

# E-Commerce MCQ with Answers

1. Purchasing and selling products online is referred to as?

- A. E-Commerce
- B. Cyber-Selling
- C. Hyper-Marketing
- D. Euro-Conversion

**Answer:** A. E-Commerce

**Explanation:** The business strategy that enables customers to buy and sellers to sell goods and services through the internet is known as E-Commerce.

2. What is E-Commerce full form?

- A. Electrical Commerce
- B. Entertainment Commerce
- C. Electronic Commerce
- D. Electronic Chemical Commerce

**Answer:** C. Electronic Commerce

**Explanation:** The full form of E-Commerce is Electronic Commerce. It belongs to a more significant economic sector known as electronic business or e-business. Also, check the [difference between E-Commerce and E-Business](#) here.

3. Which of the following describes E-Commerce?

- A. Business activities
- B. Sale of goods
- C. Doing business online
- D. All of the above

**Answer:** C. Doing business online

**Explanation:** E-Commerce is the practice of doing business online. Electronic commerce, often known as E-Commerce or EC, is the exchange of products and services and the transmission of money and data via an electronic network, most notably the internet.

4. Which of the following is not a major form of E-Commerce?

- A. C2B
- B. B2C
- C. B2B
- D. C2C

**Answer:** A. C2B

**Explanation:** C2B is not one of the major forms of E-Commerce. It is known as the C2B business model when consumers sell goods or services to businesses.

5. The aspect of E-Commerce that allows for cross-border trade is known as.

- A. Interactivity
- B. Global reach
- C. Richness
- D. Ubiquity

**Answer:** B. Global reach

**Explanation:** Global reach refers to the aspect of E-Commerce that makes it possible to do business across international borders. A business strategy known as "Global Reach" aims to improve connectivity between a company and its existing and new clients online.

6. Which is not a function of E-Commerce?

- A. Marketing
- B. Advertising
- C. Warehousing
- D. None of these

**Answer:** A. Marketing

**Explanation:** E-Commerce helps facilitate the purchasing process and allows clients options, while marketing is the marketing department's responsibility.

7. Which of the following is a function of E-Commerce

- A. Marketing
- B. Advertising
- C. Warehousing
- D. All of the above

**Answer:** D. All of the above

**Explanation:** All of the above- marketing, advertising, and warehousing- are E-Commerce functions.

8. What is an early form of E-Commerce?

- A. EDI
- B. SCM
- C. Both of these
- D. None of the above

**Answer:** A. EDI

**Explanation:** EDI, also known as Electronic Data Interchange, is an early form of E-Commerce.

9. In what year was the World Wide Web (WWW) first launched?

- A. 1994
- B. 1992
- C. 1996
- D. 1990

**Answer:** A. 1994

**Explanation:** The World Wide Web was first introduced in 1994. It was created by Sir Timothy John "Tim" Berners-Lee, often known as TimBL, an English computer scientist.

10. Compared to B2C E-Commerce, B2B E-Commerce is B2B E-Commerce is

- A. Of equal size
- B. A little smaller
- C. A little bigger
- D. Much larger

**Answer:** D. Much larger

**Explanation:** B2B E-Commerce is much larger than B2C E-Commerce. In addition to being distinct from B2C selling, B2B selling is also significantly more challenging.

11. A system of interconnected electronic components or circuits is known as-

- A. Electronic Network
- B. Metamarkets
- C. Electronic Markets
- D. Marketplaces

**Answer:** A. Electronic Network

**Explanation:** Electronic Network is a system of interconnected electronic components or circuits.

12. Which of the following is not a benefit of E-commerce?

- A. Fast process
- B. Inconvenience
- C. Always on
- D. Reduced cost price

**Answer:** B. Inconvenience

**Explanation:** The lowest cost is at the top of the list of benefits of e-commerce, but there are other benefits as well, such as selling abroad, retargeting customers, and customizing the shopping experience.

