

Chapter – 4

Introduction to E-Commerce

1. What is called buying and selling of products, services and information using electronic media?
a) **E-commerce** b) commerce c) Traditional commerce d) None
2.is a modern business methodology that addresses to the needs of organizations, merchants and consumers in cutting costs while improving the quality of goods and services.
a) **E-commerce** b) commerce c) Traditional commerce d) None
3. Which are the large online bookstore websites?
a) www.amazon.com b)www.buybooksindia.com
c) www.bookshopofindia.com d) **All of these**
4. creates a whole world of global village from where anyone can buy anything, anytime and anywhere.
a) **E-commerce** b) commerce c) Traditional commerce d) None
5. includes trading of goods which comprises of marketing and selling, auction of goods, financial services like banking and insurance.
a) **E-commerce** b) commerce c) Traditional commerce d) None
6.type of bookstores need a good website, displaying all the books category-wise, picture of the cover page, description of the books including the number of pages, price of the book, discounts and reviews of other customers.
a. **Online** b) Offline c) Manual d) All of these
7. The search of a book can be made by.....
a) book title b) author's name c) publication name d) **All of these**
8. An electronic newspaper is also known as
a) **E-newspaper** b) e-paper c) Electric paper d) Ele-paper
9.is a newspaper that exists on the Internet in digital form.
a) **electronic newspaper** b) manual newspaper
c) Offline newspaper d) All of these
10. www.washingtonpost.com is an example of..... Online newspaper.
a) **E-newspaper** b) e-paper c) Electric paper d) Ele-paper
11. Anis the process of buying and selling products or services to the highest bidder.
a) **auction** b) Action c) Marketing d) Support services
12. Actions websites provide the platform for.....
a) Buyer b) seller c) Market d) **both a and b**

13. The person who places the product on the website is known as the
 a) **Seller** b) Bidder c) shop keeper d) Merchant
14. The person who bids for a product on the website is known as the
 a) Seller b) **Bidder** c) shop keeper d) Merchant
15. From the following which are the popular websites for online auctions?
 a) www.ebay.com b) www.ubid.com
 c) www.mybids.in and www.onlineauction.com d) **All**
16. The customers select the products from the websites and put it in onlinecart.
 a) **Shopping** b) Trolley c) Bucket d) All of these
17. Which of the following is the Indian railways website for booking railway tickets?
 a) www.irctc.co.in b) www.irctc.com
 c) www.indianrailway.com d) www.ircct.co.in
18. Once the ticket is booked the..... of the ticket is send on user's mail or through SMS.
 a) **E-copy** b) hard copy c) soft copy d) copy
19. Which sites are popular and used for marketing and selling ?
 a) www.homeshop18.com b) www.flipkart.com, www.myntra.com
 c) www.makemytrip.com d) **All of these**
20. Which types of facilities are provided by the Educational institutes and universities?
 a) results b) enrollment forms c) exam schedule d) **All of these**
21. Which of the following services, sent the notices and reminders to the customers by the companies or banks?
 a) **Information** b) Support c) Net banking d) marketing
22. Match the column.

A		B	
1	1 st application of E-commerce	a	Information services
2	Electronic newspaper	b	Bookshop
3	Notices and reminder	c	Support Services
4	After selling products	d	E-newspaper

- a) (1-d, 2-b, 3-c, 4-a) b) (1-d, 2-a, 3-b, 4-c)
c) (1-b, 2-d, 3-a, 4-c) d) (1-d, 2-a, 3-c, 4-b)

