

# Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - E-Commerce

Course Code - BMW403(BL)

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Answer all the questions. Each question carry one mark.

9. 1. E-business is a term used to describe:

*Mark only one oval.*

An organization using electronic media to sell direct to its customers

Any electronically mediated communication between an organization and its stakeholders

An organization using electronic media to purchase from to its suppliers

The use of electronic communications for all business processes

10. 2. E-government is becoming more accepted as an important feature within government in many countries. What does it provide?

*Mark only one oval.*

- The ability to gather taxes more efficiently
- Facilities for dissemination of information and online services at local and national levels
- The facility to securely communicate between governments and government departments
- All of these

11. 3. Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:

*Mark only one oval.*

- Measure website hits
- Recruit specialist staff
- Promote their websites
- None of these

12. 4. Which is the most realistic relationship between e-commerce and e-business?

*Mark only one oval.*

- E-commerce is a subset of e-business
- E-commerce has no overlap with e-business
- E-commerce is a different name for e-business
- E-business is a subset of e-commerce

13. 5. Which of the following is a competitiveness driver for e-business?

*Mark only one oval.*

- Reduced service costs
- Avoiding losing market share to businesses already using e-commerce
- Reduced sales costs
- Obtain supplies more rapidly

14. 6. Facebook belongs in which category of website?

*Mark only one oval.*

- Social network
- Brand-building website
- Media or publisher site
- Transactional website

15. 7. The \_\_\_\_\_ business model involves an independently owned vertical digital marketplace for direct inputs

*Mark only one oval.*

- e-distributor
- exchange
- e-procurement
- private industrial network

16. 8. A strategy designed to compete in all markets around the globe is called a \_\_\_\_\_ strategy.

*Mark only one oval.*

- scope
- differentiation
- cost
- focus

17. 9. Which of the following describe E Commerce?

*Mark only one oval.*

- Doing Business Electronically
- Sell of Goods
- Promoting product online
- None of these

18. 10. Which segment do Amazon, Flipcart belong to?

*Mark only one oval.*

- B 2 B
- B 2 C
- C 2 B
- C 2 C

19. 11. The primary source of financing during early ages of E Commerce was

*Mark only one oval.*

- Bank loans
- Large retail firm
- Venture Capital Funds
- None of these

20. 12. Which products among the followings are people most likely to be uncomfortable for buying online?

*Mark only one oval.*

- Book
- Movies
- Furniture
- All of these

21. 13. All of the following except which one are major B 2 C business model?

*Mark only one oval.*

- Content Provider
- Industry Consortium
- Transaction Broker
- Service Provider

22. 14. Ratio of customers who visit a website and actually buy something is known as

*Mark only one oval.*

- Conversion ratio
- Affiliate Program
- Spam
- Hit ratio

23. 15. The purpose of supply chain management is

*Mark only one oval.*

- provide customer satisfaction
- improve quality of a product
- integrating supply and demand management
- Promoting business

24. 16. Logistics is the part of a supply chain involved with the forward and reverse flow of

*Mark only one oval.*

- Goods
- Services
- Cash
- All of these

25. 17. Which of the following is not a horizontal portal?

*Mark only one oval.*

- AOL
- Yahoo
- Sailnet
- None of these

26. 18. Which type of E Commerce deals with auction?

*Mark only one oval.*

- B 2 B
- B 2 C
- C 2 B
- C 2 C

27. 19. Digital products are best suited for B2C e-commerce because they

*Mark only one oval.*

- Are commodity like products
- Can be mass-customized and personalized
- Can be delivered at the time of purchase
- All of these



28. 20. EDIFACT standard was developed by

*Mark only one oval.*

- American National Standard Institute
- International Standard Institute
- European Common Market
- United Nations Economic Commission for Europe

29. 21. \_\_\_\_\_ and \_\_\_\_\_ are typically the most easily identifiable aspects of a company's business model

*Mark only one oval.*

- Market strategy, market opportunity
- Value proposition, revenue model
- Value proposition, competitive environment
- Revenue model, market strategy

30. 22. All of the following are key elements of a business model except

*Mark only one oval.*

- competitive environment
- organizational development
- information technology strategy
- market strategy

31. 23. Which element of the business model examines who else occupies the firm's intended marketplace?

*Mark only one oval.*

- value proposition
- competitive environment
- competitive advantage
- market strategy

32. 24. Which of the following is an example of the subscription revenue model?

*Mark only one oval.*

- [ancestry.com](https://www.ancestry.com)
- eBay
- Amazon
- Twitter

33. 25. The business model of e-distributors is quite similar to that of:

*Mark only one oval.*

- e-tailers
- transaction brokers
- exchanges
- service providers

34. 26. All of the following use an advertising revenue model except

*Mark only one oval.*

- Facebook
- Yahoo
- Google
- Amazon

35. 27. Grainger.com is an example of which of the following business models?

*Mark only one oval.*

- B2B service provider
- exchange
- e-distributo
- industry consortia

36. 28. Which one of the following create and sell access to digital electronic markets?

*Mark only one oval.*

- E-distributors
- Portals
- E-procurement firms
- Market creators

37. 29. Exostar is an example of a(n):

*Mark only one oval.*

- private industrial network
- exchange
- industry consortium
- e-distributor

38. 30. Which of the following is an unfair competitive advantage?

*Mark only one oval.*

- brand name
- access to global markets
- lower product prices
- superior technology

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