

B.Com (p) II sem

E-Commerce

Multiple Choice Questions

1. How the transactions occur in e-commerce?

- A. Using e-medias
- B. Using computers only
- C. Using mobile phones only
- D. None of the above

Answer: Option A

2. ____ describes the flow of information at your e-commerce site and the infrastructure that will be used in the system.

- A. system design
- B. logical design
- C. tactical design
- D. physical design

Answer: Option B

3. The dimension of e-commerce that enables commerce across national boundaries is called _____.

- A. interactivity

- B. global reach
- C. richness
- D. ubiquity

Answer: Option B

4. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?

- A. Risk management
- B. Risk assessment
- C. Security
- D. None of the above

Answer: Option A

5. If it is easy for competitors to enter the market, the threat of new entrants is considered:

- A. High
- B. Low
- C. More
- D. Less

Answer: Option A

6. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

- A. Direct marketplace
- B. B2B
- C. B2C
- D. Electronic marketplace

Answer: Option D

7. Which one is an offline payment mode?

- A. Cash on delivery
- B. Cash before delivery
- C. Credit card
- D. Both a and b

Answer: Option D

8. Which one is not an E-payment method used in India?

- A. Debit card
- B. Credit card
- C. e-cheque
- D. none

Answer: Option D

9. What is an arrangement made between e-commerce sites that direct users from one site to the other?

- A. Spam
- B. Viral marketing
- C. Affiliate programs
- D. None of the above

Answer: Option C

10. Which of the following describes e-commerce?

- A. Doing business electronically
- B. Doing business
- C. Sale of goods
- D. All of the above

Answer: Option A

9. Which process is used to re install data from a copy when the original data has been lost

- a. Backup
- b. Recovery
- c. Bench marking
- d. Data cleansing

ANS: b

10. What is the percentage of customers who visit a website and actually buy something:

- a. Affiliate Program
- b. Click-through
- c. Spam
- d. Conversion rate

ans: d

11. The solution for all business needs is:

- a. EDI
- b. ERP
- c. SCM
- d. None of These

ans: b

12. Digital Cash has following characteristic

- a. Anonymity
- b. Security
- c. Confidentiality
- d. All of Above

ans:d

13. Amazon.com is well known for which E-Commerce marketing technique:

- a. Banner ads
- b. Pop-up ads
- c. Affiliated Programs
- d. Viral Marketing

ans:C

14. Which of the following is an internet-based company that makes it easy for one person to pay another over the internet:

- a. Electronic Check
- b. Electronic bill presentment and payment
- c. Conversion rates
- d. Financial cybermediary

ans:D

15. Which segment do eBay, Amazon.com belong?

- A. B2Bs
- B. B2Cs
- C. C2Bs
- D. C2Cs

Answer: Option B

16. The primary source of financing during the early years of e-commerce was _____.

- A. bank loans
- B. large retail firms
- C. venture capital funds
- D. initial public offerings

Answer: Option C

17. The solution for all business needs is.

- A. EDI
- B. ERP
- C. SCM
- D. None of the above

Answer: Option B

18. Which of the following is not one of the benefits of e-commerce to sellers?

- A. E-commerce offers greater flexibility in meeting customer needs
- B. E-commerce is a powerful tool for customer relationship building
- C. E-commerce can help to reduce costs
- D. E-commerce increases the net cost per contact

Answer: Option D

19. The area of actual or potential commercial value in which a company intends to operate is a _____.

- A. market space
- B. marketplace
- C. perfect market
- D. Bertrand market

Answer: Option A

20. Which of the following statements accurately reflect the impact of technology?

- A. Technology has caused buyer power to increase
- B. Technology has lessened the entry barriers for many industries
- C. Technology has increased the threat of substitute products and services
- D. all of the above

Answer: Option D