Dashboard / My courses / Social network / General / QUIZ I

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Question 1

Complete

Marked out of 1.00

Which design approaches help in building sites that are optimized for various screen sizes?

- ⦿ a. Responsive web design

- ○ b. Mobile optimized design

- ○ c. Adaptive web design

- ○ d. Progressive enhancement

Question 2

Complete

Marked out of 1.00

Which of the following is not an appropriate measure for securing social networking accounts?
a) Strong passwords
b) Link your account with a phone number
c) Never write your password anywhere
d) Always maintain a soft copy of all your passwords in your PC

- ⦿ a. Always maintain a soft copy of all your passwords in your PC

- ○ b. Never write your password anywhere

- ○ c. Strong passwords

- ○ d. Link your account with a phone number

Question 3

Complete

Marked out of 1.00

Business-to business eCommerce involves commercial transactions between other organizations and organizations

○ a. may not be

○ b. false

○ c. may be

◉ d. true

Question 4

Complete

Marked out of 1.00

A social network must include both _____ and _____.

◉ a. social actors;relations between them

○ b. historical data about a group;contemporary data about the same group

○ c. real-world interactions;online interactions

○ d. well-connected social actors;loners

Question 5

Complete

Marked out of 1.00

SEO stand for?

○ a. none of the above

◉ b. search engine optimization

○ c. site engine optimization

○ d. site efficiency optimization

Question **6**
Complete
Marked out of 1.00

_____ is a popular tool to block social-media websites to track your browsing activities.

○ a. Fader

○ b. Social-Media Blocker

◉ c. Blur

○ d. Ad-blocker

Question **7**
Complete
Marked out of 1.00

Why is it important to post to a blog?

○ a. the social media marketing specialist

◉ b. Keep readers engaged

○ c. It reduces the cost per blog post

○ d. It allows more chances

Question **8**
Complete
Marked out of 1.00

Part of the social media sites are the various games & 3rd party applications which helps _____ to get access to your data.

◉ a. cyber-criminals

○ b. ethical hackers

○ c. security auditors

○ d. penetration testers

Question **6**
Complete
Marked out of 1.00

Question **9**

Complete

Marked out of 1.00

Domain authority is managed by?

○ a. yahoo

○ b. google

◉ c. moz

○ d. bing

Question **10**

Complete

Marked out of 1.00

What is one of the big differences between traditional media and social media?

○ a. Social media reaches only a few people at a time.

○ b. The management structure of the companies

○ c. Traditional media offers no way for audiences to communicate with media producers

◉ d. Participatory production.

Question **11**

Complete

Marked out of 1.00

Today the most popular social networking site is

○ a. MySpace

○ b. twitter and facebook

◉ c. facebook

○ d. Twitter

Question **12**

Complete

Marked out of 1.00

What is "social media optimization"?

○ a. Creating short content which is easily indexed

○ b. easily creates publicity via social networks

○ c. Writing clear content

◉ d. create content for social networks hiring people

Question **13**

Complete

Marked out of 1.00

Which of the following is the most viral section of the internet?

○ a. Chat-rooms

○ b. Chat Messenger

◉ c. Social networking sites

○ d. Tutorial sites
   c)

Question **14**

Complete

Marked out of 1.00

How can a company ensure that the proper audience finds their YouTube videos?

○ a. Use of keywords

○ b. no method to effectively direct people to company videos

◉ c. Post links on the company blog and sending out mail advertisements

○ d. sending postal information

Question **15**

Complete

Marked out of 1.00

The aim of the social network analysis is to understand a community by -----------------the relationship that connect them as a network.

○ a. none of the above

◉ b. mapping

○ c. substituting

○ d. deleting

Question **16**

Complete

Marked out of 1.00

SNA can be described as

○ a. all of the above

◉ b.
   study of human relationships by means of Graph theory.

○ c. study of relationships

○ d. study of graph theory

Question **17**

Complete

Marked out of 1.00

_____ is the oldest phone hacking techniques used by hackers to make free calls

○ a. spamming

○ b. phishing

○ c. cracking

◉ d. Phreaking

Question **18**

Complete

Marked out of 1.00

_____ type of sites are known as friend-of-a-friend site.

○ a. social networking sites

○ b. chat rooms

○ c. tutorial networking sites

○ d. chat messenger

Question **19**

Complete

Marked out of 1.00

A portable chunk of code that can be embedded in Web pages to give extra functionality is known as a

○ a. none of the above

○ b. widget

○ c. folksonomy

○ d. curator

Question **20**

Complete

Marked out of 1.00

The degree of a node describes---

○ a. its in-degree

○ b. none

○ c. its out-degree

○ d. its level of connectedness in the network

Question **21**

Complete

Marked out of 1.00

A _____ can gain access illegally to a system if the system is not properly tested in scanning and gaining access phase.

- ⦿ a. malicious hacker
- ○ b. security officer
- ○ c. security auditor
- ○ d. network analyst

Question **22**

Complete

Marked out of 1.00

A ------ is a connection between two nodes.

- ○ a. neighboorhood
- ⦿ b. edge
- ○ c. degree
- ○ d. none

Question **23**

Complete

Marked out of 1.00

The best way to improve search engine ranking is with

- ○ a. audio
- ⦿ b. blog
- ○ c. graphics
- ○ d. video

Question 24
Complete
Marked out of 1.00

_____ is a malicious method used by cyber-criminals to trick a user into clicking on something different from what the user wants.

○ a. Using torrent links

○ b. Click-fraud

◉ c. Clickjacking

○ d. Click-hacking

Question 25
Complete
Marked out of 1.00

Which of them is a proper measure of securing social networking account?

◉ a. Never keep your password with any relevant names

○ b. Keep written records of your passwords

○ c. Passwords are kept smaller in size to remember

○ d. Keep records of your password in audio format in your personal cell-phone

Question 26
Complete
Marked out of 1.00

--------------is one of the format for representing networks

○ a. graph modelling language

○ b. communication modelling language

○ c. none of the above

◉ d. network modelling language

Question 27

Complete

Marked out of 1.00

social networking analysis is the process investigating social structures through the use of networks and --------

- ○ a. economics

- ○ b. media

- ● c. graph theory

- ○ d. corporates

Question 28

Complete

Marked out of 1.00

What is a Graph Diameter?

- ○ a. both

- ○ b. Is a way to quantitatively analyze a graph

- ● c. It is the largest number of vertices to be traversed in order to travel from one vertex to another

- ○ d. none

Question 29

Complete

Marked out of 1.00

Data structure format in which graph can be represented

- ○ a. all

- ○ b. edges

- ○ c. matrix

- ● d. node

Question **30**

Complete

Marked out of 1.00

. _____is the term updates by Twitter users.

○ a. find

◉ b. tweet

○ c. search

○ d. call

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