

Multiple-Choice Questions on E-Commerce UNIT 1

1. E-Commerce stands for _____.
 - a. Electrical Commerce
 - b. Electronic Commerce
 - c. Entertainment Commerce
 - d. ElectroChemical Commerce

Answer (b)

2. The World Wide Web (WWW) was introduced in the year
 - a. 1994
 - b. 1996
 - c. 1992
 - d. 1990

Answer (a)

3. _____ is an early form of E-commerce
 - a. SCM
 - b. EDI
 - c. Both of these
 - d. Neither of these

Answer (b)

4. _____ is concerned with the buying and selling information, products and services over computer communication networks
 - a. Commerce
 - b. E-Commerce
 - c. E-Business
 - d. None of these

Answer (b)

5. Which among the following products is suitable for E-Commerce?
 - a. Books
 - b. Vegetables
 - c. All of these
 - d. None of these

Answer (a)

6. Which of the following is not a party of SCM?
 - a. Suppliers
 - b. Manufacturers
 - c. Distributors
 - d. Customers

Answer (c)

7. _____ is a function of E commerce.
- Marketing
 - Supply Chain
 - Finance
 - All of the above

Answer (d)

8. _____ mainly deals with buying and selling, especially on a large scale.
- Shopping
 - Commerce
 - Retailing
 - Distribution

Answer (b)

9. E-commerce has _____ scope than E-Business or Digital Business.
- Higher
 - Narrower
 - Wider
 - More

Answer (b)

10. _____ is a system of interconnected electronic components or circuits.
- Electronic Network
 - Marketplaces
 - Electronic Markets
 - Metamarkets

Answer (a)

11. All electronically mediated information exchanges are referred to as _____
- E-Business
 - Digital Business
 - E-Commerce
 - None of the above

Answer (c)

12. _____ are markets linked via modern communications networks and powered through high-speed computers.
- Marketplaces
 - Metamarkets
 - Electronic Network
 - Electronic Markets

Answer (d)

13. _____ is a part of the 4 important types of E-commerce.
- All of the above
 - B2B
 - P2P
 - C2A

Answer (a)

14. Companies like Flipkart, Amazon and Myntra belong to which type of Ecommerce (EC) segment.
- B2B
 - B2C
 - P2P
 - C2B

Answer (b)

15. Customers pay a fixed amount, commonly month-to-month or quarterly or annually, to get a few types of service referred to as _____ E-Commerce Business Model.
- Licensing
 - Subscription
 - Transaction
 - Affiliate

Answer (b)

16. This E-Commerce commercial enterprise model specifically specialises in selling services or products online.
- Indirect Marketing
 - Online Direct Marketing
 - Brick & Mortar
 - Marketplace

Answer (b)

17. _____ is a retail fulfillment approach in which a shop doesn't hold the goods it sells in stock.
- Aggregator Model
 - Affiliate
 - Dropshipping
 - Advertising Model

Answer (c)

18. Some marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the _____ E-Commerce Model.
- Affiliate
 - Transaction

- c. Aggregator
- d. Advertising

Answer (d)

19. Among the alternative models of B2B E-commerce, which is the best means to acquire a competitive advantage in the market?
- a. Strategic relationship
 - b. Process
 - c. Transaction
 - d. All of the above

Answer (a)

20. The concept of online marketing and selling of products and services through the internet is _____
- a. B2G
 - b. B2C
 - c. B2B
 - d. B2E

Answer (b)