, but you still need to perform a few _____ tasks	administrative
106	Free trial period can be included in -	All of above
107	_____ accounts can only be used to purchase items that are listed (and published) in an app's product list.	Test
108	For optimum appearance, _____ should be no longer than 25 characters however, titles can be up to 55 characters in length.	None of these
109	To retrieve the list of products owned by the user, your _____ sends a getPurchases call to Google Play.	application
110	To add a batch of products to a product list using a CSV file, you first need to create your _____ file	CSV file
111	You can link the prices of up to 1000 apps and _____ to a single pricing template.	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 _____	Publishing newly
113	_____handles all checkout details so your application never has to directly process any financial transactions	Google Play
114	Any application that you publish through _____ can implement In-app Billing	Google Play
115	Integrating _____ In-app Billing into an Android Application involve several steps.	Google Play
116	Installing the Google Play Billing Library isone of the steps of integrating Google Play _____ into an Android Application	In-app Billing

117	Which of the folllowing is true -	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	None of these
119	You define your _____ using the Google Play Console	None of these
120	If an in-app product is not owned by the user, you can initiate a purchase for it	None of these
121	You can use the _____ to track the user's ownership of managed products	None of these
122	In-app billing frees you from processing financial transactions, but you still need to perform a few administrative____	Tasks
123	Billing period include-	Add Prorated Price
124	Administrative tasks include-	Publish State
125	_____ account users can make purchase requests only within apps that are already uploaded to your publisher account	Test
126	For optimum appearance, titles should be no longer than 25 _____ however, titles can be up to 55 characters in length.	characters
127	Who provides a product list for each of your published apps.	Google Play Console
128	In-app billing relies on the Google Play application, which handles all of the communication between your application and the_____	Google Play server
129	You define your products using the Google Play Console, including product type, _____, price, description, and so on	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 ???	None of above
131	Linking a pricing template to in-app products and paid apps - included with which of the following???	None of above
132	You can link the prices of up to 1000 _____ and in-app products to a single pricing template.	None of above
133	To establish a connection with the _____ service on Google Play, implement a ServiceConnection to bind your activity to IInAppBillingService	In-app Billing

Chapter-5

SL	Question	Correct Answer
1	What types of market are available ?	a & b
2	Online market place is ?	a & b
3	Where is amazon HQ ?	USA
4	How many amazon market available in the world	10
5	What is amazon?	E commerce site
6	What types of product you can get from amazon	a & c
7	Is delivery charge is mandatory on Amazon	Depends on Product
8	If you won't buy at now but want to buy later ?	Wishlist
9	Can amazon recommend you about your product	Yes
10	Can you sell sometihing at amazon?	Charge applicable
11	What is ebay?	E commerce site
12	What types of product are avaliable in ebay	millions
13	ebay is avaliable on ?	190 countries
14	What is paypal ?	Online Payment
15	MercadoLibre is a ?	Online Market
16	MercadoLibre is a____ company	Shop

17	When MercadoLibre is founded ?	asian
18	Who is MercadoLibre's CEO	gates
19	Who is co founder of HM capital ?	Robert
20	Where ebay opened MercadoLibre's shop ?	Chille
21	Which is the Japan's top online marketplace ?	Rakuten
22	When Rakuten is founded ?	1997
23	Who is the founder of Rakuten?	Hiroshi Mikitani
24	Which is the amazon of Japan?	Rakuten
25	How much revenue generate from Rakuten in 2016	7.2 b
26	What is the numbers of employees at Rakuten?	14,826
27	When Rakuten announced a €220 million deal for global	2016
28	Which is the official communication channel of FC	Rakuten's Viber
29	Tmall is a subsodory of ?	Alibaba
30	What is appbajar ?	Bangladeshi E market place
31	What is appbajar main role ?	All of these
32	What is appbajar sologan ?	Value the creativity
33	Appbajar is a ___ marketpalce ?	B2C
34	characterestics of appbajar ?	All of these
35	How many apps hosted by appbajar?	2100
36	How many members are registered in appbajar?	13135
37	Appbajar like as ?	Play store
38	What price is start from appbajar ?	1
39	How many foloowers follow appbajar ?	40k
40	How many people trained from appbajar ?	50k
41	What is google play ?	app market
42	What is Itune?	Apple app market

Chapter-6

SL	Question	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.	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	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.	Application
4	To complete a license check, the licensing server must be accessible over _____.	None of above
5	_____ Licensing is a flexible, secure mechanism for controlling access to your applications	Google Play
6	_____ users can query the licensing server only for applications that are already uploaded to the publisher account.	Test account
7	Use _____ for Mobile Apps to measure and optimize user acquisition and engagement with mobile apps.	Google Analytics
8	Which of the following can be related with Google Analytics for Mobile Apps???	All of above
9	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	All of above
10	License Responses Are Secure -- included with which of the following???	Google Play Licensing

