

# Unitwise Multiple Choice Questions

Select the correct option.

## Unit-I

1. What does E-commerce stands for?
  - a. Electronic computer
  - ☒ b. Electronic commerce
  - c. Efficient communication
  - d. Economic community
2. Which of the following is not a primary type of E-commerce?
  - a. B2C (Business to Consumer)
  - b. C2C (Consumer to Consumer)
  - ☒ c. G2G (Government to Government)
  - d. P2P (Peer to Peer)
3. What is M-commerce?
  - a. Mega commerce
  - ☒ b. Mobile commerce
  - c. Multi-channel commerce
  - d. Marketing commerce
4. Which phase of E-commerce involves online transactions between businesses?
  - a. B2C
  - b. C2C
  - ☒ c. B2B
  - d. P2P
5. What is the role of a payment gateway in E-commerce?
  - a. Facilitates communication between buyers and sellers
  - ☒ b. Processes and authorises payment transactions
  - c. Manages inventory for online stores
  - d. Tracks user behaviour on a website.
6. Which security protocol ensures secure data transmission over the internet in E-commerce?
  - a. HTTP
  - b. FTP
  - ☒ c. SSL/TLS
  - d. UDP
7. What is the main purpose of a Content Management System (CMS) in E-commerce?
  - a. Process online payments
  - ☒ b. Manage website content and product information
  - c. Provide customer support
  - d. Monitor website traffic.
8. What does the term 'Dropshipping' refer to E-commerce?
  - ☒ a. Direct delivery to customers without holding inventory
  - b. Automated customer service
  - c. Real-time bidding for products
  - d. Cross-selling additional products
9. Which factor is crucial for the success of an E-commerce business in terms of user experience?
  - a. Slow website loading times
  - b. Complicated and confusing navigation
  - ☒ c. Responsive design for various devices
  - d. Limited product variety
10. What is the significance of SSL certificates in E-commerce websites?
  - a. Enhance website aesthetics
  - b. Improve search engine rankings
  - ☒ c. Ensure secure data transmission and build trust
  - d. Increase social media presence
11. What is Electronic Commerce (E-commerce)?
  - a. Traditional in-person buying and selling
  - ☒ b. Online-based buying and selling of goods and services
  - c. Telephone-based transactions
  - d. Barter system
12. Which term refers to the exchange of money for goods or services in E-commerce?
  - ☒ a. Transaction
  - b. Interaction
  - c. Communication
  - d. Collaboration
13. In E-commerce, what does the acronym 'B2C' stands for?
  - ☒ a. Business to Consumer
  - b. Business to Competition
  - c. Buyer to Customer
  - d. Barter to Currency
14. What is the primary objective of E-commerce?
  - a. Maximising in-person transactions
  - b. Minimising online presence
  - ☒ c. Facilitating electronic transactions
  - d. Reducing customer interactions



5. Which of the following is not a characteristic of E-commerce?
- Global reach
  - Limited accessibility
  - Convenience
  - Automation
6. What role does the internet play in E-commerce?
- Optional communication channel
  - Primary platform for buying and selling
  - Only used for marketing purposes
  - Exclusively for offline transactions
7. Which term describes online transactions between consumers in E-commerce?
- B2B
  - C2C
  - P2P
  - G2G
8. What does the term 'E-tailing' refer to in E-commerce?
- Electronic entertainment
  - Electronic retailing
  - Email marketing
  - E-commerce training
9. What is the significance of 'Digital Currency' in E-commerce?
- No impact on online transactions
  - Enhances security in payment processing
  - Slows down transaction speed
  - Only used for offline transactions
10. What support activity involves managing information, technology infrastructure and data in Porter's Value Chain?
- Technology Development
  - Procurement
  - Human Resource Management
  - Firm Infrastructure
11. What is the primary responsibility of an Electronic Data Incharge?
- Managing physical inventory
  - Overseeing financial transactions
  - Ensuring the security and integrity of electronic data
  - Conducting market research
12. In the context of electronic data, what does the term 'Data Encryption' involve?
- Data deletion
  - Data transmission
  - Data transformation into code
  - Data storage
23. What is the significance of regular data backups in electronic systems?
- Reducing data storage costs
  - Enhancing data encryption
  - Minimising the risk of data loss
  - Improving data processing speed
24. What does 'Data Integrity' refer to in the context of electronic data management?
- Ensuring data consistency and accuracy
  - Limiting data access
  - Deleting unnecessary data
  - Speeding up data processing
25. Which of the following is a common threat to electronic data security?
- Regular software updates
  - Firewall implementation
  - Unauthorised access
  - Data compression
26. What is an Electronic Market in the context of E-commerce?
- Physical marketplace with electronic devices
  - Online platform facilitating buying and selling activities
  - Traditional brick-and-mortar store
  - Exclusive market for digital products
27. Which term describes the practice of buying and selling goods and services over the internet within a specific industry?
- Electronic Retailing
  - E-tailing
  - E-Marketplace
  - M-Commerce
28. What is the primary advantage of participating in an Electronic Market for businesses?
- Limited exposure to a global audience
  - Increased overhead costs
  - Reduced market reach
  - Access to a wider customer base.
29. Which factor is essential for the success of electronic markets?
- Limited competition
  - Lack of customer reviews
  - Trust and security in online transactions
  - Slow adoption of technology
30. What role does electronic market segmentation play in E-commerce?
- Restricts market reach
  - Tailors marketing strategies to specific groups
  - Increases overall market size
  - Eliminates competition



