بسم اللہ الرحمٰن الرحیم

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| Class | 10th | Chapter | 08 |
|---|---|---|---|
| Subject | Computer Science | Board | Punjab |

## CHAPTER 08: Digital Entrepreneurship

**EXERCISE SOLUTIONS**

**Multiple Choice Questions (MCQs)**

**1. Which is an example of intellectual property?**

*a. Shop furniture b. Brand logo c. Raw materials d. Office rent*

**Correct Answer: b. Brand logo**

**2. Which of the following laws protects personal data in the European Union?**

*A. COPPA B. GDPR C. DMCA D. Cybercrime Act*

**Correct Answer: B. GDPR**

**3. Which document is required to register a trademark?**

*A. A bank statement B. Proof of product purchase C. A copy of the logo and business name D. Social media profile link*

**Correct Answer: C. A copy of the logo and business name**

**4. Which of the following is a risk of poor data privacy?**

*A. Increased customer trust B. Cyberbullying C. Identity theft D. Lower ad costs*

**Correct Answer: C. Identity theft**

**5. Which of the following is an example of personal data?**

*A. Office address B. Employee ID card number C. Store opening hours D. Website theme color*

**Correct Answer: B. Employee ID card number**

**6. A conflict of interest occurs when:**

*A. Employees share company goals B. Personal benefit affects a business decision C. A business increases profits D. Customers give feedback*

**Correct Answer: B. Personal benefit affects a business decision**

**7. Which is part of digital ethics?**

*A. Using false information in ads B. Protecting customer data respectfully C. Cyberbullying D. Avoid online presence*

**Correct Answer: B. Protecting customer data respectfully**

**8. Which of the following is a CRM tool?**
*A. Photoshop B. Zoho C. Google Maps D. Canva*
**Correct Answer: B. Zoho**
**9. Which tool is used for marketing automation?**
*A. Mailchimp B. PowerPoint C. MS Word D. Paint*
**Correct Answer: A. Mailchimp**
**10. In marketing, ROI means:**
*A. Return on Investment B. Rate of Information C. Revenue on Ideas D. Reach of Internet*
**Correct Answer: A. Return on Investment**

## Short Questions

**1. How does copyright protect creators in the digital world?**
**Answer:**
Copyright gives original creators exclusive legal rights to their original works (such as software, music, art, videos, and articles). It protects creators by preventing unauthorized copying, distribution, modification, or sale of their digital content, ensuring they get recognition and financial reward.
**2. Differentiate between a patent and a trademark?**
**Answer:**

- **Patent:** Protects new inventions, functional processes, or technical innovations (e.g., a new smartphone battery design or a novel machine algorithm) for a limited time.
- **Trademark:** Protects brand identity elements, such as logos, symbols, slogans, brand names, or trade names (e.g., the Nike "Swoosh" or Apple logo) to distinguish goods/services from competitors.

**3. Define data privacy.**
**Answer:**
Data privacy refers to the proper handling, collecting, storing, processing, and sharing of personally identifiable information (PII). It focuses on protecting user rights to control how their personal information is accessed and utilized by organizations.
**4. Give one example of ethical decision-making in business.**
**Answer:**
An e-commerce company discovering a product defect and voluntarily issuing a product recall and refund to customers, prioritizing safety and honesty over short-term financial profit.
**5. Why is honesty important in business decisions?**
**Answer:**
Honesty builds long-term trust and loyalty among customers, investors, and employees. It prevents legal disputes, protects brand reputation, and fosters a sustainable business environment.
**6. Explain the purpose of data-driven marketing.**
**Answer:**

Data-driven marketing uses customer data, analytics, and behavioral insights to create targeted, personalized marketing strategies. Its purpose is to deliver relevant content to the right audience, improve conversion rates, and maximize marketing ROI.

**7. What does SWOT analysis help identify?**

**Answer:**

SWOT analysis helps an organization identify four strategic elements:

1. **Strengths:** Internal positive advantages.
2. **Weaknesses:** Internal areas needing improvement.
3. **Opportunities:** External trends or market gaps to exploit.
4. **Threats:** External risks or obstacles that could cause trouble.

