MASTER OF COMMERCE
SECOND SEMESTER
E-COMMERCE
MOOCs
[USE OMR SHEET]

SET A

Duration: 1.30 hrs.   Full Marks: 35

Choose the correct answer from the following: 1×35=35

1. _____ is concerned with the buying and selling information, products and services over computer communication networks.
   a. Commerce
   b. E-Commerce
   c. E-Business
   d. None of the above

2. _____ is an early form of E-commerce.
   a. SCM
   b. EDI
   c. Both (a) and (b)
   d. Neither (a) nor (b)

3. Which among the following products is suitable for E-Commerce?
   a. Books
   b. Vegetables
   c. Both (a) and (b)
   d. None of the above

4. Most individuals are familiar with which form of e-commerce?
   a. B2B
   b. B2C
   c. C2B
   d. C2C

5. _____ is a function of E commerce.
   a. Marketing
   b. Supply Chain
   c. Finance
   d. All of the above

6. E-commerce has _____ scope than E-Business or Digital Business.
   a. Higher
   b. Narrower
   c. Wider
   d. More

7. _____is a system of interconnected electronic components or circuits.
   a. Electronic Network
   b. Marketplaces
   c. Electronic Markets
   d. Metamarkets

8. All electronically mediated information exchanges are referred to as _____
   a. E-Business
   b. Digital Business
   c. E-Commerce
   d. None of the above

9. _____are markets linked via modern communications networks and powered through high-speed computers.
   a. Marketplaces
   b. Metamarkets
   c. Electronic Network
   d. Electronic Markets

10. _____ is a part of the four important types of E-commerce.
   a. B2B
   b. B2C
   c. C2B
   d. All of the above

11. Companies like Flipkart, Amazon and Myntra belong to which type of E-commerce segment.
   a. B2B
   b. B2C
   c. P2P
   d. C2B

12. _____ is a retail fulfillment approach in which a shop doesn't hold the goods it sells in stock.
   a. Aggregator Model
   b. Affiliate
   c. Dropshipping
   d. Advertising Model

13. Some marketers or companies charge other companies for letting them place a banner on their websites, blogs or platforms known as the _____ E-Commerce Model.
   a. Affiliate
   b. Transaction
   c. Aggregator
   d. Advertising

14. Among the alternative models of B2B E-commerce, which is the best means to acquire a competitive advantage in the market?
   a. Strategic relationship
   b. Process
   c. Transaction
   d. All of the above

15. The concept of online marketing and selling of products and services through the internet is _____
   a. B2G
   b. B2C
   c. B2B
   d. B2E

16. Which of the following is not a user of B2C E-commerce?
   a. Distributors
   b. Manufacturers
   c. Publishers
   d. None of the above

17. _____ allows transactions among customers and dealers through supplying complete information and ancillary services, without being concerned about the actual exchange of products and offerings among the parties.
   a. Middlemen
   b. Metamediary
   c. Intermediary
   d. All of the above

18. Which of the following is NOT a B2B E-commerce?
   a. Sending and receiving orders
   b. Invoice and shopping
   c. Both (a) & (b)
   d. None of the above

19. Which of the following is not considered to be one the three phases of e-commerce?
   a. Innovation
   b. Consolidation
   c. Preservation
   d. Reinvention

20. The dimension of e-commerce that enables commerce across national boundaries is called _____.
   a. interactivity
   b. global reach
   c. richness
   d. ubiquity

21. Which type of e-commerce focuses on consumers dealing with each other?
    a. B2B
    b. B2C
    c. C2B
    d. C2C

22. The primary source of financing during early years of e-commerce was _____.
    a. Bank loans
    b. Large retail firms
    c. Venture capital funds
    d. Initial Public Offering

23. The best products to sell in B2C e-commerce are:
    a. Small products
    b. Digital products
    c. Specialty products
    d. Fresh Products

24. The source of revenue in a subscription revenue model is _____.
    a. Fees from advertisers in exchange for advertisements
    b. Fees for business referrals
    c. Fees from subscribers in exchange for access to content or services
    d. Fees for enabling or execution of transaction

25. Which products are people most likely to be comfortable buying on the internet?
    a. Books
    b. PCs
    c. CDs
    d. All of the above

26. All of the following are major B2C business model except _____.
    a. content provider
    b. industry consortium
    c. transaction broker
    d. service provider

27. The solution for all business needs is
    a. EDI
    b. SCM
    c. ERP
    d. None of the above

28. The _____ business model involves an independently owned vertical digital marketplace for direct inputs.
    a. e-distributer
    b. exchange
    c. e-procurement
    d. private industrial network

29. Which of the following is not a party of SCM?
    a. Suppliers
    b. Manufacturers
    c. Distributors
    d. Customers

30. Which protocol permits users to transfer files from the server to their client computer, and vice versa?
    a. HTTP
    b. SMTP
    c. IMAP
    d. FTP

31. If it is easy for competitors to enter the market, the threat of new entrants is considered:
    a. High
    b. Low
    c. More
    d. Less

32. Which of the following is a new and disruptive Web feature or service?
    a. XML
    b. diffserv
    c. blogs
    d. CDMA

33. Which of the following is a useful security mechanism when considering business strategy?
    a. encryption   b. decryption
    c. firewall   d. All of the above

34. Which of the following was the first commercial Web browser?
    a. Mosaic   b. Mozilla
    c. Netscape Navigator   d. Internet Explorer

35. Which type of add appears on a web page?
    a. Pop-under ad   b. Pop –up ad
    c. Banner ad   d. Discount ad

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