1. By Electronic Commerce we mean:

a. Commerce of electronic goods  
b. Commerce which depends on electronics  
c. Commerce which is based on the use of internet  
d. Commerce which is based on transactions using computers connected by telecommunication network

Answer: d

2. For carrying out B2B e-Commerce the following infrastructure is essential

(i) World Wide Web  
(ii) Corporate network  
(iii) Electronic Data Interchange standards  
(iv) Secure Payment Services  
(v) Secure electronic communication link connecting businesses

a. i, ii and iii  
b. ii, iii and iv  
c. ii, iii, iv and v  
d. i, ii, iii, iv and v

Answer: c
3. For carrying out B2C e-Commerce the following infrastructure is essential

(i) World Wide Web
(ii) Corporate network
(iii) Electronic Data Interchange standards
(iv) Secure Payment Services
(v) Secure electronic communication link connecting businesses

a. i and iv
b. i, iii and iv
c. ii and iii
d. i, ii, iii and iv

Answer: a

4. For carrying out C2C e-Commerce the following infrastructure is essential

(i) World Wide Web
(ii) Corporate network
(iii) Electronic Data Interchange standards
(iv) Secure Payment Services
(v) Secure electronic communication link connecting businesses

a. I and ii
b. ii and iv
c. i and iii
d. I and iv

Answer: c
5. Advantages of B2C commerce are

(i) Business gets a wide reach to customers  
(ii) Payment for services easy  
(iii) Shop can be open 24 hours a day seven days a week  
(iv) Privacy of transaction always maintained

a. I and ii  
b. ii and iii  
c. i and iii  
d. iii and iv

Answer: c

6. B2C commerce

a. includes services such as legal advice  
b. means only shopping for physical goods  
c. means only customers should approach customers to sell  
d. means only customers should approach business to buy

Answer: a

7. EDI use

a. requires an extranet  
b. requires value added network  
c. can be done on internet  
d. requires a corporate intranet

Answer: c
8. Advantages of B2C commerce to customers are

(i) wide variety of goods can be accessed and comparative prices can be found
(ii) shopping can be done at any time
(iii) privacy of transactions can be guaranteed
(iv) security of transactions can be guaranteed

a. I and ii
b. ii and iii
c. iii and iv
d. I and iv

Answer: a

9. Disadvantages of e-Commerce in India are

(i) internet access is not universally available
(ii) Credit card payment security is not yet guaranteed
(iii) Transactions are de-personalised and human contact is missing
(iv) Cyberlaws are not in place

a. I and ii
b. ii and iii
c. i, ii and iii
d. i, ii, iii and iv

Answer: c
10. Electronic Data Interchange is necessary in
a. B2C e-Commerce  
b. C2C e-Commerce  
c. B2B e-Commerce  
d. Commerce using internet

Answer: c

11. EDI requires representation of common business documents in
a. computer readable forms  
b. data entry operators by receivers  
c. special value added networks  
d. special hardware at co-operating Business premises

Answer: a

12. EDI standards are
a. not universally available  
b. essential for B2B commerce  
c. not required for B2B commerce  
d. still being evolved

Answer: b
13. Which type of products is lesser purchased using e-commerce?

a. automobiles  
b. books  
c. softwares  
d. none  

Answer: a

14. Which of the following describes e-commerce?

a. Doing business electronically  
b. Doing business  
c. Sale of goods  
d. All of the above  

Answer: a

15. Which of the following is part of the four main types for e-commerce?

a. B2B  
b. B2C  
c. C2B  
d. All of the above  

Answer: d
16. Which segment do eBay, Amazon.com belong?

a. B2Bs  
b. B2Cs  
c. C2Bs  
d. C2Cs  

Answer: b

17. Which type of e-commerce focuses on consumers dealing with each other?

a. B2B  
b. B2C  
c. C2B  
d. C2C  

Answer: d

18. Which segment is eBay an example?

a. B2B  
b. C2B  
c. C2C  
d. None of the above  

Answer: d
19. Which type deals with auction?

a. B2B  
b. B2C  
c. C2B  
d. C2C

Answer: d

20. The best products to sell in B2C e-commerce are:

a. Small products  
b. Digital products  
c. Specialty products  
d. Fresh products

Answer: b

21. Which products are people most likely to be more uncomfortable buying on the Internet?

a. Books  
b. Furniture  
c. Movies  
d. All of the above

Answer: b
22. Which products are people most likely to be comfortable buying on the Internet?
   a. Books
   b. PCs
   c. CDs
   d. All of the above
   
   Answer: d

23. Digital products are best suited for B2C e-commerce because they:
   a. Are commodity like products
   b. Can be mass-customised and personalised
   c. Can be delivered at the time of purchase
   d. All of the above
   
   Answer: d

24. The solution for all business needs is
   a. EDI
   b. ERP
   c. SCM
   d. None of the above
   
   Answer: b
25. All of the following are techniques B2C e-commerce companies use to attract customers, except

a. Registering with search engines  
b. Viral marketing  
c. Online ads  
d. Virtual marketing

Answer: d

26. E-commerce involves

a. marketing  
b. advertising  
c. warehousing  
d. all of the above

Answer: d

27. Which is not a function of E-commerce

a. marketing  
b. advertising  
c. warehousing  
d. none of the above

Answer: c
28. The dimension of e-commerce that enables commerce across national boundaries is called _______.

a. Interactivity  
b. Global Reach  
c. Richness  
d. Ubiquity  

Answer: b

29. A ____ is a set of planned activities designed to result in a marketplace.

a. Business Model  
b. Profit Model  
c. Business Plan  
d. Revenue Model  

Answer: a

30. _____ e-commerce involves customers gathering information, purchasing and receiving products over an electronic network

a. B2G  
b. B2E  
c. B2B  
d. B2C  

Answer: d