11	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Measure
12	Google Analytics for Mobile Apps enables you to Leverage _____ data in other Google products	Google Analytics
13	Which of the following included with Google Analytics for Mobile Apps???	Log custom data
14	The _____ starts when your application makes a request to a service hosted by the Google Play client application.	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	Library
16	Which of the following is not included with Google Analytics for Mobile Apps???	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.	host device
18	To complete a license check, the licensing server must be accessible over _____.	the network
19	Google Play _____ is a flexible, secure mechanism for controlling access to your applications	Licensing
20	Moving the library sources to a _____	new location
21	Test account users can query the _____only for applications that are already uploaded to the publisher account.	licensing server
22	Use Google Analytics for _____ to measure and optimize user acquisition and engagement with mobile apps.	Mobile Apps
23	Unlimited app reporting on up to _____ distinct events	500
24	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Audience Segmentation
25	LicenseCheckerCallback -- included with which of the following???	LVL
26	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Measure
27	Which of the following included with Google Analytics for Mobile Apps???	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	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.	License
30	Which of the following is not included with Google Analytics for Mobile Apps???	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.	3
32	Creating the LVL as a library _____.	project
33	Test account users can query the licensing server only for _____ that are already uploaded to the publisher account.	applications
34	Which of the following can be related with Google Analytics for Mobile Apps???	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
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
37	Google Analytics for Mobile Apps enables you to Leverage Google Analytics data in other _____	Google products
38	The request starts when your _____ makes a request to a service hosted by the Google Play client application.	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	Verification
40	Which of the following is not included with Google Analytics for Mobile Apps???	Local Caching
41	To complete a _____ check, the licensing server must be accessible over the network.	license
42	Google Play _____ is a flexible, secure mechanism for controlling access to your applications	None of these
43	Moving the _____ sources to a new location	library
44	Test account users can query the licensing server only for applications that are already uploaded to the _____ account.	Publisher
45	Use Google Analytics for Mobile Apps to measure and _____ user acquisition and engagement with mobile apps.	optimize
46	Which of the following can be related with Google Analytics for Mobile Apps???	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 ?	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	None of these
49	LicenseCheckerCallback -- included with which of the following???	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.	None of these
51	Google Analytics for Mobile Apps enables you to Customize _____ specific to your business	reports
52	Google Analytics for Mobile Apps enables you to Leverage Google Analytics data in other _____	None of these
53	Which of the following included with Google Analytics for Mobile Apps???	Firebase Remote Config
54	The request starts when your application makes a request to a service hosted by the Google Play client _____.	application
55	is a library you can add to your application that handles all of the licensing-related _____ with the Google Play licensing service	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.	LVL
57	Which of the following is not included with Google Analytics for Mobile Apps???	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 _____.	None of these
59	You can implement license caching behaviors to manage access to your application when there is no _____.	None of these
60	Google Play Licensing is a flexible, _____ for controlling access to your applications	secure mechanism
61	Moving the _____ sources to a new location	None of these
62	Test account users can query the licensing server only for applications that are already uploaded to the publisher _____.	Account
63	Use Google Analytics for Mobile Apps to measure and optimize _____ and engagement with mobile apps.	user acquisition
64	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	BigQuery
65	Google Analytics for Mobile Apps enables you to _____ reports specific to your business	Customize
66	Google Analytics for Mobile Apps enables you to Understand the number of users in your _____, their characteristics, and where they come from	app
67	Which of the following included with Google Analytics for Mobile Apps???	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.	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
70	Which of the following is not included with Google Analytics for Mobile Apps???	WBS
71	You can implement license caching behaviors to manage access to your application when there is no _____.	network connectivity
72	which of the following Can check license before upload?	Publisher account
73	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	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	Google Play server
75	Using the Google Play Console, you can-	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
77	Google Analytics for Mobile Apps enables you to Measure _____ and revenue	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	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.	Google Play Licensing
80	The Google Play application then sends a _____ to the licensing server and receives the result.	request

81	LVL is a library you can add to your application that handles all of the licensing-related communication with the _____ licensing service.	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
83	Which of the following is not included with Google Analytics for Mobile Apps???	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.	Google Play
85	The _____ of your application's licensing controls ultimately relies on the design of your implementation itself	None of these
86	Google Play Licensing is a flexible, secure mechanism for controlling access to your _____	applications
87	which of the following Can set test response?	Publisher account
88	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Firebase Crash Reporting
89	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	all of above
90	Setting Up the Development Environment -- included with which of the following???	Setting up Licensing
91	_____ reporting in Google Analytics helps you understand how people use your iOS or Android app.	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	characteristics
93	Which of the following included with Google Analytics for Mobile Apps???	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.	Google Play
95	Which of the following is not included with Google Analytics for Mobile Apps???	RGB
96	The _____ of your application's licensing controls ultimately relies on the design of your implementation itself	security
97	Use Google Analytics for Mobile Apps to measure and optimize user acquisition and engagement with _____	Mobile Apps
98	Mobile app reporting in Google Analytics helps you understand how people use your_____ or Android app.	iOS
99	Google Analytics for Mobile Apps enables you to _____what actions your users are taking	Measure
100	The Google Play application then sends a request to the _____ and receives the result.	licensing server
101	Which of the following is not included with Google Analytics for Mobile Apps???	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
103	Test account users can query the _____only for applications that are already uploaded to the publisher account.	None of these

