

# 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