

MBA SEM I 106 (SPPU 2019 Pattern)

Subject: Digital Business

Question Bank: MCQ

1. Electronic Commerce:

- 1) The ____ has changed almost any activity one can think of work, play, shopping, entertainment, travel, medical care, education, and much more.
a) **digital revolution**
b) green revolution
c) white revolution
d) red revolution
- 2) Social customers ____ are usually members of social networks who share opinions about products, services, and vendors, do online social shopping.
a) **digital customers**
b) old customers
c) new customers
d) special customers
- 3) The _____ also known as the *Internet economy*, is an economy based on online transactions, mostly e-commerce.
a) **digital economy**
b) Indian economy
c) local economy
d) foreign economy.
- 4) _____ refers to an economic system constructed around the concept of sharing goods and services among the participating people.
a) **Sharing economy**
b) Indian economy
c) local economy
d) foreign economy.
- 5) The _____ is a new business model that uses IT to gain competitive advantage by increasing employee productivity, improving efficiency and effectiveness of business processes, and better interactivity between vendors and customers.
a) **digital enterprise**
b) offline enterprise
c) public enterprise
d) private enterprise

- 6) A _____ is one where the interaction takes place over a computer network, mainly the Internet.
- a) **virtual community**
 - b) offline community
 - c) local community
 - d) caste community
- 7) _____ refers to using the Internet and other networks (e.g., intranets) to purchase, sell, transport, or trade data, goods, or services.
- a) **Electronic commerce**
 - b) Traditional commerce
 - c) Local commerce
 - d) Offline commerce
- 8) _____ refers to a broader definition of EC, not just the buying and selling of goods and services, but conducting all kinds of business online such as servicing customers, collaborating with business partners, delivering e-learning, and conducting electronic transactions within organizations.
- a) **E-business**
 - b) Offline business
 - c) Local Business
 - d) Limited Business
- 9) EC can be conducted in an _____, an online location where buyers and sellers conduct commercial transactions such as selling goods, services, or information.
- a) **electronic market**
 - b) offline market
 - c) local market
 - d) special market
- 10) When a person purchases a coffee at **store.starbucks.com** is an example of _____.
- a) **B2C**
 - b) B2B
 - c) C2C
 - d) G2C
- 11) Today, about 85% of Electronic Commerce volume is _____
- a) **B2B**
 - b) B2C
 - c) C2C
 - d) G2C

- 12) _____ is the second generation of Internet-based tools and services that enables users to easily generate content, share media, and communicate and collaborate, in innovative ways.
- a) **Web 2.0**
 - b) 2G
 - c) 3G
 - d) 4G
- 13) _____ involves user-generated online text, image, audio, and video content that are delivered via Web 2.0 platforms and tools.
- a) **social media**
 - b) mass media
 - c) local media
 - d) offline media
- 14) The dimension of e-commerce that enables commerce across national boundaries is called _____.
- a) **global reach**
 - b) interactivity
 - c) richness
 - d) ubiquity
- 15) Which segment do eBay, amazon.com belong?
- a) **B2C**
 - b) C2C
 - c) B2B
 - d) G2C
- 16) _____ type of e-commerce focuses on consumers dealing with each other.
- a) **C2C**
 - b) B2B
 - c) G2G
 - d) None of the above
- 17) Which type of products is lesser purchased using ecommerce?
- a) **Automobile**
 - b) Books
 - c) Software
 - d) None
- 18) A combination of software and information designed to provide security and information for payment is called a what?
- a) **Digital wallet**
 - b) Popup ad
 - c) Shopping cart
 - d) Encryption
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19) The E-payment mechanism widely used in B2B is _____

- a) **E-Cheque**
- b) Debit Card
- c) Credit Card
- d) Master Card

20) E-Banking is also known as _____

- a) **Net Banking**
- b) Traditional Banking
- c) ATM
- d) None of the above

2. Mobile Commerce, Social Commerce and IoT:

1) Mobile commerce (m-commerce), also known as _____

- a) New Business
- b) **M-Business**
- c) Old Business
- d) Local Business

2) **Social commerce (SC)**, also known as _____ ,

- a) *local business*
- b) **social business**
- c) small business
- d) interstate business

3) A _____ is a name for a commercial for-profit or non-profit organization that is designed to achieve some social goal(s), such as improving human well-being, rather than just make a profit.

- a) *local business*
- b) **social business**
- c) small business
- d) interstate business

4) A _____ is a business with primarily social objectives whose surpluses are reinvested for that purpose in the business or in the community, rather than being driven by the need to deliver profit to shareholders and owners.

