

E-Commerce
Multiple choice questions for Semester-2, Hons. & Genel.

Multiple Choice Questions

1. Which of the following model is part of E-Governance?
 - a. C2B
 - b. C2C
 - c. B2C
 - d. C2G (Ans.)

2. SCM (Supply Chain Management) is a game of 4 C's = Collaboration; Co-operation ; Co-ordination and:
 - a. Controlling
 - b. Connectivity (Ans.)
 - c. Communication
 - d. Customer

3. Information Technology Act, 2000 is based on which Model Law of Ecommerce adopted by United Nation:
 - a. UNICITRAL
 - b. UNCITRAL (Ans.)
 - c. UNICITRAL
 - d. UNCITRAL

4. Which one is not a layer of E-Commerce infrastructure:
 - a. Physical Layer
 - b. Product Layer
 - c. Service Layer
 - d. None (Ans.)

5. 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.)

6. The solution for all business needs is:
 - a. EDI
 - b. ERP (Ans.)
 - c. SCM
 - d. None of These

7. Digital Cash has following characteristic
 - a. Anonymity
 - b. Security
 - c. Confidentiality
 - d. All of Above (Ans.)

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

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

9. 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.)

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: A

11. Which of the following is part of the four main types for e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. All of the above

Answer: D

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

- a. B2Bs
- b. B2Cs
- c. C2Bs
- d. C2Cs

Answer: B

13. Which type of e-commerce focuses on consumers dealing with each other?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: D

14. Which segment is eBay an example?

- a. B2B
- b. C2B
- c. C2C
- d. None of the above

Answer: D

15. Which type deals with auction?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: D

16. In which website Global Easy Buy is facilitated?

- a. Ebay.com
- b. Amazon.com
- c. Yepme.com
- d. None of these

Answer: A

17. The best products to sell in B2C e-commerce are:

- a. Small products
- b. Digital products
- c. Specialty products
- d. Fresh products

Answer: B

18. Which products are people most likely to be more uncomfortable buying on the Internet?

- a. Books
- b. Furniture
- c. Movies
- d. All of the above

Answer: B

19. Which products are people most likely to be comfortable buying on the Internet?

- a. Books
- b. PCs
- c. CDs
- d. All of the above

Answer: D

20. Digital products are best suited for B2C e-commerce because they:

- a. Are commodity like products
- b. Can be mass-customized and personalized
- c. Can be delivered at the time of purchase
- d. All of the above

Answer: D

21. The solution for all business needs is

- a. EDI
- b. ERP
- c. SCM
- d. None of the above

Answer: B

22. All of the following are techniques B2C e-commerce companies use to attract customers, except:

- a. Registering with search engines
- b. Viral marketing
- c. Online ads
- d. Virtual marketing

Answer: D

23. Which is a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. all of the above

Answer: D

24. Which is not a function of E-commerce

- a. marketing
- b. advertising
- c. warehousing
- d. none of the above

Answer: C

25. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?

- a. Affiliate programs
- b. Click-through
- c. Spam
- d. All of the above

Answer: B

26. What is the percentage of customers who visit a Web site and actually buy something called?

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

Answer: D

27. What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left ?

- a. B2B marketplace
- b. Intranet
- c. Reverse auction
- d. Internet

Answer: C

28. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?

- a. Customer relationship management systems cards
- b. E-government identity cards
- c. FEDI cards
- d. Smart cards

Answer: D

29. Most individuals are familiar with which form of e-commerce?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: B

30. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: A

31. Which of the following are advantages normally associated with B2B e-commerce?

- a. Shorter cycle times
- b. Reduction in costs
- c. Reaches wider audiences
- d. all of the above

Answer: D

32. Which of the following is a useful security mechanism when considering business strategy and IT?

- a. encryption
- b. decryption
- c. firewall
- d. all the above

Answer: D

33. Which of the following is not related to security mechanism

- a. encryption
- b. decryption
- c. e-cash
- d. all the above

Answer: C

34. A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)?

- a. Switching costs
- b. Loyalty programs
- c. Entry barriers
- d. Affiliate programs

Answer: C

35. 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: A

36. Amazon.com is well-known for which e-commerce marketing technique?

- a. Banner ads
- b. Pop-up ads
- c. Affiliate programs
- d. Viral marketing

Answer: C

37. 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: D

38. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?

