

**GLS University**  
**Faculty of Commerce**  
**Semester II**  
**E- Commerce**

**Multiple Choice Questions**

**Unit – I Concept of Internet and E-Commerce**

**Multiple Choice questions**

1. The term Internet is the assemblage of two words;  
(a) **Inter connection & Network**  
(b) Intercontinental & Network  
(c) Interface & Network  
(d) None of above
2. To have an internet connection one needs to have following arrangements;  
(a) Modem (b) Telephone or TV (c) Computer & ISP connection (d) **All of above**
3. The term ISP is the abbreviation of the full phrase;  
(a) Inter state policy (b) Incoming state policy (c) **Internet service provider** (d) None
4. Which of the following term refers to cyber crime?  
(a) Home maker (b) **Hacker** (c) Holiday (d) House keeping
5. Crime occurred by violating copyrights and download music is termed as;  
(a) Hacking (b) stalking (c) **Theft** (d) All
6. When a person's computer is broken into to access personal information is called;  
(a) **Hacking** (b) Theft (c) Stalking (d) None
7. Cyber crime is widely categorized into ;  
(a) Individual (b) Property (c) Government (d) **All of these**
8. Which of the following terms as prevention measures for cyber crime;  
(a) Avoid disclosing personal information  
(b) Avoid sending photograph to strangers  
(c) Avoid sending credit card numbers  
(d) **All of above**
9. Today we can use internet for following services;  
(a) Read Newspaper (b) View TV (c) Send pictures (d) **All of these**
10. Medical science can diagnose disease with the help of technology of;  
(a) **VR** (b) AB (c) PR (d) XY

**Objective Type questions**

11. In 1989 **Tim Berrers Lee** invented World Wide Web.

12. The E-commerce transactions are carried over the computer via network. (**True**/ False)  
The electronic information such as records, documents etc. are kept in the memory section of the computers. (**True**/False)
13. Internet based software or programs that are used to disrupt a network are called **malicious software**.
14. Fred Cohen invented the word **VIRUS** for infected computers.
15. **Robert Tappan Morris** is well known as the First Hacker prosecuted under the Computer and Fraud Act in 1986.
16. Cyber crime is a major threat to all the countries worldwide (**True** / False)
17. E-mail can be used to send text, pictures and videos (**True** / False)
18. Internet economy will bring a revolutionary changes in the field of business worldwide. (**True** / False)
19. Use of **electronic signature** is essential on all online government forms.
20. An **appropriate government** may authorize any service provider authorized under sub-section (1) to collect and retain under the Act.

### **Answer in One line**

21. What is E-commerce?  
When all business transactions are carried over through computers via internet.
22. State one use of E-commerce  
E-Commerce is useful for Financial services, stock exchange, Banking services, Legal and professional services, tourism, Medical and various other services.
23. Discuss two limitations of E-commerce  
Limitations of E-Commerce are lack of personal contact, no opportunity of checking the quality and returning of goods.
24. What is difference between Traditional and E-commerce business practice?  
Traditional business transactions are carried out by humans whereas E-Commerce transactions are carried through computers via internet.
25. What is Internet?  
Internet is the inter-communication system by which the business partners can transmit or receive the message or proceedings of business transactions.
26. Explain retention of electronic records.  
When documents, records or information are retained for any specific period so as to remain accessible for subsequent reference.
27. Explain types of Cyber crime  
Hacking, Theft, Cyber stalking and malicious software are types of cyber crime.
28. State categories of cyber crime  
Individual, Property and Government are categories of cyber crime.
29. State prevention measures of cyber crime.

Identification of exposures, Avoiding sending personal pictures and updating anti virus software are some preventions measures of cyber crime.

30. Advantage of Internet.

Savings in management expenses, No necessity for physical showrooms, no huge stock, less investment and facility of global market are few advantages of internet.