- a) normal enterprise
- b) **social enterprise**
- c) local enterprise
- d) none of the above

- 5) _____ refers to the use of social media tools and platforms and conducting social networking activities in organizations, while its major objectives are either commercial or non-profit activities
- a) normal enterprise
 - b) social enterprise**
 - c) local enterprise
 - d) none of the above
- 6) The second major type of social commerce is *Enterprise 2.0*, also known as _____
- a) big enterprise
 - b) Social Media-based Enterprise**
 - c) local enterprise
 - d) small enterprise
- 7) **Social collaboration** refers to people's collaboration within and between communities enabled by social media tools and platforms.
- a) Local collaboration
 - b) Social collaboration**
 - c) National collaboration
 - d) International collaboration
- 8) _____ is an enterprise collaboration platform, which is designed for today's workforce.
- a) Android
 - b) Cisco WebEx**
 - c) Windows
 - d) MacOS
- 9) **Consumer-to-consumer (C2C) EC**, which is sometimes called _____ e-commerce, refers to electronic transactions conducted between and among individuals.
- a) B2B
 - b) P2P**
 - c) B2C
 - d) G2C
- 10) In _____ the appliances such as computers, refrigerators, washers, dryers, televisions, and security systems are interconnected and can be controlled remotely by smartphone or via the Internet.
- a) personal home
 - b) smart home**
 - c) individual
 - d) none of the above

- 11) The idea is that in_____, digital technologies (mostly mobile-based) facilitate better public services for citizens, better utilization of resources, and less negative environmental impact.
- a) Small city
 - b) Smart city**
 - c) Big City
 - d) None of the above.
- 12) _____ also known as driverless cars, robot-driven cars, and autonomous cars are already on the roads in several.
- a) Small cars
 - b) Smart cars**
 - c) Big cars,
 - d) Long cars
- 13)A _____ is a computerized wristwatch with functionality that is enhanced beyond timekeeping.
- a) big watch
 - b) smartwatch**
 - c) small watch
 - d) none of the above
- 14)The _____ is the network of physical objects-devices, vehicles, buildings and other items embedded with electronics, software, sensors, and network connectivity that enables these objects to collect and exchange data.
- a) Hybrid things
 - b) Internet of Things**
 - c) *Good things*
 - d) *Small things*
- 15)_____ is an example of smart device.
- a) Bulb
 - b) Amazon Echo Dot**
 - c) Watch
 - d) Fridge
- 16) Which one is not part of IOT?
- a) People
 - b) Security**
 - c) Process
 - d) Things

17) What does “Things” in IoT refers to?

- a) General device
- b) IoT devices**
- c) Information
- d) Object

18) _____ is used by IOT

- a) Satellite
- b) Radio information technology**
- c) Cable
- d) Broadband

19) PaaS stands for _____

- a) Platform as a Survey
- b) Platform as a Service**
- c) People as a Service
- d) Platform as a Survey

20) _____ empowers IoT by bringing together everyday objects.

- a) Intelligence
- b) Connectivity**
- c) Dynamic Nature
- d) Enormous Scale

3. Digital Business Ecosystem:

1) An _____ is an electronic space where sellers and buyers meet and conduct different types of transactions.

- a) Market
- b) Bazar
- c) e-marketplace**
- d) Shop

2) _____ e-marketplaces are those owned and operated by a single company.

- a) Public
- b) Limited
- c) Private**
- d) None of the above

3) _____ e-marketplaces often are owned by a third party (not a seller or a buyer) or by a small group of buying or selling companies, and they serve many sellers and many buyers.

- a) Private
- b) Limited
- c) Public**
- d) None of the above

- 4) A _____ refers to a single company's (or individual seller's) website where products and services are sold.
- a) retail Store
 - b) super shop
 - c) **webstore**
 - d) Shop
- 5) An _____ is an online shopping location where many stores present their catalogues.
- a) shop
 - b) retail store
 - c) **e-mall (online mall)**
 - d) mall
- 6) A _____ is a single point of access, through a Web browser, to critical business information located inside and outside of organizations.
- a) retail store
 - b) super shop
 - c) **web portal**
 - d) mall
- 7) The _____ major types of *online intermediaries* are brokers and infomediaries.
- a) three
 - b) four
 - c) **two**
 - d) five
- 8) A _____ in Electronic Commerce is a person or a company that facilitates transactions between buyers and sellers.
- a) shop
 - b) hotel
 - c) **broker**
 - d) hospital
- 9) _____ aggregate product information from many manufacturers, sometimes thousands of them, in the catalogue.
- a) Shop
 - b) Super shop
 - c) **E-distributors**
 - d) Store

