

The SEO algorithm is constantly changed, tweaked, and updated.

True

False

5 points

QUESTION 2

Which of the following were part of Shopee's strategy to close down the gap despite coming in late in the game? Select all that apply.

Financial backing of Alibaba.com

Studied the current data and focused on driving traffic to their website

Offered cash on delivery as payment method

Invested heavily on mobile in-app experience

Enlisted the help of high profile brand ambassadors that are popular in the entire region and in respective countries.

Incorporated features that make selling easier like customer review, and logistics management tool.

10 points

QUESTION 3

Google-Temasek study projected a \$240 billion Southeast Asia economy by 2021.

True

False

5 points

QUESTION 4

Which of the following are examples of on-page ranking factors? Select all that apply.

backlinks

meta description

usability on mobile

image alt-text

quality content

site and page speed

header tags

URL structure

10 points

QUESTION 5

In the year 2020, which age group had the most number of Philippine e-commerce users?

18-24 years old

25-34 years old

35-44 years old

45-54 years old

5 points

QUESTION 6

Concurrent web server architecture approach allows the web server to handle multiple client requests at the same time.

True

False

5 points

QUESTION 7

Copy of

As of November 2020 published data by Netcraft, which web server has the most market share of domains?

nginx

Apache

Google

Microsoft

5 points

QUESTION 8

In the first quarter of 2020, Shopee is the most downloaded shopping app in Southeast Asia.

True

False

5 points

QUESTION 9

Shopee entered the e-commerce game in 2012

True

False

5 points

QUESTION 10

Nginx can simultaneously run 1000 connections of dynamic content two times faster than Apache and uses a little less memory.

True

False

5 points

QUESTION 11

Nginx is asynchronous.

True

False

5 points

QUESTION 12

As of November 2020 published data by Netcraft, which web server has the most market share of active sites?

Apache

nginx

Microsoft

Google

5 points

QUESTION 13

Web search engines catalog the world wide web by using a ____, or web crawler.

Spider

5 points

QUESTION 14

In a B2B e-commerce, the business organization sells products to the wholesaler, and the wholesaler resells them.

True

False

5 points

QUESTION 15

Google calls ____ the third most important ranking factor.

RankBrain

5 points

QUESTION 16

When a user enters in a search to find related documents, the search engines search the web pages in real-time to get the results.

True

False

5 points

QUESTION 17

_____ ranked first in the UN E-Government Survey 2018.

Denmark

5 points

QUESTION 18

In HTTP/1.1 version, parallel requests can be handled over the same connection.

True

False