31. What is the primary goal of a supply chain?
  - a. Maximising individual company profits
  - b. Minimising customer satisfaction
  - c. Reducing supply chain complexity
  - ☒ d. Achieving efficient and effective product/service delivery.
32. What does the term 'Supply Chain Management (SCM)' encompass?
  - a. Only transportation logistics
  - ☒ b. Coordination and integration of various activities in the supply chain
  - c. Sales and marketing strategies
  - d. Inventory management only
33. What is the primary purpose of emoji's in web chatting?
  - a. Encrypting messages for security
  - ☒ b. Adding visual expressions to text-based conversations
  - c. Blocking unwanted users
  - d. Increasing chat speed
34. Which phase of the supply chain involves delivering products to the end-user?
  - a. Manufacturing
  - b. Distribution
  - c. Procurement
  - ☒ d. Fulfillment
35. What is the purpose of 'Demand Forecasting' in supply chain management?
  - a. To track past sales only
  - ☒ b. To estimate future customer demand
  - c. To set retail prices
  - d. To manage inventory levels
36. In the context of supply chains, what does 'Lead Time' refer to?
  - a. Time taken for production
  - ☒ b. Time between order placement and delivery
  - c. Time spent on marketing activities
  - d. Time spent in employee training
37. What is the significance of a 'Just-In-Time (JIT)' inventory system in supply chain management?
  - a. Maximising inventory levels
  - ☒ b. Reducing carrying costs
  - c. Increasing lead times
  - d. Enhancing production efficiency
38. Which supply chain strategy aims to minimise the costs associated with holding inventory?
  - a. Push strategy
  - b. Pull strategy
  - ☒ c. Lean strategy
  - d. Agile strategy
39. What role does technology play in modern supply chains?
  - a. It has no impact on supply chain efficiency
  - ☒ b. Streamlining operations, improving visibility and enhancing communication
  - c. Increasing manual processes
  - d. Slowing down order processing
40. What does the term 'Supply Chain Resilience' refer to?
  - ☒ a. The ability to withstand disruptions and recover quickly
  - b. Strict cost-cutting measures
  - c. Minimising supplier relationships
  - d. Ignoring potential risks
41. In a global supply chain, what is the purpose of a 'Cross-Docking' facility?
  - a. Long-term storage of inventory
  - ☒ b. Consolidating and redistributing products without long-term storage
  - c. Inventory disposal
  - d. Direct-to-customer shipping
42. According to Porter's Value Chain Model, what is the primary goal of a firm's value chain activities?
  - a. Maximising profits
  - b. Minimising costs
  - ☒ c. Creating value for customers
  - d. Expanding market share
43. Which primary activities in Porter's Value Chain involve obtaining raw materials and handling logistics?
  - ☒ a. Inbound Logistics
  - b. Operations
  - c. Outbound Logistics
  - d. Procurement
44. What does the term 'Margin' represent in Porter's Value Chain Model?
  - a. Profit margin
  - b. Markup on products
  - ☒ c. The difference between total revenues and total costs
  - d. Operating expenses
45. In Porter's Value Chain, which activity involves transforming inputs into final products or services?
  - a. Inbound logistics
  - ☒ b. Operations
  - c. Outbound logistics
  - d. Marketing and sales



## E-Commerce

46. Which support activity in Porter's Value Chain involves recruiting, training and developing employees?
- a. Firm Infrastructure
  - b. Human Resource Management
  - c. Technology Development
  - d. Procurement
47. According to Porter, which type of activities directly contribute to creating a competitive advantage?
- a. Primary activities
  - b. Support activities
  - c. Both primary and support activities
  - d. Administrative activities
48. How does Porter define the term 'Value Chain' in the context of business operations?
- a. The entire product life cycle.
  - b. The sequence of steps to create a product from raw materials to distribution.
  - c. The flow of money within a business.
  - d. The hierarchy of management positions.