

E-Business
Assignment- Week 4
TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total marks: $10 * 2 = 20$

QUESTION 1:

The Internet has transformed the marketing paradigm from undifferentiated mass marketing to mass customized marketing. Here, undifferentiated mass marketing and mass customized marketing means_____._____ respectably.

- a. Each customer can be used for marketing, each product has a customized marketing strategy
- b. Tailor Made product for everyone, same product for everyone in the market,
- c. **Same product for everyone in the market, tailor made product for everyone**
- d. Both the concepts are essentially same

Correct Answer: c

Explanation: Slide 6-7

QUESTION 2:

A visitors to an online store is called an online key customers if he/she

- a. Is willing to share personal details
- b. Carefully browses through all the products
- c. **Makes multiple purchases**
- d. Makes one purchase

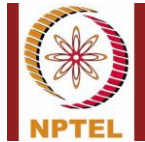
Correct Answer: c

Explanation: Slide 10

QUESTION 3:

Two-way transactions through chat and discussion groups, web forms and questionnaires, instant messaging, and e-mail correspondence, are called_____.

- a. **Interactive marketing**
- b. Customer Relationship Management
- c. Advertising and promotion
- d. Product management



Correct Answer: a

Explanation: Slide 16-17

QUESTION 4:

The increase in the variability as we travel up in the supply chain is referred to as the bullwhip effect. This effect can be reduced by the adoption of e-procurement practices due to

- a. Controlled price fluctuations
- b. Information sharing across the supply chain**
- c. Reduction in batch ordering
- d. All of the above

Correct Answer: b

Explanation: Slide 31 to 36

QUESTION 5:

Inter-enterprise Supply Chain Management information systems at strategic level can help in

- a. Demand forecast
- b. Production, procurement, logistics plan
- c. Customer Order Fulfillment/Service
- d. Establish objectives, policies, and operating footprint**

Correct Answer: d

Explanation: Slide 38

QUESTION 6:

If both planning and inventory level collaboration is established between two business partners, it is called a

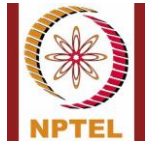
- a. Collaborative planning and forecasting supply chain
- b. Vendor managed inventory supply chain
- c. Synchronized Supply Chain**
- d. None of the above

Correct Answer: c

Explanation: Slide 54

QUESTION 7:

In a vendor managed inventory system, the supplier forecasts the demand the inventory level of the retailer. This is possible because



- a. **Inventory level information from the retailer is seamlessly shared with the supplier.**
- b. Planning level information from the retailer is seamlessly shared with the supplier
- c. Both planning and inventory level information from the retailer is seamlessly shared with the supplier
- d. None of the above

Correct Answer: a

Explanation: Slide 54-65

QUESTION 8:

Carbon Footprint Calculations, the process of calculating the CO₂ footprint of the distribution network, is a part of?

- a. **Strategic transportation functionality**
- b. Tactical transportation functionality
- c. Operational transportation functionality
- d. None of the above, as it is not a transportation functionality

Correct Answer: a

Explanation: Slide 84

QUESTION 9:

Which of the following is a concern in the context of digital distribution of goods and services.

- a. Digital products can be copied and distributed illegally.
- b. The distribution costs are in most cases passed on to the customer directly
- c. No social and interpersonal contact
- d. **All of the above**

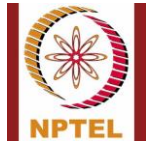
Correct Answer: d

Explanation: Slide 98

QUESTION 10:

You ordered some items from an online retailer. The item is delivered to your local retailer. You visit the retailer and collect your item. This model of distribution is called

- a. Distributor storage with package carrier delivery
- b. **Retail storage with customer pickup**
- c. Distributor storage with last mile delivery



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d. None of the above

Correct Answer: b

Explanation: Slide

***** End *****