## Unit -2

1. ATM stands for
  - a) Any time money
  - b) Any time machine
  - c) **Automated teller machine**
  - d) Automated Time machine
2. PIN is a
  - a) Problem Identification No.
  - b) Personal Identification No.
  - c) Problem Index No.
  - d) **Personal Index No.**
3. Benefits of M-commece include
  - a) Convenience in transactions
  - b) Flexibility
  - c) Less time
  - d) **All of above**
4. Marketing Mix 4 p's include
  - a) Personality
  - b) Pan card
  - c) **Price**
  - d) Performance
5. In 4G "G" Stands for
  - a) Gender
  - b) **Generation**
  - c) G-mail
  - d) Game
6. HTTP stands for
  - a.) Hyper Text Transport Protocol
  - b.) Hyper Text Transport Planning
  - c.) Hyper Text Transfer Planning
  - d.) **Hyper Text Transfer Protocol**
7. Following is not type of Smart card.
  - a.) Memory Cards

- b.) Shared Key Cards
- c.) Signature Creating Cards
- d.) **Secured Key Cards**

8. Mobile Commerce can be defined as -

- a.) **M-Business**
- b.) M-Com.
- c.) M-Home
- d.) M-Phil

9. SET stands for

- a) Surety Electronic Transaction
- b) **Secure Electronic Transaction**
- c) Silent Electronic Transaction
- d) None of above

10. Mobile computing devices include

- a) Personal digital assistance
- b) Smart phone
- c) Black berry
- d) **All of above**

### **True Or False**

1. ATM provide 24 hours, 7days a week and 365 days a year. – **True**
2. Personal Index No. is not required to use Credit card. – False
3. Inter-net is required for the E-Payment. – True
4. There is no risk of bad debt for traders in case of selling by credit card. – True
5. Credit Card holder is not required cash amount while marketing. - True
6. Bank gets deposits for issuing credit cards in advance. – True
7. The initial cost of hardware and software of A.T.M. is too low. – False
8. Product is one of the marketing mix 4P's. – True
9. Users require more time for doing M-commerce transactions. – False
10. M-commerce is also known as M-Business. – True

### **Give the answer in brief**

1. Write four players or components of electronic uses.

**Answer :** Credit card holder , Trader and his server, Card issuing organization, Trader's Bank

2. Write any two advantages of credit card to credit card holder.  
**Answer :** Avoid the risk of carrying cash, not required cash amount while marketing, Status symbol for the holder.
3. Write any two advantages of credit card to trader.  
**Answer :** Sales turnover of the trader increase, Healthy relations maintained with the customers, No risk of bad debt.
4. State any two advantages of debit card.  
**Answer :** To withdraw cash at ATMs, to pay recurring charges such as monthly bills, no need to carry cash
5. State any two limitations of A.T.M.s  
**Answer :** Initial cost of hardware and software of A.T.M. is too high, Use of this A.T.M. requires literate users.
6. State any two advantages of A.T.M. card.  
**Answer :** Service is quick quick and efficient, Privacy in transaction, Free from errors, Wider flexibility in withdrawals
7. State any two benefits of M- commerce.  
**Answer :** Convenience in transactions, Flexibility, Easy connectivity, Personalization, Less time.
8. Give examples of India's top E-commerce apps.  
**Answer :** Flipkart, Myntra, Amazon, Snapdeal, Paytm, Ola, Uber Etc.
9. State 4 P's of marketing mix.  
**Answer :** Product, Place, Price, Promotion
10. State any four success cases in digital marketing in India.  
**Answer :** Bingo, Gionee, India MART, Tata Motors, ICICI, Paytm, Aircel.

### **Unit – III – Application in B2B**

#### **Multiple Choice Questions:**

1. Which of the following are the steps of traditional selling strategy?
 

(a) Prospecting	(b) Qualifying
(c) Approach	<b>(d) All of the above.</b>
2. Which of the following is not a part of traditional selling strategy?
 

(a) Approach	(b) Pre approach
(c) Presentation	<b>(d) Online sales</b>
3. Which of the following is the foundational step of the sales process?

- (a) Solve the objections                      (b) Follow-up  
(c) **Prospecting**                                (d) Presentation

4. Before planning a sale, which or the following activity is conducted by the sales person?

- (a) Approach                                    (b) **Research**  
(c) Follow-up                                  (d) Presentation

5. Which of the following is a part of pre-approach process?

- (a) Knowing customer's need  
(b) Learning relevant background.  
(c) Researches prospects  
(d) **All of the above.**

6. Which of the following is not a part of approach?

- (a) Introduction                                (b) Warm up questions  
(c) Explaining who you are and whom you represent  
(d) **Agreeing on the terms of sales.**

7. Which of the following are the way of approach?

- (a) Phone      (b) email                      (c) In person  
(d) **All of the above**