- 10) _____ consist of a product online database, directory, and a presentation function.
- a) Sheet
 - b) Yellow pages
 - c) **Electronic catalogues**
 - d) Book
- 11) An _____ is an electronic space where sellers and buyers meet and conduct different types of transactions.
- a) store
 - b) retail store
 - c) **online auction**
 - d) shop
- 12) _____ refers to prices that are not fixed, but are allowed to fluctuate, and are determined by supply and demand.
- a) Normal pricing
 - b) Low pricing
 - c) **Dynamic pricing**
 - d) Fixed pricing
- 13) MTO means
- a) Machine To order
 - b) Mass To Order
 - c) **Make To Order**
 - d) Mall To order
- 14) _____ is the first step in EC Order Fulfilment Process.
- a) Payment authorization
 - b) Dispatch order
 - c) **Order and pay**
 - d) Receipt of goods
- 15) A _____ is a plastic payment card that contains data in an embedded microchip.
- a) PAN card
 - b) Aadhaar Card
 - c) **smart card**
 - d) None of the above
- 16) There are _____ types of smart card.
- a) one
 - b) Four
 - c) **Two**
 - d) Three

- 17) The _____ is a card where a monetary value is prepaid and can be loaded on the card once or several times.
- a) Driving Licence
 - b) Aadhaar Card
 - c) **stored-value card**
 - d) None of the above
- 18) **Micropayments** or **e-micropayments** are small payments made online, usually under _____.
- a) \$ 5
 - b) \$ 7
 - c) **\$ 10**
 - d) \$ 15
- 19) Globally, _____ is also the market-leading gateway.
- a) Instamojo
 - b) razorpay
 - c) **PayPal**
 - d) CCAvenue
- 20) _____ is an encrypted, decentralized (peer-to-peer), convertible, virtual currency.
- a) Rupee
 - b) Dollar
 - c) **Bitcoin**
 - d) Pound

Business Applications – I:

- 1) A _____ is a sales *intermediary* between manufacturers and customers
- a) store
 - b) shopkeeper
 - c) wholesaler
 - d) **retailer**
- 2) Retailing conducted over the Internet is called _____
- a) Selling
 - b) Buying
 - c) trading
 - d) **electronic retailing (e-tailing)**

- 3) E-tailing provides which advantages to sellers and buyers.
- a) Lower product cost,
 - b) increasing competitive
 - c) Neither a or b
 - d) **Both a and b**
- 4) _____ is the e-tailers sell only online.
- a) Amazon
 - b) Flipkart
 - c) Alibaba
 - d) **All of the above**
- 5) _____ take orders directly from consumers, frequently bypassing traditional intermediaries.
- a) Agent
 - b) wholesaler
 - c) retailer
 - d) **Direct marketers**
- 6) **Virtual (pure-play) e-tailers** are companies with direct online sales that do not need physical stores the example is _____.
- a) Amazon
 - b) Flipkart
 - c) Alibaba
 - d) **All of the above**
- 7) These are sales in which companies offer heavily discounted products to consumers for a limited time usually 2 to 4 hours.
- a) Special sale
 - b) Festival sale
 - c) Season sale
 - d) **Flash Sale**
- 8) _____ also known as *sales 2.0* is online shopping with social media tools and platforms including five social networks
- a) Group Shopping
 - b) Traditional Shopping
 - c) Festival Shopping
 - d) **Social shopping**

- 9) _____ also known as *collaborative shopping* is a method of shopping where shoppers enlist friends and other people, they trust to advise them on what products to shop for.
- a) Traditional Shopping
 - b) Offline Shopping
 - c) Self-Decision shopping
 - d) **Communal shopping**
- 10) _____ is the benefit from Social Shopping
- a) You can socialize while shopping
 - b) You can discover products/services you never knew Existed
 - c) You can interact with vendor (brand) representatives
 - d) **All of the above**
- 11) _____ is the expectation from a Social Shopping Site.
- a) Visual sharing
 - b) Online discussions
 - c) Journals of products and their use
 - d) **All of the above**
- 12) _____ by friends, even by people that you do not know are usually available for social shoppers.
- a) Favor
 - b) Advice
 - c) Consultation
 - d) **Ratings and reviews**
- 13) _____ is an example of affiliate marketing.
- a) Rating
 - b) Review
 - c) Consultation
 - d) **Referral programs**
- 14) Consumers can use _____ to check their accounts, pay bills online, secure a loan, transfer money, and much more.
- a) Corporate Banking
 - b) Merchant Banking
 - c) Lending
 - d) **e-banking**

- 15) _____ have no physical location and conduct only online transactions.
- a) Nationalized Bank
 - b) Private Bank
 - c) Cooperative Bank
 - d) **Virtual banks**
- 16) _____ is a system that enables people to conduct financial transactions from a smartphone or other wireless mobile device.
- a) Offline Banking
 - b) Corporate Banking
 - c) SMS Banking
 - d) **Mobile banking**
- 17) An increasing number of insurance companies and use the Internet to offer _____ policies, such as auto, home, life, or health, at a substantial discount, mostly to individuals.
- a) Free insurance
 - b) Special insurance
 - c) Offline insurance
 - d) **Online Insurance**
- 18) _____ is the implementation of e-government applications using wireless platforms and mobile devices, especially smartphones.
- a) Local government
 - b) State government
 - c) Central government
 - d) **Mobile government**
- 19) _____ is a book in digital format that can be read on a computer screen, mobile device, or on a dedicated device known as an *e-reader*.
- a) Paper
 - b) Book
 - c) Notebook
 - d) **electronic book**

