

E-Business
Assignment- Week 0
TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

QUESTION 1:

Which of the following factors played a significant role in the emergence of e-business?

1. Technological advancements and the rise of the internet
2. Government regulations and policies
3. Economic globalization and expansion of markets
4. **All of the above**

Correct Answer: 4

QUESTION 2:

Which of the following is a key role of e-business in today's economy?

1. **Facilitating secure online transactions and payment processing**
2. Enabling seamless supply chain management and logistics
3. Providing real-time customer support and communication
4. Expanding market reach and customer base

Correct Answer: 1

QUESTION 3:

Which of the following represents a type of e-business?

1. Online social networking platforms
2. **Business-to-Business (B2B) e-commerce**
3. Cloud computing services
4. Mobile application development

Correct Answer: 2

QUESTION 4:

What is the primary advantage of e-business over traditional brick-and-mortar businesses?

1. Greater customer loyalty
2. Higher profit margins
3. Stronger brand recognition
4. **Lower operating costs**

Correct Answer: 4

QUESTION 5:

Which of the following is an example of a successful e-business model?

1. **Online marketplace connecting independent sellers and buyers**
2. Subscription-based streaming service for movies and TV shows
3. Physical retail store with no online presence
4. Direct mail marketing campaign

Correct Answer: 1

QUESTION 6:

Which of the following is an example of a business-to-business (B2B) e-commerce platform?

1. Amazon
2. eBay
3. **Alibaba**
4. Facebook

Correct Answer: 3

QUESTION 7:

Which of the following technologies is commonly used to ensure secure online transactions in e-business?

1. Bluetooth
2. **SSL (Secure Sockets Layer)**
3. Virtual reality
4. Voice recognition

Correct Answer: 2

QUESTION 8:

Which of the following is an example of a subscription-based e-business model?

1. **Netflix**
2. Walmart
3. Target
4. Best Buy

Correct Answer: 1

QUESTION 9:

What is the term used to describe the process of using online advertising to drive traffic to a website and increase its visibility in search engine results?

1. Viral marketing
2. Influencer marketing
3. Email marketing
4. **Pay-per-click (PPC) advertising**

Correct Answer: 4

QUESTION 10:

What is the term used to describe the practice of using data analysis to understand customer behavior and preferences in e-business?

1. Customer relationship management (CRM)
2. Search engine optimization (SEO)
3. **Data mining**
4. A/B testing

Correct Answer: 3