

E-Business
Assignment- Week 1
TYPE OF QUESTION: MCQ/MSQ

Number of questions: 10

Total marks: $10 * 2 = 20$

QUESTION 1:

ABC company uses Amazon's fulfillment network to deliver its product directly to the customer. The customer can track the delivery status of the product online. This process can be termed as a _____ transaction.

- a. **E-Business**
- b. E-commerce
- c. Both a) and b)
- d. None of the above

Correct Answer: a

Explanation: Slide 22

QUESTION 2:

Pantaloons Fashion & Retail Limited retails a mix of private labels and licensed brands in apparel and accessories. It has many stores across the country. Placing orders, receipt of goods, unloading, and recording the details of received goods are a few of the activities at the store level. These activities can be termed as

- a. **Value chain activities**
- b. Value delivery activities
- c. Value creation activities
- d. None of the above

Correct Answer: a



Explanation: Slide 16

QUESTION 3:

Enterprise Resource Planning (ERP) software automates _____ activities.

- a. Supply chain
- b. Value chain**
- c. E-procurement
- d. Logistics activity

Correct Answer: b

Explanation: Slide 20

QUESTION 4:

A business model provides a road map for a company and includes:

- a. Cost structure
- b. Revenue generation plan
- c. Profit architecture
- d. All of the above**

Correct Answer: d

Explanation: Slide 42

QUESTION 5:

An online content streaming platform like Netflix generates its revenue using _____.

- a. Merchant model
- b. Utility model
- c. Subscription-based model**
- d. Advertisement model

Correct Answer: c

Explanation: Slide 64



QUESTION 6:

It is evident in TATA Steel's e-procurement study that when buy volume is low and criticality to cost or quality is low, a company should go for_____.

- a. Reverse auction
- b. Business process outsourcing**
- c. B2B market places
- d. All of the above

Correct Answer: b

Explanation: Slide 76

QUESTION 7:

Yatra.com is an online _____site?

- a. Manufacture
- b. Merchant
- c. Brokerage**
- d. Advertisement

Correct Answer: c

Explanation: Slide 45

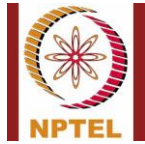
QUESTION 8:

As per Gartner's Hype Cycle, if technology is in the plateau of productivity, it indicates

- a. The product is getting very high visibility and market expectations are high
- b. The disillusionment about the product is over, it is not accepted in the the market.
- c. The disillusionment about the product is over, it is mature and adopted in the market.**
- d. The product has potential and is trying to improve based on market feedback.

Correct Answer: c

Explanation: Slide 40-41



QUESTION 9:

ITC's eChoupal Initiative is about improving the _____ of agricultural produces.

- a. Marketing model
- b. Supply chain**
- c. Sales
- d. Accountability

Correct Answer: b

Explanation: Slide 92

QUESTION 10:

Paying income taxes online is example of _____ transaction.

- a. G2C
- b. G2B
- c. C2G**
- d. G2G

Correct Answer: c

Explanation: Slide 36
