

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
 Enabling seamless supply chain management and logistics
1. Providing real-time customer support and communication
2. 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 ebusiness?

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