

## 604: E-Commerce

Questions	Option A	Option B	Option C	Option D
Which type of products is lesser purchased using ecommerce?	automobile	books	software	None of the above
Which type of e-commerce focuses on consumers dealing with each other?	B2B	B2C	C2B	C2C
Which type deals with auction?	B2B	C2B	C2C	C2B
Which segment is eBay an example?	B2B	C2B	C2C	None of the above
Which segment do eBay, Amazon.com belong?	B2B	B2C	C2B	C2C
.....is a global web in which millions of users are communicating with each other with the help of computers	internet	www	both 1 & 2	Neither 1 nor 2
.....streamlines the flow of information and self service capabilities through automation	SCC	SRM	CRM	SCM
.....e-commerce consists of the sale of products or services from a business to the general public	B2C	B2G	C2G	B2B
.....e-commerce transaction has the advantage of eliminating middlemen.	B2B	C2B	C2C	B2C
. _____ is the act of sending multiple copies of unsolicited mails or mass emails such as chain letters to many users at a time	Spamming	Spoofing	attack	None of the above
Which virus affects the boot sector of a hard disk by altering the boot data?	macro Virus	memory resident virus	overwrite viruses	boot sector virus
By Electronic Commerce we mean	Commerce which is based on transactions using computers connected by telecommunication network	Commerce which depends on electronics	both option 1 & 2	Neither 1 nor 2

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B2C commerce	includes services such as legal advice	means only shopping for physical goods	means only customers should approach customers to sell	means only customers should approach business to buy
An industry is less attractive for suppliers when the rivalry among existing competitors is:	high	low	more	less
Among the alternate models of B2B e-commerce,.....is the best means to obtain a competitive advantage in the Market place.	process based	strategic relationship based	transation based	None of the above
Amazon.com is well known for which E-Commerce marketing technique:	banner ads	pop-up ads	affiliated programs	viral marketing
The primary source of financing during the early years of e-commerce was _____.	cash	venture capital funds	bank loan	IPOs
The idealistic market envisioned at the outset of the development of e-commerce is called a _____.	Bailey market	berger market	bertrand market	baxter market
The dimension of e-commerce that enables commerce across national boundaries is called _____.	interactivity	global reach	ubiquity	richness
The best products to sell in B2C e-commerce are:	Small product	digital product	large product	final product