1. E-Commerce stands for _____.
   A. Electrical Commerce
   B. Electronic Commerce
   C. Entertainment Commerce
   D. Electro Chemical Commerce

2. _____describes e-commerce.
   A. Doing business offline
   B. Doing business electronically
   C. Surfing online
   D. Both A & B

3. _____ is NOT a function of E commerce.
   A. Warehouse
   B. Finance
   C. Marketing
   D. None of the above

4. _____ is a function of E commerce.
   A. Marketing
   B. Supply Chain
   C. Finance
   D. All of the above

5. _____mainly deals buying and selling, especially on a large scale.
   A. Shopping
   B. Retailing
   C. Distribution
   D. Commerce

6. E-commerce has _____ scope than E-Business or Digital Business.
   A. Higher
   B. Wider
   C. Narrower
   D. More

7. _____is a system of interconnected electronic components or circuits.
   A. Marketplaces
   B. Metamarkets
   C. Electronic Markets
   D. Electronic Network

8. All electronically mediated information exchanges are known as _____
   A. E-Business
   B. E-Commerce
   C. Digital Business
   D. None of the above

9. _____are markets connected through modern communications networks and powered by high-speed computers.
   A. Marketplaces
   B. Metamarkets
   C. Electronic Markets
   D. Electronic Network

10. _____ is NOT an example of E-Commerce Platform.
    A. Amazon Pantry
    B. Reliance SMART
    C. Flipkart Plus
    D. DMart Ready
11. _____ refers to e-commerce transactions delivered via social media.
    A. Social Network
    B. Social Commerce
    C. Social Business
    D. B&C
12. ESN stands for _____.
    A. Enterprise Special Networks
    B. Enterprise Social Networks
    C. Entrepreneur Social Networks
    D. Essential Social Networks
13. Enterprise 2.0 also known as _____
    A. Social Business
    B. Social Enterprise
    C. Web 2.0
    D. Social Media
14. Collaboration 2.0 is also known as _____.
    A. Social Enterprise
    B. Social Collaboration
    C. Collaboration Commerce
    D. Collaboration Media
15. Collaboration word is derived from Latin word _____.
    A. Collabrica
    B. Collaberance
    C. Collaboratio
    D. Collaboraze
16. Social networking is _____.
    A. Group-centric
    B. Individual-centric
    C. Organization-centric
    D. Society-centric
17. Social collaboration is _____.
    A. Group-centric
    B. Individual-centric
    C. Organization-centric
    D. Person-centric
18. EC in EC Business models stands for _____
    A. E-Connected
    B. Electronic Commerce
    C. Essential Commerce
    D. Electric Commerce
19. _____is part of the four main types for e-commerce.
    A. B2B
    B. P2P
    C. C2A
    D. All of the above

20. Companies like Flipkart, Shop clues and Myntra belongs to the _____ Ecommerce (EC) segment.
    A. B2B
    B. P2P
    C. B2C
    D. C2B
21. OLX is an example of _____ E-commerce segment.
    A. B2B
    B. B2C
    C. C2B
    D. C2C
22. Customers pay a fixed amount, usually monthly or quarterly or annually, to get some type of service is known as _____E-Commerce Business Model.
    A. Licensing
    B. Transaction
    C. Affiliate
    D. Subscription
23. This E-Commerce business model mainly focuses on selling products or services online.
    A. Indirect Marketing
    B. Marketplace
    C. Online Direct Marketing
    D. Brick & Mortar
24. _____ is related to software frameworks for e-commerce applications.
    A. WordPress Framework
    B. E-commerce Framework
    C. Business Framework
    D. .NET Framework
25. _____is a retail fulfilment method where a store doesn't keep the products it sells in stock.
    A. Aggregator Model
    B. Dropshipping
    C. Affiliate
    D. Advertising Model
26. _____type of E-Commerce has trade and transaction dealings between business establishments.
    A. Business To Customer
    B. Peer To Peer
    C. Business To Business
    D. Customer To Customer
27. In _____E-Commerce Model, Marketer or Companies charge others for allowing them to place a banner on their websites, blogs or platforms.
    A. Affiliate
    B. Advertising
    C. Transaction
    D. Aggregator
28. _____ FDI permitted B2B E-commerce and in marketplace model of e-commerce.
    A. 100%
    B. 50%
    C. 65%
    D. 30%
29. The dimension of e-commerce that enables commerce across national boundaries is called _____.
    A. interactivity
    B. global reach
    C. richness
    D. ubiquity