- a. horizontal
- b. Vertical
- c. Integrated
- d. Inclined

Answer: A

39. Which form of e-marketplace brings together buyers and sellers from the same industry?

- a. horizontal
- b. Vertical
- c. Integrated
- d. Inclined

Answer: B

40. Which type of add appears on a web page?

- a. pop-under ad
- b. Pop-up ad
- c. Banner ad
- d. Discount ad

Answer: C

41. What type of ad appears on top of a web page?

- a. pop-under ad
- b. pop-up ad
- c. banner ad
- d. discount ad

Answer: B

42. What type of ad appears under a web page?

- a. pop-under ad
- b. pop-up ad
- c. banner ad
- d. discount ad

Answer: A

43. Which, if any, of the following types of ads are people most willing to tolerate?

- a. pop-under ad
- b. pop-up ad
- c. banner ad
- d. none of the above

Answer: D

44. Which of the following is a method of transferring money from one person's account to another?

- a. electronic check
- b. credit card
- c. e-transfer
- d. none of the above

Answer: A

45. An electronic check is one form of what?

- a. e-commerce
- b. online banking
- c. e-cash
- d. check

46. If you need to transfer money to another person via the internet, which of the following methods could you use?

- a. financial cybermediary
- b. electronic check
- c. electronic bill presentment and payment
- d. all of the above

Answer: D

47. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?

- a. financial cybermediary
- b. electronic check
- c. electronic bill presentment and payment
- d. all of the above

Answer: C

48. A combination of software and information designed to provide security and information for payment is called a what?

- a. digital wallet
- b. pop up ad
- c. shopping cart
- d. encryption

Answer: A

49. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

- a. internet commerce
- b. e-commerce
- c. transaction information transfer
- d. electronic data interchange

Answer: D

50. Which of the following is used in B2B to pay for purchases?

- a. e-commerce
- b. financial electronic data interchange
- c. electronic data exchange
- d. electronic checks

Answer: B

51. Which is not a function of ERP?

- a. Warehousing
- b. sales
- c. scheduling
- d. None of the above

Answer: D

52. Which is a function of ERP?

- a. Warehousing
- b. sales
- c. scheduling
- d. all of the above

Answer: D

52. ERP stands for

- a. Enterprise resolution planning
- b. Enterprise reverse planning
- c. Enterprise resource planning
- d. None of the above

Answer: C

53. Which is not a component of ERP?

- a. Legacy systems
- b. Bolt on applications
- c. Operational database
- d. Cybersoft

Answer: D

54. Which is not a function of ERP?

- a. Human resource management
- b. financial
- c. warehousing
- d. None of the above

Answer: D

55. What is an electronic representation of cash?

- a. Digital cash
- b. Electronic cash
- c. E-cash
- d. All of the above

Answer: D

56. The E-payment mechanism widely used in B2B is

- a. Credit card
- b. Debit card
- c. Master card
- d. E-cheque

Answer: D

57. E-cheques are

- a. Prepaid
- b. Postpaid
- c. Both prepaid and post-paid

Answer: A

58. Digital signature is a

- a. Digital id, send as an attachment to a web page/e-mail/message
- b. Is used for verifying the attachments send using web
- c. Both a and b
- d. None of these

Answer: C

59. The presence of ----- make the smart card smart.

- a. Memory
- b. Microchip
- c. E-cash
- d. None of the above

Answer: B

60. Which is not a feature of ecommerce

- a. SCM
- b. EDI
- c. WWW
- d. BPR

Answer: D

61. Which one is the third party payment providers who offer digital wallets for E-merchants

- a. Oxycash
- b. PayMate
- c. PayPass
- d. All the above

Answer: D

61. Which is used to identify mobile money?

- a. MCID
- b. MMID
- c. RSID
- d. NONE OF THE ABOVE

Answer: B

62. Which e-government arena is being used when governmental agencies send out and accept bids for work?

- a) G2G
- b) G2B
- c) G2C
- d) G2G

Answer: B

63. E-Banking is also known as

- a. ATMs
- b. Net banking
- c. Traditional banking
- d. None of these

Answer: B

64. ----- is backbone of all E-payments in E-commerce

- a. EFT
- b. EPS
- c. PayPal
- d. None of these

Answer: B

65. Which one is a threat for E-commerce

- a. Trojan horse
- b. firewall
- c. encryption
- d. None

Answer: A

66. Which one is not an offline payment mode?

- a. Cash on delivery
- b. Cash before delivery
- c. Demand drafts
- d. e-cheque

Answer: D

67. Which one is an offline payment mode?

- a. Cash on delivery
- b. Cash before delivery
- c. Credit card
- d. Both a and b

Answer: D

68. Which one is not an online payment mode?

- a. Cash on delivery
- b. Debit card
- c. Credit card
- d. e-cheque

Answer: A

69. Which one is an online payment mode?

- a. Cash on delivery
- b. Cash before delivery
- c. Demand drafts
- d. e-cheque

Answer: D

70. which one is not an E-payment method used in India

- a. Debit card
- b. Credit card
- c. e-cheque
- d. none

Answer: D

71. OTP stands for

- a. On Time Password
- b. On Time processing
- c. One time processor
- d. None

Answer: A

72. Which one is not a threat for E-commerce?

- a. Trojan horse
- b. Viruses
- c. Worm
- d. None

Answer: D

73. 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: C

74. Which type deals with auction?

- a. B2B
- b. B2C
- c. C2B
- d. C2C

Answer: D