



### Textual exercises

#### A) Choose the correct answer.

- 1) ..... is an e-commerce model used by individuals to sell products and services directly to other individual.  
a) B2C                                      b) B2E                                      c) **C2C**
- 2) ..... can be used if you have a popular product and not sure what price to charge.  
a) Online Catalog                      b) **Online Action**                      c) virtual shopping cart
- 3) A customer enters his/her personal and financial information through a ..... connection.  
a) **Secure web**                              b) Insecure Web                      c) Common Web
- 4) A blog is a ..... that consists of a frequently updated collection of information and entries.  
a) Model                                      b) **Website**                                      c) Service
- 5) ..... is an Indian e-commerce company based in Bengaluru, India.  
a) Snapdeal                                      b) **Flipkart**                                      c) Amazon

#### B) Write True / False of the following statements.

- |   |     |
|---|-----|
| 1) Customers can compare the price of items easily in Online shopping.              | [T] |
| 2) Before purchasing online, there is no need of doing research about that product. | [F] |
| 3) A secure website has 'https' instead of 'http' in web address.                   | [T] |
| 4) The blog that contains video is sometimes called video blog or vlog.             | [T] |
| 5) Snapdeal has grown to become one of the largest online marketplaces in India.    | [T] |

#### C) Fill in the blanks.

- 1) The e-commerce that takes place using mobile device is called **M-commerce** .
- 2) Online auction is the most popular vehicle for **C2C** e-commerce model.
- 3) 3. The **shopping Cart** allows the customer to collect purchases.
- 4) 4. The term **Blogosphere** refers to the world wide collection of blogs.
- 5) 5. In the web browser, look for a **LOCK** icon for security concern.

**D) Define the following.**

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1. **Shopping Cart:** While shopping online using e-commerce, we usually add the items that we want to purchase to a virtual shopping cart that keeps track of these items and their quantity.
2. **COD:** It means we can pay for the goods we have purchased only after the goods are delivered to us.
3. **Online catalog:** It is the website where an e-retailer displays the products. It contains descriptions, graphics, and sometimes product reviews.
4. **Net banking:** It is a system of banking in which a customer may perform banking transactions electronically without visiting the bank personally.
5. **E-wallet:** E-wallet, also called digital wallet, allows us to store our credit card and bank account numbers in a secure environment, and eliminates the need to enter account information while making our payment.

**E. Differentiate between the following.**

1. **Debit card:** It is a plastic card issued by the bank that allows you to complete the purchase. When we use debit card for any transaction, the money for that transaction deducts directly from our bank account.

**Credit Card:** It is a plastic card issued by the bank that allows you to borrow pre-approved fund in order to complete the purchase. It is most widely used for making online payments.

2. **Business-to-Business (B2B) e-commerce:** It stands for Business-to-Business e-commerce. It is the sale or exchange of products and services that takes place between firms.

**Business-to-consumer (B2C) e-commerce:** It stands for Business-to-consumer e-commerce. It consists of the sale of products or services from business concern to the general public or end users.

### F) Answer in one word:-

- 1) What is a financial business transaction that occurs over an electronic network?  
**A) E-commerce**
- 2) Electronic commerce also known as what?  
**A) E-business**
- 3) Which are the two popular types of e-commerce?  
**A) Shopping and trading in stocks**
- 4) E-commerce transactions were conducted primarily through what?  
**A) Desktop commerce**
- 5) How many basic models of e-commerce business are there?  
**A) 4**
- 6) What is the example of C2C e-commerce?  
**a) OLX**
- 7) Online catalog contains what?  
**8) Descriptions, graphics and product reviews**
- 9) What are called as plastic card?  
**A) Credit card, debit card**
- 10) What allows you to store your credit card and bank account numbers in a secure environment?  
**A) e-wallet**
- 11) Which website is founded by Jeff Bezos in 1994?  
**A) Amazon**
- 12) Which website is founded by Sachin Bansal and Benny Bansal in 2007?  
**A) Flipkart**
- 13) Which is an online market place located at New Delhi, was started by Kunal Bahl and Rohit Bansal in 2010?  
**A) snapdeal**
- 14) Which website is established in 1999 by Jack Ma?  
**A) Alibaba**