

NPTEL

Course Name: Management Information System

Assignment 8

1. Which feature of E-commerce allows it to operate everywhere?
 - a. Global reach
 - b. Ubiquity
 - c. Interactivity
 - d. Personalization

2. What is Customization?
 - a. Changing the delivered product or service based on available raw materials
 - b. Changing the delivered product or service based on a user's preference
 - c. Option a and b
 - d. None of these

3. What do you understand by value proposition?
 - a. How a company values its employees
 - b. How a company contributes to resisting environmental pollution
 - c. How a company earns money
 - d. How a company's products or services meet the needs of its customers.

4. Which of the following is a disadvantage of crowdsourcing?
 - a. Market validation
 - b. Consumer feedback
 - c. Paying a portion of the raised funds to the platform
 - d. None of the above

5. What is Vortal?
 - a. It offers products to meet emergency needs
 - b. It offers services related to the customization of products only
 - c. It offers services related to sales forecasting
 - d. It is a portal for specialized domains

6. Which of the following is not a type of net marketplace?
 - a. Exchange

- b. E-distributor
- c. E-procurement
- d. E-purchaser

7. What is the primary revenue source of portal business model?

- a. Listing fees
- b. Broker fees
- c. Transaction fees
- d. Advertising fees

8. What is the main purpose of geosocial services in social commerce?

- a. Providing financial transaction services
- b. Sharing the user's location with friends
- c. Selling goods and services
- d. Offering customer reviews

9. Which of the following is/are feature(s) of social commerce?

- a. Newsfeed
- b. Location-based service
- c. Option a and b
- d. None of the above

10. What is EDI?

- a. It is an electronic exchange of product data between firms
- b. It is an electronic exchange of documents containing product and service feedback
- c. It is an electronic exchange of documents between an employee and his/her manager
- d. It is an electronic exchange of business transaction documents between supply chain trading partners