23. Software companies provide online support to the customers for any problems inof software.
a) installation b) configuration c) use d) **All of these**
24. What is also called as electronic banking?
a) **Net banking** b) network banking c) e-banking d) banking
25.banking is the process of conducting the banking transactions over the Internet.
a) **online** b) offline c) simple d) network
26. For online banking the customer is provided with a to login to the bank site.
a) **password** b) a.c no. c) a/c name d) passwd
27. In which type of commerce, the business have to complete within a single industry and limited geographical area?
a) **Traditional** b) E-commerce c) commerce d) None of these
28. The products that customers prefer to touch, smell or examine precisely are difficult to sell using
a) Traditional b) **E-commerce** c) commerce d) None of these
29. The arrangement of products, store design and layout is called
a) **merchandising** b) vendering c) shopping d) marketing
30. Which are the online stores in India which are becoming quite popular?
a) Flipcart, eBay, Snapdeal b) Amazon India, Myntra, Dominos
c) PayTM, Jabong d) **All**
31. What are the limitations (Disadvantages) of E-commerce?
a) Security, Privacy b) Lack of trust, Initial Coast
c) Resistance to change, Time for delivery of Products d) **All of Above**
32. Which of the following refers to business and organizations that sells products or services to consumers over the Internet using websites?
a) **B2C** b) B2B c) C2B d) C2C
33. Which are the websites for B2C Models?
a) amazon.com, rediff.com b) fabmart.com c) flipkart.com d) **All of these**
34. What is the full form of ISBN?
a) **International Standard Book Number**
b) Internal Standard Book number
c) International Study Book Number
d) International Standard Booklate number

35. To confirm the order, press the button through flipkart.com
a) **Place Order** b) Book Order c) Confirm Order d) Order
36. Which of the following refers to E-commerce activities between different business partners?
a) B2C b) **B2B** c) C2B d) C2C
37. Which are the website for B2B Model?
a) Commodity.com b) tradeindia.com c) rediff.com d) **Both a and b**
38. Which of the following refers to E-commerce activities involving transactions between and among the consumers?
a) B2C b) B2B c) C2B d) **C2C**
39. Which sites are the best example of C2C Model?
a) **Auctions** b) Net banking c) Trade India d) Share bazar
40. Which are the websites for C2C Model?
a) Ebay.com b) OLX.com c) Quikr.com d) **All of these**
41. Which of the following model involves reverse auctions where the consumers determine the prices of the products or services?
a) B2C b) B2B c) **C2B** d) C2C
42. Which are the websites for C2B Model?
a) bidstall.com b) JeetLe.in c) Tradeindia.com d) **Both a and b**
43. Which model's website enables the consumer to directly deal with each other through online auctions and advertisements?
a) B2C b) B2B c) C2B d) **C2C**
44.business model deals directly without the involvement of third party.
a) B2C b) B2B c) C2B d) **C2C**
45. Which business models are the parts of the E-governance?
a) G2C b) G2B c) G2G d) **All of these**
46. Which business model refers to the services and information provided by the government to the business organizations?
a) B2C b) B2B c) CBG d) **G2B**
47.website has been developed by the Government of Gujarat?
a) **www.gswan.gov.in** b) www.gspan.gov.in
c) www.gujarat.gov.in d) All of above
48. Which is the best website for G2B Model?
a) www.incometax.in b) **www.incometaxindia.gov.in**
c) www.incometax.gov.in d) None
49. Which business model provides good and effective services to individual citizen?

- a) **G2C** b) G2B c) G2G d) G2G

50. Which business models are widely used in E-commerce?

- a) B2C b) B2B c) C2C d) **Both a and b**

51. In which E-commerce model, the consumers are other companies?

- a) **B2B** b) B2C c) C2C d) B2C

52. In which E-commerce model, the consumers are individuals?

- a) **B2C** b) B2C c) B2C d) C2C

53. Match the following.

A		B	
1	G2C	A	www.incometaxindia.gov.in
2	C2C	B	www.fabmart.com
3	B2B	C	www.gswan.gov.in
4	B2C	D	www.comodity.com
5	G2B	E	www.olx.com

- a) (4-C),(5-A),(2-B),(1-E),(3-D)
 b) (4-C),(5-B),(2-A),(1-E),(3-D)
 c) **(5-A),(4-B),(1-C),(2-E),(3-D)**
 d) (5-A),(4-C),(1-B),(2-D),(3-E)

54. Which of the following is not a common feature of traditional commerce?

- a) Operates within a certain period of time
 b) No sharing of information with competitors
 c) **Reduces the per transaction cost**
 d) Hiring of sales persons.