- 20) _____ is the use of online delivery of educational materials and methods, using information technologies, for the purposes of learning, teaching, training, or gaining knowledge at any time, and at many different locations.
- a) Field Visit
 - b) Offline Learning
 - c) Classroom Learning
 - d) **E-Learning**

Digital Business Applications - II:

- 1) Online travel services generate income from commissions, advertising fees, lead-generation payments, subscription fees, site membership fees, etc.
- a) commissions,
 - b) advertising fees,
 - c) subscription fees
 - d) **all of the above**
- 2) The _____ market is huge, use all the online travel services. Companies can enable employees to plan and book their own trips to save time and money.
- a) **corporate travel**
 - b) individual travel
 - c) personal travel
 - d) seasonal travel
- 3) The _____ connects job seekers with potential employers.
- a) job market
 - b) **online job market**
 - c) personal consultation
 - d) referral program
- 4) Both recruiters and job seekers are moving to a new recruiting platform—the online social networks such as:
- a) LinkedIn
 - b) Facebook
 - c) Twitter
 - d) **all the above**

- 5) _____ are other new strategies for quickly finding qualified candidates at a reduced cost.
- a) **Virtual job fairs**
 - b) Placement agencies
 - c) Advertisement
 - d) None of the above
- 6) **E-health** is the transfer of health resources and health care by electronic means. It encompasses areas:
- a) The delivery of health information, for health professionals and health consumers, through the Internet and telecommunications.
 - b) Using the power of IT and e-commerce to improve public health services, (e.g., through the education and training of health workers)
 - c) The use of e-commerce and e-business practices in health systems management.
 - d) **All of the above**
- 7) One of the earliest applications of e-health was the electronic medical (EMR) record system. The objective is to enable accessibility to patient medical records
- a) from any location
 - b) from other cities
 - c) from other countries
 - a) **all of the above**
- 8) Large numbers of patients' services are available today due to advances in _____ applications.
- a) **EMR**
 - b) MRI
 - c) CT Scan
 - d) X Ray
- 9) Many applications exist from travel reservations to ensuring safety in hotel rooms.
- a) wireless hotspot solutions, food safety checks,
 - b) parking lot management, asset location and management,
 - c) guest services, safety, and security on the premises,
 - d) **All of the above**

- 10) Certain goods, such as software, music, or news stories, can be digitized and delivered over the Internet known as _____
- a) **Digital Product**
 - b) Offline product
 - c) Both of the above
 - d) None of the above
- 11) Internet TV is the delivery of TV content via the Internet by video streaming technologies such as:
- a) Netflix
 - b) Amazon Prime
 - c) Hotstar Disney
 - d) **All of the above**
- 12) Social TV has several unique characteristics:
- a) The possibility of discovering new video content and sharing this discovery with friends.
 - b) Most social TV activities are done in real time by watching content and commenting on it to others, even if the viewers are in different locations.
 - c) Social TV allows people to connect in a unique way, with other people who share the same interests.
 - d) **All of the above**
- 13) In the digital distribution of music and video offered to consumers the ability to download songs and videos from _____.
- a) Apple iTunes
 - b) YouTube
 - c) Spotify
 - d) **All of the above**
- 14) A _____ is a video multiplayer game played on the Internet, mostly in social networks or in virtual worlds. Gamers can play against computers or against each other.
- a) **social game**
 - b) offline game
 - c) physical game
 - d) none of the above

15) _____ are similar to episodic series on TV.

a) **Web series**

b) News

c) Movies

d) None the above

16) The drivers of the popularity of mobile games is:

a) Increasing spread of mobile devices.

a) The inclusion of games in social networks, and particularly on Facebook.

b) The availability of free games online.

c) **All of the above**

17) Online shopping can be easier when done from your smartphone or tablet.

a) Smartphone

b) Tablet

c) Laptop

d) **All of the above**

18) A large number of social networks are fully or partially dedicated to entertainment.

a) Netflix

b) Amazon Prime

c) Hot Star Disney

d) **All of the above**

19) The most popular games each attract tens of millions of players on Facebook's are:

a) Candy Crush Saga

b) Farm Ville,

c) Criminal Case

d) **All of the above**

20) _____ is a media management software by Apple that includes an online store for buying music and other media.

a) **iTunes**

b) Google Play

c) None of the above

d) Both of the above