

Sample Questions with Answers

Business & Management - E-commerce

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Business & Management

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Question 1:

Which of the following is incorrect about Back end tools?

- A) It holds the entire HTTP headers and also additional items of information about the server
- B) It provide data on a website and its visitors and allow the success of a website to be measured
- C) It provide valuable information relating to copyright and trademark issues
- D) Both a and c

[ANSWER] Answer & Explanation:

No Explanation

Question 2:

PPC is also known as:

- A) Pay Per Count
- B) Cost Per Click
- C) Cost Per Count
- D) Cost Pay Click

[ANSWER] Answer & Explanation:

No Explanation

Question 3:

Cost per click is calculated by dividing the advertising cost by the number of clicks generated by an advertisement.

- A) True
- B) False

[ANSWER] Answer & Explanation:

No Explanation

Question 4:

Ads on content networks have a much lower click-through rate and conversion rate than ads found on SERPs and consequently are less highly valued.

- A) True
- B) False

[ANSWER] Answer & Explanation:

No Explanation

Question 5:

CTR stands for:

- A) Conversion-Through Rate
- B) Click-Through Rate
- C) Conversion-To Rate
- D) Conversion rate

[ANSWER] Answer & Explanation:

No Explanation

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