Multiple Choice Questions

1. Which of the following describes e-commerce?
    a. Doing business electronically
    b. Doing business
    c. Sale of goods
    d. All of the above

    Answer: 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

    Answer: D
3. Which segment do eBay, Amazon.com belong?
    a. B2Bs
    b. B2Cs
    c. C2Bs
    d. C2Cs

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

    Answer: D
5. Which segment is eBay an example?
    a. B2B
    b. C2B
    c. C2C
    d. None of the above

    Answer: D
6. Which type deals with auction?
    a. B2B
    b. B2C

c. C2B
d. C2C

Answer: D

7. In which website Global Easy Buy is facilitated?
   a. Ebay.com
   b. Amazon.com
   c. Yepme.com
   d. None of these

Answer: A

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

Answer: B

9. Which products are people most likely to be more uncomfortable buying on the Internet?
   a. Books
   b. Furniture
   c. Movies
   d. All of the above

Answer: B

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

Answer: D

11. Digital products are best suited for B2C e-commerce because they:
    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

Answer: D

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

Answer: B

13. All of the following are techniques B2C e-commerce companies use to attract customers, except:
    a. Registering with search engines

b. Viral marketing
c. Online ads
d. Virtual marketing

Answer: D

14. Which is a function of E-commerce
    a. marketing
    b. advertising
    c. warehousing
    d. all of the above

    Answer: D

15. Which is not a function of E-commerce
    a. marketing
    b. advertising
    c. warehousing
    d. none of the above

    Answer: C

16. 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

    Answer: B

17. 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

18. 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 above

    Answer: A

19. 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
    d. None of the above

Answer: B

20. What are ballpoint pens purchased by a clothing company?
    a. Direct materials
    b. Indirect materials
    c. EDI
    d. None of the above

    Answer: B

21. What is another name for?
    a. Direct materials
    b. Indirect materials
    c. EDI
    d. None of the above

    Answer: B

22. 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?
    a. B2B marketplace
    b. Intranet
    c. Reverse auction
    d. Internet

    Answer: C

23. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?
    a. Customer relationship management systems cards
    b. E-government identity cards
    c. FEDI cards
    d. Smart cards

    Answer: D

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

    Answer: B

25. Which form of e-commerce currently accounts for about 97% of all e-commerce revenues?
    a. B2B
    b. B2C
    c. C2B
    d. C2C

    Answer: A

26. Which of the following are advantages normally associated with B2B e-commerce?
    a. Shorter cycle times

b. Reduction in costs
c. Reaches wider audiences
d. all of the above

Answer: D

27. If the threat of substitute products or services is low it is a(n):
    a. Disadvantage to the supplier
    b. Advantage to the buyer
    c. Advantage to the supplier
    d. None of the above

    Answer: C
28. The threat of new entrants is high when it is:
    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

    Answer: C
29. 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

    Answer: A
30. An industry is less attractive for suppliers when the rivalry among existing competitors is:
    a. High
    b. Low
    c. More
    d. Less

    Answer: A
31. Unique value auction is mainly applies to?
    a. New products
    b. Second hand products
    c. Engineering products
    d. None of the above
        i. Answer: B
32. Paisapay is facilitated in
    a. eBay.co.in
    b. amazon.com
    c. flipkart.com
    d. none of the above

    Answer: A
33. 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

Answer: D

34. Which of the following is not related to security mechanism
    a. encryption
    b. decryption
    c. e-cash
    d. all the above

Answer: C

35. 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

Answer: C

36. Which of the following statements accurately reflect the impact of technology?
    a. Technology has caused buyer power to increase
    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

Answer: D

37. 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

Answer: C

38. 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

Answer: A

39. Which type of products is lesser purchased using ecommerce?
    a. automobiles
    b. books
    c. softwares
    d. none

Answer: A

40. 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

    Answer: D

41. Which of the following refers to creating products tailored to individual customers?
    a. customization
    b. aggregation
    c. Direct materials
    d. Reverse auction

    Answer: A

42. Materials used in the normal operation of a business but not related to primary business operations are called what?
    a. Supplies
    b. Direct materials
    c. Indirect materials
    d. Daily stuff

    Answer: C

43. Amazon.com is well-known for which e-commerce marketing technique?
    a. Banner ads
    b. Pop-up ads
    c. Affiliate programs
    d. Viral marketing

    Answer: C

44. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?
    a. Direct marketplace
    b. B2B
    c. B2C
    d. Electronic marketplace

    Answer: D

45. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?
    a. horizontal
    b. Vertical
    c. Integrated
    d. Inclined

    Answer: A

46. Which form of e-marketplace brings together buyers and sellers from the same industry?
    a. horizontal

b. Vertical
c. Integrated
d. Inclined

Answer: B

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

    Answer: C

48. What type of ad appears on top of a web page?
    a. pop-under ad
    b. pop-up ad
    c. banner ad
    d. discount ad

    Answer: B

49. What type of ad appears under a web page?
    a. pop-under ad
    b. pop-up ad
    c. banner ad
    d. discount ad

    Answer: A

50. Which, if any, of the following types of ads are people most willing to tolerate?
    a. pop-under ad
    b. pop-up ad
    c. banner ad
    d. none of the above

    Answer: D

51. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet?
    a. electronic check
    b. electronic bill presentment and payment
    c. conversion rates
    d. financial cybermediary

    Answer: D

52. Which of the following is a method of transferring money from one person's account to another?
    a. electronic check
    b. credit card
    c. e-transfer
    d. none of the above

