

E-COMMERCE
MCQ- 2ND SET
B.COM. SEMESTER-2, HONS. & GENL.

E-CRM and Supply Chain Management

1. The success of E-CRM is measured by the _____ to the business.
 - (a) Profit maximization
 - (b) value addition (ans.)
 - (c) Increased sales
 - (d) Added customers

2. There are _____ strategies which may decide the success or failure of any E-CRM implementation.
 - (a) 2
 - (b) 3
 - (c) 4 (ans.)
 - (d) 5

3. The procurement module in SCM allows companies to be in a better position with supplier for
 - (a) Purchasing
 - (b) Ordering
 - (c) Bargaining (ans.)
 - (d) Sourcing

4. The logistic module in SCM allows the seller and the customer to _____ of the ordered goods.
 - (a) Keep a measure
 - (b) Keep a track
 - (c) Track the delivery (ans.)
 - (d) Track the position

5. Which of the following is not part of E-CRM life cycle?
 - (a) Customer data about customer preference is collected
 - (b) Data collected is analysed
 - (c) No pattern is searched in the data (ans.)
 - (d) Once the company's knows the customer preference , they can fulfil it

6. Which one of the following is not a type of E-CRM?
 - (a) Cloud solution
 - (b) Multiple server solution (ans.)
 - (c) V-CRM
 - (d) M-CRM

7. Which one of the following is not a feature or module of SCM?
 - (a) Forecasting and planning
 - (b) Financial Management (ans.)
 - (c) order management
 - (d) inventory management

8. In SCM the procurement module allows the centralization of all _____ and _____.
- (a) Orders, selling (b) sourcing , purchasing (ans.)
 (c) Buying (d) Products , services

ENTERPRISE RESOUC E PLANNING (ERP)

1. ERP is a process of integrating and managing _____ part of company's business.
- (a) Financial (b) Administrative (c) important (ans.)
 (d) Unimportant
2. The ERP system _____ information about different departments.
- (a) Distributes (b) Collates (ans.) (c) Collects
 (d) Advances
3. Which of the following is not a characteristic of a god ERP system?
- (a) Inflexible (ans.) (b) modular and open (c) Comprehensive
 (d) Best business Practices
4. Which of the following is not a benefit of ERP?
- (a) Efficiency (b) cost escalation (ans.) (c) productivity
 (d) security

NEW TRENDS IN E- COMMERCE

1. social commerce is a part of _____
- (a) sociology (b) social net working (c) E-commerce (ans.)
 (d) socializing
2. which of the following is not the part of Social commerce
- (a) facebook (b) twitter (c) amazon (ans.) (d) you tube
3. Social commerce is the concept of _____ applied to E-Commerce.
- (a) Advertisement (b) word of mouth (ans.) (c) advice (ans.)
 (d) technology
4. Social commerce studies consumers' _____ behaviour and engage them accordingly.
- (a) Electronic (b) social (ans.) (c) multi (d) Print
5. Social commerce ensures that customers return to their _____ repeatedly.
- (a) Stores (b) websites (ans.) (c) companies (d) homes
6. In social commerce, customers use the website as a platform to _____ the bands of the company.
- (a) Analyse (b) discuss (ans.) (c) criticize (d) research

7. Social commerce is redefining the way brands and retailers ____ with customers.
 (a) Dealing (b) interacting (ans.) (c) talking (d) responding
8. The relationship between social commerce and social networking is ____
 (a) Dependent (b) reciprocal (ans.) (c) contrary (d) nonexistent
9. Digital marketing allows_____
 (a) Division (b) marketing (c) Segmentation (ans.) (d) Marketing
10. Digital marketing has enabled the customers to be ____ targeted by brands.
 (a) Uniformly (b) individually (c) selectively (ans.) (d) widely
11. Pull Digital marketing is when the customer searches and then comes across the content
 (a) True (ans.) (b) false
12. Push Digital marketing is when the customer is sent unsolicited content.
 (a) True (ans.) (b) False
13. Social commerce is the concept of ____ applied to E-Commerce.
 (a) Human resource Management
 (b) Word of mouth (ans.)
 (c) Supply chain management
 (d) Social media advertising
14. Onsite social commerce is when a social layer is added to the company's core website.
 (a) True (ans.) (b) false
15. Offsite social commerce is when a company maintains a social media presence outside its core website.
 (a) True (ans.) (b) False
16. Digital marketing is also known as.
 (a) Computer Marketing (b) social media marketing
 (c) data driven marketing (ans.) (d) technological marketing
17. In social media advertising, higher conversion rate means.
 (a) Conversion form rupees against dollars
 (b) Conversion form Non digital to digital
 (c) Conversion form satisfied customer to repeat customer
 (d) Conversion form visitor to a website to a consumer (ans.)
18. In social media advertising the first step is
 (a) Creating a social identity (ans.) (b) community activation
 (c) developing a content strategy (d) running a social media campaign
19. Digital marketing approach allows a ____ communication between the consumer and business
 (a) One way (b) two way (ans.) (c) Multi directional
 (d) silent.