55. Which of the following is an advantage of E-commerce?

- a) Conduct business 24 X 7 b) Eliminate travel time & cost
 c) Speed d) **All of these**

56. E-newspaper is a new paper that exists on the internet in which of the following form?

- a) Text form b) Hard form c) **digital form** d) Traditional form

57. Which of the following factor is not playing an important role for the growth of E-commerce in India?

- a) Increase in use of mobile device
 b) Availability of much wider product range
 c) Busy lifestyles for traditional shopping
 d) **Electronic devices without internet**

58. Which of the following factors are playing role for growth of E-commerce in India?

- a) Use of traditional Shopping b) Decrease in use of mobiles devices
 c) **Broadband and 3G, 4G services** d) Unavailability of much wider product range

59. Which of the following means we can transfer the webpages from our computer to the webhost?

- a) **FTP** b) CTW c) ATP d) HTP

60. Which of the following is the process of conducting the banking transactions over the internet?

- a) Whatsapp Banking b) Chat banking c) Group banking d) **Online Banking**

61. Which of the following is an advantage of E-commerce?

- a) Lack of trust b) Resistance to change c) **Speed** d) Credit card frauds

62. Which of the following is newspaper that exists on the internet in digital form?

- a) Internet-newspaper b) WWW-newspaper
c) I-newspaper d) **E-newspaper**

63. Which of the following e-commerce business model is also a part of E-governance?

- a) **G2C** b) B2B c) C2C d) C2B

64. Commodity.com and tradeindia.com websites are an example of which E-commerce business model?

- a. B2C b) B2B c) C2C d) **C2B**

Write the full forms

- a) B2C : Business to Consumer
- b) B2B : Business to Business
- c) C2B : Consumer to Businesses
- d) C2C : Consumer to consumer
- e) G2B : Government to Business
- f) G2C: Government to Citizen
- g) G2B : Government to Business
- h) GSWAN : Gujarat State wide Area Network

Textual Exercise

1. Which of the following is an example for online bookstore?
a) **Amazon** b) irctc c) Gmail d) Yahoo
2. Which of the following is newspaper that exists on the Internet in digital form?
a) I-newspaper b) internet-newspaper
c) www-newspaper d) **E-newspaper**
3. Which of the following is the process of buying and selling products by offering the customers to bid the price?
a) Marketing b) **Auction** c) Bookshop d) Booking
4. Which of the following is known as the process of conducting the banking transactions over the Internet ?
a) Auction b) Bidding c) **Net banking** d) www-banking
5. Which of the following is a feature of traditional commerce?
a) **Operates within a certain period of time or during business hours**
b) Advertising of the product is done electronically
c) E-payments systems are used for receiving payment
d) customers can browse through products and offers
6. Which of the following is a feature of E-commerce?
a) Operates within a certain period of time or during business hours.
b) No sharing of information with competitors
c) Location renting or purchasing
d) **Advertising of the product is done electronically**
7. Which of the following is not an advantage of E-commerce?
a) Lower cost b) Conduct business 24 X 7
c) **Security** d) No geographical limitations
8. Which of the following is a disadvantage of E-commerce?
a) **privacy** b) Improved customer service
c) Speed d) Conduct business 24 X 7
9. Which of the following E-commerce business model refers to business and organization that sell products or services to consumers over the Internet using websites?
a) **B2C** b) B2B c) C2B d) G2B

10. Which of the following E-commerce model refers to activities between different business partners?
a) G2B b) **B2B** c) B2B d) G2B
11. Which of the following is a good example of C2C model?
a) **Auction sites** b) E-newspaper
c) Online purchasing d) Information services
12. Which of the following E-commerce business model refers to E-commerce activities involving transactions between and among the consumers?
a) G2B b) **C2C** c) B2B d) B2C
13. Which of the following E-commerce business model involves reverse auctions where the consumers determine the prices of the products or services?
a) **C2B** b) B2B c) C2C d) G2B
14. Which of the following E-commerce business model is a part of E-governance?
a) B2B b) C2B c) C2C d) **G2C**
15. Which of the following E-commerce business model refers to online non-commercial communication between the Government agencies, organization and departments with other Government agencies, organization and departments?
a) B2B b) C2B c) **G2G** d) C2C