13. Which type of commercial enterprise is focused on selling goods and services over the internet?

- A. Indirect Marketing
- B. Online Direct Marketing
- C. Brick & Mortar
- D. Marketplace

**Answer:** B. Online Direct Marketing

**Explanation:** Online Direct Marketing is a type of commercial enterprise is focused on selling goods and services over the internet.

14. The idealistic market that was envisioned at the commencement of the development of electronic commerce is known as-

- A. Bertrand market
- B. Baxter market
- C. Bailey market
- D. Bergman market

**Answer:** A. Bertrand market

**Explanation:** The Bertrand market is the utopian market that was envisioned at the commencement of the development of electronic commerce.

15. Which of the following technological developments is not being used to collect information about you?

- A. Anonymizers
- B. Spyware
- C. Gmail
- D. Cookies

**Answer:** A. Anonymizers

**Explanation:** Technology that does not gather data about you is known as an anonymizer. It is a program designed to make the online activity difficult to track.

16. Which of the following is not a key element of the business model?

- A. Competitive advantage
- B. Market strategy
- C. Universal standards
- D. Value Proposition

**Answer:** C. Universal standards

**Explanation:** The business model does not depend on universal standards.

17. Which one is an example of an Internet portal?

- A. E-bay
- B. Yahoo
- C. Amazon
- D. Facebook

**Answer:** B. Yahoo

**Explanation:** A web portal that combines a search engine and a list of WWW sites arranged in a hierarchical fashion is Yahoo.

18. What is ESN full form?

- A. Enterprise Social Networks
- B. Entrepreneur Social Networks
- C. Enterprise Special Networks

D. Essential Social Networks

**Answer:** A. Enterprise Social Networks

**Explanation:** The term ESN stands for Enterprise Social Networks.

19. What is 'EOQ' in Inventory control?

- A. Economic Occurring Quantity
- B. Economic Order Quantity
- C. Economic Over Quantity
- D. Economic of Quantity

**Answer:** B. Economic Order Quantity

**Explanation:** Companies determine their ideal order size by performing a calculation known as the economic order quantity (EOQ), which enables them to meet demand without going overboard. For the purpose of reducing holding costs and surplus inventory, inventory managers calculate EOQ.

20. Which is not a horizontal portal?

- A. Yahoo
- B. Sailnet
- C. MSN/Windows Live
- D. AOL

**Answer:** B. Sailnet

**Explanation:** Sailnet is not a horizontal portal.

21. Name the strategy that is designed by businesses to compete in all markets around the world?

- A. Cost
- B. Differentiated
- C. Focus
- D. Scope

**Answer:** D. Scope

**Explanation:** A strategy that is designed by businesses to compete in all markets around the world is referred to as a scope strategy.

22. Which E-commerce company has launched Shopsy, allowing Indians to start shops for free?

- A. AJIO
- B. Amazon
- C. Flipkart
- D. Snapdeal

**Answer:** C. Flipkart

**Explanation:** Flipkart, an E-commerce company has launched Shopsy, allowing Indians to start shops for free.

23. ERP stands for-

- A. Enterprise Resolution Planning
- B. Enterprise Resource Planning
- C. Enterprise Reader Planning
- D. Enterprise Reverse Planning

**Answer:** B. Enterprise Resource Planning

**Explanation:** Enterprise Resource Planning is an integrated administration of key business operations, frequently in real-time.

24. Collaboration is derived from which Latin word?

- A. Collabrica
- B. Collaboratio
- C. Collaboraze
- D. Collaberance

**Answer:** B. Collaboratio

**Explanation:** Collaboration is derived from the Latin word Collaboratio.

25. Which is not one of the three phases of electronic commerce?

- A. Reinvention
- B. Preservation
- C. Consolidation
- D. Innovation

**Answer:** B. Preservation

**Explanation:** One of the three phases of electronic commerce is not preservation. It means the action of maintaining something or shielding it from harm.

