

EC Unit -1 MCQ

1.	E-Commerce stands for _____. A. Electronic Commerce B. Entertainment Commerce C. ElectroChemical Commerce D. Electrical Commerce
2.	Which dimension of e-commerce enables commerce beyond the boundaries of the country? A. Richness B. Interactivity C. Global Reach D. Ubiquity
3.	Which e-commerce model involves the sale of goods or services from businesses to the general public? A. Business to Government B. Business to Consumer C. Business to Business D. Consumer to Business
4.	_____ is an e-commerce model which focuses on consumers dealing with one another. A. Business to Business B. Consumer to Consumer C. Consumer to Business D. Business to Consumer
5.	Which of the following is/are considered examples of the Consumer to consumer (C2C) model? A. Amazon.com B. e-bay C. Rentalic.com D. All of the above
6.	_____ mainly deals buying and selling, especially on a large scale. A. Shopping B. Retailing C. Distribution D. Commerce
7.	E-commerce has _____ scope than E-Business or Digital Business. A. Higher B. Wider C. Narrower D. More

8.	_____ is NOT an example of E-Commerce Platform. A. Amazon Pantry B. Reliance SMART C. Flipkart Plus D. DMart Ready
9.	Which is not type of E- commerce? A. B2B B. K2B C. C2C D. B2C
10.	_____ is NOT a function of E commerce. A. Warehouse B. Finance C. Marketing D. None of the above
11.	_____ is NOT an example of E-Commerce Platform. A. Amazon B. EPFO portal C. Flipkart D. DMart Ready
12.	Multimedia contents are not important to e-business applications. A. False
13.	The fundamentals of Marketing change when it is conducted online. A. False
14.	The Internet allows mass marketing to be replace customized marketing. A. True
15.	Online classifieds are good examples of a const consumer E-commerce model. A. True
16.	Amazon.com is a good example of a business-to-business E-commerce model. A. False
17.	The Internet further separates a business from its customers. A. False
18.	E-commerce is simply the buying and selling of goods online. A. False
19.	E- commerce is a subset of E-business. A. False
20.	One disadvantage to online buyers is lake of Trust when during with unfamiliar sellers A. True

