



Vendor: Android

Exam Code: AND-403

Exam Name: Monetize Android Applications

Version: DEMO

QUESTION 1

Which of the following is NOT a valid reason for integration mobile analytics services into your Android application?

- A. Monitor the workflow of your activities usage.
- B. Understand who is using your application.
- C. Know the number of installs of your application.
- D. Track application errors

Answer: C

QUESTION 2

Which of the following is not a proper method to publish your Android application?

- A. Releasing to an application marketplace.
- B. Sending it to through mail.
- C. Uploading it to website.
- D. Sending it through e-mail.

Answer: B

QUESTION 3

Which of the following are required to publish your Android application on Google Play? (Choose two)

- A. A Google publisher account.
- B. A Google Wallet merchant account.
- C. The APK file of your application.
- D. An adMob account.

Answer: AC

QUESTION 4

Which of the following are drawbacks for publicly publishing your application through e-mail? (Choose three)

- A. The user must enable installation from "Unknown Source" on the Android device.
- B. The application only reaches a selected set of users that are specified in the email by the developer prior to sending an email.
- C. Any updated version of the application should be re-attached and sent to the users. There is no automatic updating.
- D. It is a quick way to send the application to a limited number of users.

Answer: ABC

QUESTION 5

Which of the following is correct about paid application?

- A. Any free application can be converted to paid application after it is being launched in the play

store.

- B. Any free application cannot be converted to paid application after it is being launched in the play store.
- C. If the number of downloads of paid application pass the figure of 10,000 then the share of the developer increases by 5%.
- D. If the number of downloads of paid application pass the figure of 10,000 then the share of the developer increases by 10%.

Answer: B

QUESTION 6

Which of the following is not the mobile advertising network?

- A. AdMob
- B. AdMarvel
- C. OneRiot
- D. Google Play

Answer: D

QUESTION 7

Which of the following is true about eCPM?

- A. It represents the estimated earnings you would accumulate per 100 impressions your advertisement receives.
- B. It represents the estimated earnings you would accumulate per 1000 impressions your advertisement receives.
- C. It represents the estimated earnings you would accumulate per 10,000 impressions your advertisement receives.
- D. It represents the estimated earnings the advertiser would accumulate per 1000 impression your advertisement receives.

Answer: B

QUESTION 8

Which of the following is NOT true about the in-app billing?

- A. In-app billing is a monetization technique that allows you to sell products through your application during its run-time.
- B. For this feature to be implemented in the application, it must be a paid application.
- C. In-app billing technique can be used for both paid and free applications.
- D. The products that can be sold through this technique might include application features, game items, hints, articles or any other product that can be processed in your application.

Answer: B

QUESTION 9

Which of the following is the correct Android API on which the In-app billing API is supported on?

- A. API 2.1 or higher
- B. API 2.2 or higher
- C. API 1.5 or higher
- D. API 16 or higher

Answer: B

QUESTION 10

Which of the following refers to the unique product ID on Google Play?

- A. SKU
- B. AKU
- C. SU
- D. ASKU

Answer: A

QUESTION 11

Which of the following is NOT true about the products sold from inside the application?

- A. Products sold inside an application are digital items that are offered for sale by the developer.
- B. They are non-refundable
- C. Digital items cannot be sold using Google Play's IAB service.
- D. Products are programmatically delivered by the developer and not Google Play.

Answer: C

QUESTION 12

Which of the following is not included in the purchase details sent by Google Play?

- A. Order Number
- B. Application size
- C. Order date and time
- D. Price paid

Answer: B

QUESTION 13

Which of the following is not a billing method used to buy through Google Play?

- A. Credit card
- B. Direct Carrier Billing
- C. Gift card
- D. Google Play card

Answer: D

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