Status	Finished
Started	Friday, 30 May 2025, 11:11 AM
Completed	Friday, 30 May 2025, 11:21 AM
Duration	10 mins 3 secs
Grade	**100** out of 100

Question **1**

Complete

Mark 5 out of 5

Which mobile business app is used primarily for project management?

- a. Snapchat
- b. Netflix
- c. YouTube
- d. Trello

Question **2**

Complete

Mark 5 out of 5

What is the significance of user reviews in e-commerce?

- a. Increase bounce rate
- b. Reduce website traffic
- c. Build trust and influence buying decisions
- d. Block ads

Question 3

Complete

Mark 5 out of 5

Which operating system dominates the global mobile market share?

- ◉ a.   Android
- ○ b.   iOS
- ○ c.   Windows
- ○ d.   HarmonyOS

Question 4

Complete

Mark 5 out of 5

Which app monetization model offers a basic app for free but charges for advanced features?

- ◉ a.   Freemium
- ○ b.   Ad-supported
- ○ c.   One-time purchase
- ○ d.   Subscription

Question **5**

Complete

Mark 5 out of 5

Which KPI is most relevant for measuring app user retention?

- ○ a. Ad clicks
- ○ b. Total downloads
- ● c. Daily Active Users (DAU)
- ○ d. App rating

Question **6**

Complete

Mark 5 out of 5

Which of the following best describes encryption?

- ○ a. Backing up data to a server
- ○ b. Scanning for viruses
- ● c. Scrambling data to prevent unauthorized access
- ○ d. Sending emails anonymously

Question 7

Complete

Mark 5 out of 5

Which of the following is a benefit of social media marketing?

- ○ a.   Reduced SEO rankings
- ○ b.   Slower communication
- ○ c.   Decreased web presence
- ⦿ d.   Increased brand awareness

Question 8

Complete

Mark 5 out of 5

Which of the following is a robotic process automation (RPA) use case?

- ○ a.   Designing logos
- ○ b.   Cooking food
- ○ c.   Taking selfies
- ⦿ d.   Automating repetitive tasks

Question **9**

Complete

Mark 5 out of 5

Which of the following is an example of malware?

- ○ a.   Antivirus
- ◉ b.   Virus
- ○ c.   Firewall
- ○ d.   VPN

Question **10**

Complete

Mark 5 out of 5

Which technology enables secure e-commerce payments?

- ○ a.   HTML
- ○ b.   JavaScript
- ○ c.   CSS
- ◉ d.   Encryption

Question **11**

Complete

Mark 5 out of 5

What does BYOD stand for?

- ○ a. Build Your Own Dashboard
- ○ b. Buy Your Online Device
- ○ c. Backup Your Old Data
- ◉ d. Bring Your Own Device

Question **12**

Complete

Mark 5 out of 5

What is the role of cookies in e-commerce?

- ◉ a. Track user behavior
- ○ b. Block viruses
- ○ c. Speed up transactions
- ○ d. Send emails

Question **13**

Complete

Mark 5 out of 5

Which of the following is a major channel of digital marketing?

- ○ a. Flyers
- ○ b. Billboards
- ○ c. Newspapers
- ⦿ d. Search engines

Question **14**

Complete

Mark 5 out of 5

Which term refers to training machines to learn from data?

- ○ a. 3D Printing
- ○ b. Digital Painting
- ○ c. Static Coding
- ⦿ d. Machine Learning

Question **15**

Complete

Mark 5 out of 5

What is a firewall used for?

- ◉ a.   To block unauthorized access
- ○ b.   To install software
- ○ c.   To speed up the internet
- ○ d.   To clean viruses

Question **16**

Complete

Mark 5 out of 5

What is the primary goal of digital twins in business?

- ◉ a.   Simulating real-world systems for testing and optimization
- ○ b.   Sending emails
- ○ c.   Creating marketing logos
- ○ d.   Drawing avatars

Question **17**

Complete

Mark 5 out of 5

Which technology uses a decentralized ledger system?

- ○ a.   Wi-Fi
- ⦿ b.   Blockchain
- ○ c.   Cloud storage
- ○ d.   VPN

Question **18**

Complete

Mark 5 out of 5

What does SEO stand for?

- ○ a.   Sales Enhancement Option
- ⦿ b.   Search Engine Optimization
- ○ c.   Secure Email Operation
- ○ d.   Social Engagement Output

Question 19

Complete

Mark 5 out of 5

Which of the following is a mobile CRM app?

- ○ a. Messenger
- ○ b. Camera360
- ● c. Salesforce
- ○ d. Facebook

Question 20

Complete

Mark 5 out of 5

Which of the following is an example of C2C e-commerce?

- ○ a. Walmart
- ● b. eBay
- ○ c. Amazon
- ○ d. Alibaba