

1) Which of the following describes e - commerce?

- a. Doing business electronically
- b. Doing business
- c. Sale of goods
- d. All of the above



2) 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



3) Which segment do eBay,
Amazon.com belong?

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



4) Which type of e - commerce focuses on consumers dealing with each other?

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



- 5) Which segment is eBay an example?
- a. B2B
 - b. C2B
 - c. C2C
 - d. None of the above



6) Which type deals with

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



7) In which website Global Easy Buy is facilitated?

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



A

8) The best products to sell in B2C

- a. Small products
e-commerce are:
- b. Digital products
- c. Specialty products
- d. Fresh products



9) Which products are people most likely to be more uncomfortable buying on the

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



10) Which products are people most likely to be comfortable buying on the Internet?

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



11) Digital products are best suited for B2C e - commerce

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



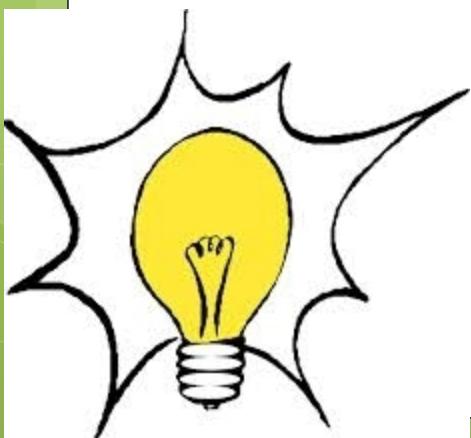
12) The solution for all business needs
is

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



13) All of the following are techniques B2C e - commerce companies use to

- a. Registering with search engines
attract customers, except:
- b. Viral marketing
- c. Online ads
- d. Virtual marketing



14) Which is a function of E-commerce

- a. Marketing
- b. Advertising
- c. warehousing
- d. all of the above



15) Which is not a function of E-commerce

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



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



17) The viruses spreads through - - - - -

- a. Mails
- b. Pen drives and cds
- c. Websites
- d. All the above



18) During E - commerce

transaction we should

ensure - - - - - - - - - - - - - - -

- a. Integrity
- b. Security
- c. Confidentiality
- d. All the above



19) Which type deals with
auction?

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



20) Which one is not a threat for

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



21) Which one is not an online

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



22) Which one is a client level

- a. Malicious code
- b. Viruses
- c. Active contents
- d. All the above



23) E - Banking is also known

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



- 24) What is an intranet that is restricted to an organization and certain outsiders, such as**
- a. Client/server network
customers and suppliers?
 - b. Intranet
 - c. Extranet
 - d. Thin client



25) The practice of forging a return address on an e - mail so that the recipient is fooled into revealing private information is termed?

- a. hacking
- b. cracking
- c. dumpster diving
- d. spoofing



26) E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?

- a. A business process perspective
- b. A service perspective
- c. A communications perspective
- d. An online perspective
- e. All of the above



27) E-business is a term used to describe:

- a. An organization using electronic media to purchase from its suppliers
- b. An organization using electronic media to sell direct to its customers
- c. The use of electronic communications for all business processes
- d. Any electronically mediated communication between an organization and its stakeholders
- e. None of the above



business transactions through these computers, they are probably using _____.

- A)Digital wallets
- B)Electronic data interchange
- C)B2C
- D)Smart cards



29) The most effective E-

- a. Graphics only version
- b. Graphics and Text versions
- c. Text only version
- d. Multimedia only version
- e. None of the above



30) An E-commerce shopping

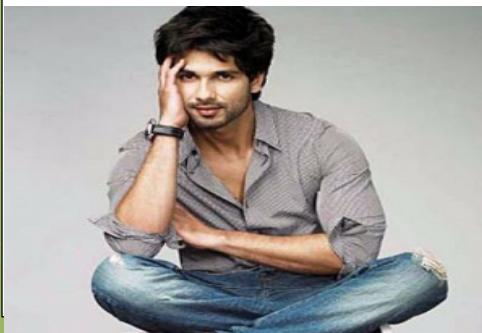
- a. Stores information about your purchases
Cart...
- b. Allows you to change item quantities
- c. Keeps a running total of items
- d. Keeps a running count of items
- e. All of the above



E

31) E-commerce sites should primarily be driven by

- a. Technology
- b. Infrastructure
- c. Consumer needs
- d. Human Resources
- e. Investors



Thanks for your participation

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