8. Which of the following activity is explaining how the product meets that person or company's need?

- (a) **Presentation**                                (b) Follow-up  
(c) Qualifying                                    (d) Prospective

9. Which of the following activity should be done after presentation?

- (a) **Handling objection**                      (b) Closing the sale  
(c) Following-up                                (d) None of the above

10. What is the final step of traditional selling strategy?

- (a) **Following-up** (b) Closing the sales  
(c) Approach (d) Pre approach

**Do as Directed:**

11. Brokers are also known as **market makers.**
12. Online brokerage firms charge **flat rates for each transaction.**
13. Now a days some web sites provide holding packages along with **online airline tickets**
14. **irctc.co.in** is the Indian railway website for booking railway ticket.
15. The customers select the products from the websites by adding them to an online **shopping cart.**
16. After shopping online the uses needs to provide **Shipping** details.
18. Which segment to ebay,amazon.com belongs to **B2C.**
19. The best products to sell in B2C e-commerce are **Digital products.**
20. **C2C** deals with auction

**Answer the following in brief:**

21. What is B2B?
22. What is C2C?
23. What is C2B?
24. Give the examples of C2C?

Ans. OLX etc.

25. Give the meaning of Online Stock Trading.

Ans: The act of placing buy/ sell orders for financial securities and currencies with the use of a brokerage internet based proprietary trading.

26. State the benefits of Online Stock Trading.

Ans. Cost benefit, Full control, Less time consuming, Flexible, Handy tools, Proper information





(c) **Time consuming** (d) Flexibility

5. **Handy tools in online stock trading includes...**

- (a) Interest earned (b) Financial screeners to research stock and bonds  
(c) Yield returns (d) **All of the above**

6. Which of the following is the factor contributing the drastic growth of online investing?

- (a) Easy and ready access to the data  
(b) Offering transactions at the lower price  
(c) **both a and b**  
(d) None of the above

7. Which type deals with auction ?

- (a) B2B (b) C2B (c) C2B (d) **C2C**

8. Which segment is ebay an example?

- (a) B2B (b) C2C (c) C2B (d) **none of the above**

9. Which type of e-commerce focuses on consumers dealing with each others?

- (a) B2B (b) B2C (c) C2B (d) **C2C**

10. Mobile Commerce can be defined as –

- (a) M-Phil (b) **M-Business** (c) M-Com. (d) M-organisation

**Do as Directed:**

11. JIT means Just In Time Delivery in B2B. – **True**

12. When business transaction is carried out via internet between two buyers, it is known as B2B. – **False**

13. JIT delivery system increase inventory carrying expenses and administrative expenses. – **False**

14. C2C is a business model where two consumers conduct or transact business with each other. – **True**

15. JIT delivery approach creates high level of stress and pressure on the workers. - **True**

**Answer the following in brief:**

21. Give the types of Intermediary – oriented market place.

Ans. Vertical market place and Horizontal market place.

22. Explain JIT.

Ans: It is an inventory approach scheduling system that attempts to reduce process inventory, minimize inventory space, reduce the cost and improve the work flow by scheduling materials and parts to arrive at the work station exactly when they needed.

23. State the benefits of JIT Delivery.

Ans: Reduces expenses, minimize material handling expenses, reduce storage space, improve workflow, maximum satisfaction to customers, reduces insurance cost for material n valuable capital.

24. State the Limitations of JIT Delivery.

Ans: High level of stress and pressure on the workers, works only when high range of production volume manufactures, uses conventional approach which can creat problems.

25. Name the challenges in B2B.

Ans: More complex Decision making, products are more complex, branding may get little attention

26. State the advantages of C2C E-Commerce.

Ans: consumer can directly contact seller, very low transaction cost, regular updating on websites.

27. State the Disadvantages of C2C E-Commerce.

Ans: Lack of controlling products quality, no guarantee as against payment made, possibility of theft

28. State any two characteristics of C2C.

Ans: Buyer can buy products from multiple sellers, same customer can act as both buyer as well as seller

29. What is Supplier Oriented Market Place?

Ans: B2B model is supplier oriented mkt place in which both individual customers and business buyers use the same supplier provided market place

30. give the examples of B2B.

Ans: TATA Motors, Bajaj Auto , Kinetic, Samsung Electronics etc.

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