B.COM Semester II Internal Examination(under CBCS),2021

E-COMMERCE (GE2.1Chg)

MCQ

Answer all 10\*1=10

1. CRM stands for
2. Customer Relationship Management
3. Company Relationship Management
4. Customer Response Management
5. consumer response management
6. POS means
7. point of sale
8. point of service
9. point of supply
10. none of the above
11. E-Bay is a good example to define
12. B2B
13. B2C
14. C2C
15. G2C
16. ERP system is for
17. major departments only
18. entire organization
19. marketing and sale
20. production department
21. The goal of social commerce is to increase
22. Traffic
23. brand quality
24. customer engagement
25. all of the above
26. digital signature is
27. a bit string giving identity of a correspondent
28. a unique identification of a sender
29. an authentication of an electronic record by tying it uniquely to a key only a sender knows
30. None of above
31. An electronic check is one form of what?
32. e‐commerce
33. online banking
34. e‐cash
35. check
36. Which of the following describes e‐commerce?
37. Doing business electronically
38. Doing business
39. Sale of goods
40. All of the above
41. The ability to change the product to better fit the needs of the customer is called
42. Customization
43. Personalization
44. Privacy
45. Accessibility
46. The purpose of supply chain management is to\_\_\_\_\_\_\_.
47. increase the production level
48. manage and integrate supply and demand management
49. enhance the quality of a product and services
50. provide satisfaction to the customer

Answers:

1. a
2. a
3. c
4. b
5. d
6. c
7. a
8. a
9. a
10. b