

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