

Unit-IV

- 1. What legal concept ensures that consumers have the right to access and correct their personal information held by online businesses?**
 - a. Right to Be Forgotten
 - b. Right to Assemble
 - c. Right to Privacy
 - d. Right to Free Speech.
- 2. In e-commerce, what legal principle protects online platforms from liability for content posted by their users?**
 - a. Fair Use Doctrine
 - b. Section 230 of the Communications Decency Act
 - c. Consumer Privacy Bill of Rights
 - d. Uniform Commercial Code (UCC)
- 3. What is the role of online product reviews in consumer protection?**
 - a. They have no impact on consumer decision-making
 - b. They provide a platform for sellers to promote products
 - c. They offer insights into the quality and performance of products
 - d. They only focus on promotional aspects.

4. What is the purpose of having clear and transparent terms of service on an e-commerce platform?
 - a. To confuse consumers
 - b. To limit consumer rights
 - c. To provide guidelines for sellers and users
 - d. To discourage online transactions.
5. How does the implementation of secure payment gateways protect sellers in e-commerce?
 - a. By increasing the likelihood of fraudulent transactions
 - b. By exposing sellers' financial information
 - c. By ensuring that payment information is encrypted and secure
 - d. By discouraging online transactions.
6. What legal concept protects sellers from liability for user-generated content on their platforms?
 - a. Section 230 of the Communications Decency Act
 - b. Consumer Privacy Bill of Rights
 - c. Uniform Commercial Code (UCC)
 - d. Right to Be Forgotten.
7. How does having a clear and fair return policy benefit sellers in e-commerce?
 - a. By discouraging consumers from making purchases
 - b. By limiting consumer choices
 - c. By building trust with consumers and reducing disputes
 - d. By avoiding customer feedback.
8. What is the purpose of seller ratings and feedback systems on e-commerce platforms?
 - a. To manipulate consumer perceptions
 - b. To discourage sellers from participating
 - c. To provide valuable information for consumers and encourage seller accountability
 - d. To ignore customer experiences
9. Which amendment of the U.S. Constitution protects the right to freedom of speech?
 - a. First Amendment
 - b. Second Amendment
 - c. Fourth Amendment
 - d. Fifth Amendment
10. What is considered a limitation to free speech rights?
 - a. Hate speech
 - b. Political satire
 - c. Academic discussions
 - d. Artistic expression
11. Which international document addresses freedom of expression and speech?
 - a. Universal Declaration of Human Rights
 - b. Kyoto Protocol
 - c. Geneva Conventions
 - d. Paris Agreement
12. What legal concept allows the government to restrict speech that incites imminent lawless action?
 - a. Prior restraint
 - b. By Licensing fees
 - c. By tax rates
 - d. By Legal status
13. What is the term for the taxation of the same income at different rates for different income levels?
 - a. Progressive taxation
 - b. Regressive taxation
 - c. Flat taxation
 - d. Sales tax
14. Which government body is responsible for collecting federal income taxes in the United States?
 - a. Department of Treasury
 - b. Internal Revenue Service (IRS)
 - c. Securities and Exchange Commission (SEC)
 - d. Federal Reserve System
15. What is the primary purpose of excise taxes?
 - a. Fund social programmes
 - b. Encourage specific behaviours
 - c. Support education
 - d. Provide healthcare services
16. Which technology is commonly used for securing communication through encryption?
 - a. SSL (Secure Sockets Layer)
 - b. HTTP (Hypertext Transfer Protocol)
 - c. DNS (Domain Name System)
 - d. IP (Internet Protocol)
17. What is the primary purpose of end-to-end encryption?
 - a. Secure data transmission between two parties
 - b. Protecting data at rest
 - c. Preventing malware attacks
 - d. Ensuring network reliability
18. In the context of encryption, what does the term 'key exchange' refer to?
 - a. Swapping physical keys
 - b. Exchanging encryption algorithms
 - c. Sharing cryptographic keys securely
 - d. Key duplication

19. What legal concept protects individuals from unauthorised use of their private information in e-commerce?
 - a. Copyright
 - b. Trademark
 - c. Privacy
 - d. Security
20. Which legislation is designed to protect consumers' privacy online?
 - a. Digital millennium Copyright Act (DMCA)
 - b. Health Insurance Portability and Accountability Act (HIPAA)
 - c. General Data Protection Regulation (GDPR)
 - d. Antitrust Laws
21. What type of information is typically considered sensitive and requires special protection?
 - a. Public information
 - b. Personal information
 - c. General information
 - d. Industry information
22. Which of the following is a common privacy concern in e-commerce?
 - a. Efficient transactions
 - b. Customised recommendations
 - c. Spam emails
 - d. User reviews
23. What is the legal term for the unauthorised copying and distribution of digital products?
 - a. Counterfeiting
 - b. Plagiarism
 - c. Piracy
 - d. Fraud
24. Which law addresses the liability of internet service providers for copyright infringement by their users?
 - a. Digital Millennium Copyright Act (DMCA)
 - b. Electronic Communications Privacy Act (ECPA)
 - c. Computer Fraud and Abuse Act (CFAA)
 - d. Communications Decency Act (CDA)
25. What is a legal concern related to online auctions?
 - a. Transparency
 - b. Bidding wars
 - c. Fraudulent activities
 - d. Quality control
26. In e-commerce, what term refers to the deceptive use of emails to trick individuals into revealing sensitive information?
 - a. Spamming
 - b. Phishing
 - c. Spoofing
 - d. Hacking
27. Which ethical principle emphasises honesty and truthfulness in e-commerce practices?
 - a. Integrity
 - b. Fairness
 - c. Transparency
 - d. Accountability
28. What ethical concern is associated with the use of artificial intelligence in e-commerce decision-making?
 - a. Efficiency
 - b. Bias
 - c. Automation
 - d. Cost-effectiveness
29. In the context of e-commerce, which public policy issue emphasises equal access to the internet for all users?
 - a. Net neutrality
 - b. Digital divide
 - c. Cyber security
 - d. E-waste management
30. What is a potential public policy issue related to cross-border e-commerce transactions?
 - a. Currency exchange rates
 - b. Tariffs and trade barriers
 - c. Privacy regulations
 - d. Product quality standards
31. Which legal concept protects consumers from misleading advertising in e-commerce?
 - a. Consumer rights
 - b. Truth in advertising
 - c. Fair competition
 - d. Product liability
32. What legal document is often used in e-commerce transactions to outline terms and conditions?
 - a. Invoice
 - b. Warranty
 - c. Bill of sale
 - d. Terms of service
33. In e-commerce, what is a common method of protecting consumers in the event of a defective product?
 - a. Refund policy
 - b. Extended warranty
 - c. Product recall
 - d. Insurance
34. What legal principle holds sellers responsible for the safety and effectiveness of their products?
 - a. Caveat emptor
 - b. Caveat venditor
 - c. Caveat lector
 - d. Caveat actor