

MBA II/ Sem III
317 BA : e Commerce Analysis -I

MULTIPLE CHOICE QUESTIONS

Q NO	Question	Answer
1	Which of the following describes e-commerce? a. Doing business electronically b. Doing business c. Sale of goods d. All of the above	A
2	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	D
3	.Which segment do eBay, Amazon.com belong? a. B2Bs b. B2Cs c. C2Bs d. C2Cs	B
4	In which website Global Easy Buy is facilitated? a. Ebay.com b. Amazon.com c. Yepme.com d. None of these	A
5	The best products to sell in B2C e-commerce are: a. Small products b. Digital products c. Specialty products d. Fresh products	B

6	<p>Which products are people most likely to be more uncomfortable buying on the Internet?</p> <p>a. Books b. Furniture c. Movies d. All of the above</p>	B
7	<p>Which products are people most likely to be comfortable buying on the Internet?</p> <p>a. Books b. PCs c. CDs d. All of the above</p>	D
8	<p>Digital products are best suited for B2C e-commerce because they:</p> <p>a. Are commodity like products b. Can be mass-customized and personalized c. Can be delivered at the time of purchase d. All of the above</p>	D
9	<p>The solution for all business needs is</p> <p>a. EDI b. ERP c. SCM d. None of the above</p>	B
10	<p>All of the following are techniques B2C e-commerce companies use to attract customers, except:</p> <p>a. Registering with search engines b. Viral marketing c. Online ads d. Virtual marketing</p>	D
11	<p>Which is a function of E-commerce</p> <p>a. marketing b. advertising</p>	D

	c. warehousing d. all of the above	
12	Which is not a function of E-commerce a. marketing b. advertising c. warehousing d. none of the above	C
13	Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser? a. Affiliate programs b. Click-through c. Spam d. All of the above	B
14	What is the percentage of customers who visit a Web site and actually buy something called? a. Affiliate programs b. Click-through c. Spam d. Conversion rate Answer: D	D
15	What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment? a. Direct materials b. Indirect materials c. EDI d. None of the	A
16	What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities? a. Direct materials b. Indirect materials c. EDI	B

	d. None of the above	
17	<p>What are ballpoint pens purchased by a clothing company?</p> <p>a. Direct materials b. Indirect materials c. EDI d. None of the a</p>	B
18	<p>What is another name for?</p> <p>a. Direct materials b. Indirect materials c. EDI d. None of the above</p>	B
19	<p>What is the process in which a buyer posts its interest in buying a certain quantity of items, and sellers compete for the business by submitting successively lower bids until there is only one seller left?</p> <p>a. B2B marketplace b. Intranet c. Reverse auction d. Internet</p>	C
20	<p>What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?</p> <p>a. Customer relationship management systems cards b. E-government identity cards c. FEDI cards d. Smart cards</p>	D
21	<p>Most individuals are familiar with which form of e-commerce?</p> <p>a. B2B b. B2C c. C2B d. C2C</p>	B

22	<p>Which of the following are advantages normally associated with B2B e-commerce?</p> <p>a. Shorter cycle times b. Reduction in costs c. Reaches wider audiences d. all of the a</p>	D
23	<p>Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?</p> <p>a. B2B b. B2C c. C2B d. C2C</p>	A
24	<p>If the threat of substitute products or services is low it is a(n):</p> <p>a. Disadvantage to the supplier b. Advantage to the buyer c. Advantage to the supplier d. None of the above</p>	C
25	<p>The threat of new entrants is high when it is:</p> <p>a. Hard for customers to enter the market b. Hard for competitors to enter the market c. Easy for competitors to enter the market d. Easy for customers to enter the market</p>	C
26	<p>If it is easy for competitors to enter the market, the threat of new entrants is considered:</p> <p>a. High b. Low c. More d. Less</p>	A
27	<p>An industry is less attractive for suppliers when the rivalry among existing competitors is:</p> <p>a. High b. Low c. More d. Less</p>	A

28	Unique value auction is mainly applies to? a. New products b. Second hand products c. Engineering products d. None of the above	B
29	Paisapay is facilitated in a. eBay.co.in b. amazon.com c. flipkart.com d. none of the above	A
30	Which of the following is a useful security mechanism when considering business strategy and IT? a. encryption b. decryption c. firewall d. all the above	D
31	Which of the following is not related to security mechanism a. encryption b. decryption c. e-cash d. all the above	C
32	A product or service that customers have come to expect from an industry, which must be offered by new entrants if they wish to compete and survive, is known as a(n)? a. Switching costs b. Loyalty programs c. Entry barriers d. Affiliate programs	C
33	Which of the following statements accurately reflect the impact of technology? a. Technology has caused buyer power to increase	D

	b. Technology has lessened the entry barriers for many industries c. Technology has increased the threat of substitute products and services d. all of the above	
34	A business cannot be all things to all people. Instead, a business must: a. Identify target customers b. Identify the value of products/services as perceived by customers c. all of the above d. None of the above	C
35	How the transactions occur in e-commerce? a. Using e-medias b. Using computers only c. Using mobile phones only d. None of the above	A
36	Which type of products is lesser purchased using ecommerce? a. automobiles b. books c. softwares d. none	A
37	A business competing in a commodity like environment must focus on which of the following? a. Price b. Ease / speed of delivery c. Ease of ordering d. all of the above	D
38	Which factor ensures your IT systems are functioning correctly and providing accurate information? a. Availability	C

	b. Accessibility c. Reliability d. Scalability	
39	What is a separate and fully equipped facility where the company can move immediately after the disaster and resume business? a. Disaster recovery plan b. Hot site c. Cold site d. Disaster recovery cost curve	B
40	What charts (1) the cost to your organization of the unavailability of information and technology and (2) the cost to your organization of recovering from a disaster over time? a. Disaster recovery plan b. Hot site c. Cold site d. Disaster recovery cost curve	D
41	Which factor determines when your IT system will be available for knowledge workers to access? a. Availability b. Accessibility c. Reliability d. None of the above	A
42	Which factor determines who has the right to access different types of IT systems and information? a. Availability b. Accessibility c. Reliability d. Scalability	B
43	Which will not harm computer resources a. firewall	A

	b. Virus c. Trojan horse d. None of the above	
44	Which factor represents how well your system can adapt to increased demands? a. Availability b. Accessibility c. Reliability d. Scalability	D
45	Which factor represents a system's ability to change quickly? a. Flexibility b. Performance c. Capacity planning d. Benchmark	A
46	What is a set of conditions used to measure how well a product or system functions? a. Flexibility b. Performance c. Capacity planning d. Benchmark	D
47	What determines the future IT infrastructure requirements for new equipment and additional network capacity? a. Flexibility b. Performance c. Capacity planning d. Benchmark	C
48	What automates business processes? a. Workflow b. ASP c. Workflow system d. EIP	C

49	<p>What defines all of the steps or business rules, from beginning to end, required for a process to run correctly?</p> <p>a. Workflow b. EIP c. Workflow system d. SLA</p>	A
50	<p>What sends work assignments through an e-mail system?</p> <p>a. Database-based enterprise information portal b. Messaging-based enterprise information portal c. Database-based workflow system d. Messaging-based workflow system</p>	D
51	<p>Which is not a function of ERP?</p> <p>a. Warehousing b. sales c. scheduling d. None of the above</p>	D
52	<p>Which is a function of ERP?</p> <p>a. Warehousing b. sales c. scheduling d. all of the above</p>	D
53	<p>Which of the following is the primary characteristic of an intranet?</p> <p>a. People outside the organization can access it b. People inside the organization can't access it c. People outside the organization can't access it d. None of the above</p>	C