104	Use Google Analytics for _____ to measure and optimize user acquisition and engagement with mobile apps.	None of these
105	Which of the following is/are can be included with Mobile App Reporting in Google Analytics ? Android ?	Log custom data
106	Mobile App Reporting in Google Analytics ? Android -- included with which of the following???	Monitoring your app with Google Mobile Analytics
107	Google Analytics for Mobile Apps enables you to in-app payments and _____	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.	LVL
109	Which of the following is not included with Google Analytics for Mobile Apps???	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 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
112	To help you add licensing to your application, the _____ provides a downloadable set of library sources.	Android SDK

Chapter-7

SL	Question	Correct Answer
1	What Is ASO?	app store optimization
2	What is app marketing?	all of them
3	what is paid marketing	paid advertisement
4	what is AdWords	Google paid advertisement
5	what is apps rating	user feedback rating
6	what is eCPI?	estimated cost per install
7	What is MMS?	multimedia message server
8	Facebook is _____ website	social media
9	iPhone launching in ____	2007
10	What is OS?	Operating System
11	what is SEO?	Social Engine optimization
12	Organic download is one get without ___ them	paying
13	SEO technique increases the visibility of _____?	web page
14	FIKSU survey showed ___ of apps download	75%
15	What is apps tools?	Rankmyapp
16	Rating and review are important as _____	Social proof
17	What is organic download	search download
18	What is CPM?	Cost per Munite
19	what is LTV?	Life time value
20	300% growth in rewarded video advertising in ___?	2015
21	App title should contain the _____ keyword	Focus
22	What is not apps ranking factor?	apps location
23	What is eCPI?	Estimate cost per install
24	What is CPI?	Cost per install
25	What is CAC?	customer acquisition cost
26	What is ARPU?	Average revenue per user
27	___ % search using brand name	40
28	what is paid marketing	paid advertisement
29	what is AdWords	Google paid advertisement
30	what is apps rating	user feedback rating

31	what is eCPI?	estimated cost per install
32	What is SMS?	short message service
33	What is MMS?	multimedia message server
34	Facebook is _____ website	social media
35	iPhone launching in ____	2007
36	What is OS?	Operating System
37	what is SEO?	Social Engine optimization
38	Organic download is one get without ___ them	paying
39	SEO technique increases the visibility of _____?	web page
40	FIKSU survey showed ___ of apps download	75%
41	positive reviews ____	4 to 5
42	___ % search using brand name	50
43	What is apps tools?	Rankmyapp
44	Rating and review are important as _____	Social proof

Chapter-8

SL	Question	Correct Answer
1	What you need to have first for publishing your app on Google Play Store?	Google Account
2	How much you have to pay as as a registration fee for publishing App on Google Play Store?	25 USD
3	For publishing your Android App on Google play store, where you find "Upload APK" button?	Google Play developer console
4	Which of the software you need for developing An Android App?	Android Studio
5	What is one of the prerequisites for publishing an IOS app?	All of them above
6	Do you need License Key for the Application?	Yes
7	Can we use the iOS simulator to generate our App's screenshots?	Yes
8	If the app reviewer needs to contact you, they'll reach you with _____ information.	Contact information
9	**DO you need to choose whether or not your App will be Paid or Free?**	Yes
10	App Icon minimum resolution is -	72 DPI
11	With which of the following you separate keywords?	Comma
12	The app's screenshots cannot contain -	transparency
13	Android is licensed under which open source licensing license?	Apache/MIT
14	Android component that manages appearance and format on screen is called	layout
15	What is JSON in android?	Java Script Object Notation
16	Android component that controls external elements of file is called	resource
17	Multiple inheritance concept is indirectly used by using	sub class
18	Required Java environment for development is called	JDK
19	Underlying operating system for android is	Linux
20	Android is actually using whole bunch of	Java code
21	How much you have to pay as as a registration fee for publishing App on Google Play Store?	25 USD
22	For publishing your Android App on Google play store, where you find "Upload APK" button?	Google Play developer console
23	For preventng your Game from getting rejected, you have to follow Google Play's -	Policy Guidelines
24	Where can you select if your App is "Paid" or "Free"?	Store listing