    Answer: A

53. An electronic check is one form of what?
    a. e-commerce
    b. online banking
    c. e-cash
    d. check
54. If you need to transfer money to another person via the internet, which of the following methods could you use?
    a. financial cybermediary
    b. electronic check
    c. electronic bill presentment and payment
    d. all of the above

    Answer: D
55. Which of the following permits the transmission of a bill, along with payment of that bill, to be conducted over the Internet?
    a. financial cybermediary
    b. electronic check
    c. electronic bill presentment and payment
    d. all of the above

    Answer: C
56. A combination of software and information designed to provide security and information for payment is called a what?
    a. digital wallet
    b. pop up ad
    c. shopping cart
    d. encryption

    Answer: A
57. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?
    a. internet commerce
    b. e-commerce
    c. transaction information transfer
    d. electronic data interchange

    Answer: D
58. Which of the following is used in B2B to pay for purchases?
    a. e-commerce
    b. financial electronic data interchange
    c. electronic data exchange
    d. electronic checks

    Answer: B
59. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the_____key, while the key used to decrypt data is called the_____key.

a. encryption, decryption
b. private, public
c. encryption, public
d. public, private

Answer: D

60. Secure Sockets Layers does which of the following?
    a. creates a secure, private connection to a web server
    b. encrypts information
    c. sends information over the internet
    d. all of the above

    Answer: D
61. When a transaction is processed online, how can the merchant verify the customer's identity?
    a. use secure sockets layers
    b. use secure electronic transactions
    c. use electronic data interchange
    d. use financial electronic data interchange

    Answer: B
62. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?
    a. hacking
    b. cracking
    c. dumpster diving
    d. spoofing

    Answer: D
63. What is a model of a proposed product, service, or system?
    a. Prototyping
    b. Prototype
    c. Proof-of-concept prototype
    d. Selling prototype

    Answer: B
64. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?
    a. Client/server network
    b. Intranet
    c. Extranet
    d. Thin client

    Answer: B
65. What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?
    a. Client/server network
    b. Intranet

c. Extranet
d. Thin client

Answer: C

66. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood?
    a. Disaster recovery plan
    b. Hot site
    c. Cold site
    d. Disaster recovery cost curve

    Answer: A

67. What is a separate facility that does not have any computer equipment but is a place where the knowledge workers can move after the disaster?
    a. Disaster recovery plan
    b. Hot site
    c. Cold site
    d. Disaster recovery cost curve

    Answer: C

68. 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

    Answer: B

69. 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

    Answer: D

70. 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

    Answer: A

71. Which factor determines who has the right to access different types of IT systems and information?

a. Availability
b. Accessibility
c. Reliability
d. Scalability

Answer: B

72. Which factor ensures your IT systems are functioning correctly and providing accurate information?
    a. Availability
    b. Accessibility
    c. Reliability
    d. Scalability

    Answer: C

73. Which factor represents how well your system can adapt to increased demands?
    a. Availability
    b. Accessibility
    c. Reliability
    d. Scalability

    Answer: D

74. Which factor represents a system's ability to change quickly?
    a. Flexibility
    b. Performance
    c. Capacity planning
    d. Benchmark

    Answer: A

75. 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

    Answer: D

76. What determines the future IT infrastructure requirements for new equipment and additional network capacity?
    a. Flexibility
    b. Performance
    c. Capacity planning
    d. Benchmark

    Answer: C

77. What automates business processes?

a. Workflow
b. ASP
c. Workflow system
d. EIP

Answer: C

78. What defines all of the steps or business rules, from beginning to end, required for a process to run correctly?
    a. Workflow
    b. EIP
    c. Workflow system
    d. SLA

    Answer: A

79. What sends work assignments through an e-mail system?
    a. Database-based enterprise information portal
    b. Messaging-based enterprise information portal
    c. Database-based workflow system
    d. Messaging-based workflow system

    Answer: D

80. Which will not harm computer resources
    a. firewall
    b. Virus
    c. Trojan horse
    d. None of the above

    Answer: A

81. Which is not a function of ERP?
    a. Warehousing
    b. sales
    c. scheduling
    d. None of the above

    Answer: D

82. Which is a function of ERP?
    a. Warehousing
    b. sales
    c. scheduling
    d. all of the above

    Answer: D

83. Which of the following is the primary characteristic of an intranet?
    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

    Answer: C

84. Which concept suggests that different applications and computer systems should be able to communicate with one another?
    a. Integration
    b. Web services
    c. Scalability
    d. Interoperability

    Answer: D
85. Which service encompasses all technologies used to transmit and process information on an across a network?
    a. Interoperability
    b. Scalability
    c. Benchmarking
    d. Web services

    Answer: D
86. Which process can prevent data from lose due to computer problems or human errors?
    a. backup
    b. recovery
    c. benchmarking
    d. data cleansing

    Answer: A
87. Which process is used to reinstall data from a copy when the original data has been lost?
    a. backup
    b. recovery
    c. benchmarking
    d. data cleansing

    Answer: B
88. What describes a process of continuously measuring results and comparing those results to optimal performance so that actual performance may be improved?
    a. Performance
    b. Capacity planning
    c. Benchmarking
    d. Data cleansing

    Answer: C
89. Who protects system from external threats?
    a. firewall
    b. EDI
    c. ERP
    d. Script kiddies

    Answer: A
90. Who breaks into other people's computer systems and steals and destroys information?
    a. Hackers
    b. softwares

c. Hacktivists
d. Script kiddies

Answer: a

Answer: D