37 Lecture - CS301

Important Mcqs

1. What is the purpose of a review?

A. To advertise a product

B. To evaluate or assess something

C. To make a sale

D. To provide customer support

Answer: B

2. Which of the following is NOT a channel for expressing reviews?

A. Social media

B. Online platforms

C. Word of mouth

D. Direct mail

Answer: D

3. What is the tone of a positive review?

- A. Critical
- B. Negative
- C. Neutral
- D. Praising

Answer: D

4. Why are reviews important for consumers?

- A. To increase the price of products
- B. To make informed decisions about products or services
- C. To deceive customers
- D. To limit product availability

Answer: B

5. What is the purpose of negative reviews?

- A. To promote a product
- B. To evaluate or assess something
- C. To provide customer support
- D. To warn others about potential issues

Answer: D

6. Which of the following is an example of a review platform?

- A. Amazon
- B. Twitter
- C. LinkedIn
- D. YouTube

Answer: A

7. What is the importance of customer feedback in reviews? A. To make sales

- B. To improve products or services
- C. To deceive customers
- D. To increase the price of products
- Answer: B

8. What is the tone of a neutral review?

- A. Critical
- B. Negative
- C. Neutral
- D. Praising
- Answer: C

9. Why are reviews important for businesses?

- A. To limit customer feedback
- B. To decrease product availability
- C. To understand customer feedback and improve offerings
- D. To increase product price

Answer: C

10. What is the purpose of a review aggregator?

- A. To increase the price of products
- B. To deceive customers
- C. To provide customer support
- D. To collect and summarize reviews from multiple sources

Answer: D