**8. Explain the purpose of setting KPIs in marketing.**

**Answer:**

Key Performance Indicators (KPIs) are measurable values used to evaluate the success and effectiveness of marketing campaigns. Setting KPIs helps teams track progress toward specific goals, evaluate strategy performance, and make data-backed adjustments.

## Long Questions

**1. Explain the process of problem solving and adaptability?**

**Answer:**

- **Process of Problem Solving:**
    1. **Identify and Define the Problem:** Clearly understand the root cause of the issue rather than just treating symptoms.
    2. **Analyze the Problem:** Gather data, identify contributing factors, and assess the impact.
    3. **Generate Potential Solutions:** Brainstorm multiple possible options or strategies.
    4. **Evaluate and Select the Best Solution:** Compare options based on feasibility, cost, time, and risks.
    5. **Implement the Solution:** Put the chosen plan into action with proper resource allocation.
    6. **Monitor and Evaluate Results:** Review outcomes against expectations to verify if the problem is fully resolved.
- **Adaptability:**

Adaptability is the capability to adjust strategies, workflows, and mindsets quickly in response to changing environments, new technologies, or unexpected challenges. When a chosen solution encounters roadblocks, adaptability allows individuals and businesses to pivot effectively without losing momentum.

**2. Write a note on ethical business practices and digital ethics.**

**Answer:**

- **Ethical Business Practices:**

Ethical business practices refer to conducting business operations in a transparent, fair, honest, and socially responsible manner. Key principles include:

- **Integrity & Honesty:** Providing accurate product disclosures and truthful marketing without misleading claims.
- **Avoiding Conflict of Interest:** Ensuring personal gains do not sway business decisions.
- **Fair Competition:** Respecting market laws and competitors without engaging in deceptive pricing or industrial espionage.
- **Corporate Responsibility:** Respecting worker rights and environmental sustainability.

- **Digital Ethics:**

Digital ethics addresses moral principles governing the use of technology, software, and digital data:

- **Data Privacy & Protection:** Safely handling sensitive customer information and strictly following privacy laws like GDPR.
- **Respecting Intellectual Property:** Avoiding digital piracy, software bootlegging, or unauthorized content distribution.
- **Combating Cyberbullying & Misinformation:** Maintaining respectful online communications and preventing the spread of deceptive content.
- **Algorithmic Fairness:** Ensuring automated system designs do not promote bias or unfair discrimination.

**3.**

**(a) Discuss how CRM tools and loyalty programmes help in retaining customers.**

**Answer:**

- **CRM Tools (Customer Relationship Management):**

CRM tools (such as Zoho or Salesforce) centralize customer data, interaction history, purchase records, and service preferences. They help retain customers by:

- Tracking customer needs to deliver personalized service.
- Automating timely follow-ups, birthday greetings, and special offers.
- Enabling fast resolution of customer complaints to maintain satisfaction.

- **Loyalty Programmes:**

Loyalty programmes reward repeat customers with points, discounts, exclusive access, or cash-back incentives. They encourage continuous purchasing behavior by making customers feel valued, thereby increasing customer retention and reducing customer churn.

**(b) Explain Marketing automation and describe their benefit for small businesses.**

**Answer:**

- **Marketing Automation:**

Marketing automation refers to software platforms (like Mailchimp or HubSpot) that automatically execute repetitive marketing tasks across multiple channels—such as email

campaigns, social media postings, ad targeting, and lead nurturing sequences—without manual intervention.

- **Benefits for Small Businesses:**
    1. **Saves Time & Resources:** Automates routine tasks so small teams can focus on core business operations.
    2. **Cost Efficiency:** Delivers targeted marketing at a fraction of the cost of running large manual ad campaigns.
    3. **Consistent Customer Engagement:** Sends automated welcome emails, abandoned cart reminders, and nurture sequences at optimal times.
    4. **Improved Lead Conversion:** Automatically scores and guides prospects through the sales funnel, leading to higher revenue and better Return on Investment (ROI).

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