30. The primary source of financing during the early years of e-commerce was _____.
    A. bank loans
    B. large retail firms
    C. venture capital funds
    D. initial public offerings
31. The source of revenue in a subscription revenue model is _____.
    A. Fees from advertisers in exchange for advertisements
    B. Fees for business referrals
    C. Fees from subscribers in exchange for access to content or services
    D. Fees for enabling or execution a transaction
32. Industry structure is defined as _____.
    A. the nature of the players in an industry and their relative bargaining power
    B. a set of plans for achieving long term returns on the capital invested in a business firm
    C. set of planned activities designed to result in a profit in a marketplace
    D. how a company's product or service fulfils the needs of customers
33. A situation where there are no differences among products or services, and the only basis of choosing products is price is known as _____.
    A. a value web
    B. value chain
    C. profit
    D. commoditization
34. The component of TCP/IP that provides the Internet's addressing scheme and is responsible for the actual delivery of packets is _____.
    A. TCP
    B. IP
    C. the Network Layer
    D. the Application Layer
35. Which of the following is not a limitation of the current Internet?
    A. insufficient capacity throughout the backbone
    B. network architecture limitations
    C. insufficient reach
    D. best-efforts QOS
36. Internet users account for about _____ of the world's population.
    A. 7%
    B. 17%
    C. 27%
    D. 47%
37. The largest component of a Web site budget is _____.
    A. system maintenance
    B. system development
    C. content design and development
    D. telecommunications
38. The set of standards for communication between a browser and a program running on a server that allows for interaction between the user and the server is known as _____.
    A. Active Server Pages (ASP)
    B. Java Server Pages (JSP)
    C. Common Gateway Interface (CGI)
    D. VBScript
39. The most common type of Internet crime according to the IC3 is _____.
    A. Credit card fraud
    B. Check fraud
    C. Non-delivery
    D. Auction fraud

40. When hackers flood a Web site with useless traffic to overwhelm the network, it is called _____.
    A. phishing
    B. pharming
    C. a Denial of Service (DoS) attack
    D. spoofing
41. A security plan begins with a(n) is _____.
    A. security policy
    B. risk assessment
    C. implementation plan
    D. security organization
42. _____ influence the behavior of others through their personality, skills, or other factors.
    A. Opinion leaders
    B. Direct reference groups
    C. Indirect reference groups
    D. Lifestyle groups
43. A(n) _____ represents data as two-dimensional tables with records organized in rows and attributes in columns.
    A. database management system
    B. data warehouse
    C. SQL query
    D. relational database
44. Creating multiple versions of information goods and selling essentially the same product to different market segments at different prices is called_____.
    A. versioning
    B. bundling.
    C. transactive content
    D. price discrimination
45. Which of the following represents a limiting factor for the growth of e-commerce?
    A. Persistent cultural attraction of physical markets and traditional shopping experiences
    B. Inadequate selection of goods compared to physical marketplaces.
    C. E-commerce lacks the convenience of other methods of transacting business
    D. The potential audience for e-commerce is too low to support it as a widespread method of commerce
46. Which of the following is a measure of the percentage of purchasers who return to a Web site within a year?
    A. loyalty
    B. reach
    C. recency
    D. unique visitors
47. Which of the following statements about privacy is true?
    A. It is a moral right to be left alone
    B. Only corporations and government need to be concerned about it
    C. It has only just recently become a concern
    D. It is most easily obtained on the Internet
48. The redirection of traffic from a legitimate site to an infringing site is called _____.
    A. cybersquatting
    B. cyberpiracy
    C. metatagging
    D. keywording
49. Modern marketing concept is _____
    A. price oriented
    B. consumer oriented
    C. product oriented
    D. profit oriented

50. 4 P's of Marketing Mix are _____
    A. Price, public, promotion, and profit
    B. Place, Price, profit and promotion
    C. Product, Price, Place and Profit
    D. Product, Price, Place and Promotion
51. A place for buying and selling activities is called _____
    A. market
    B. marketing
    C. market research
    D. market information
52. Which one of the following statements is correct?
    A. selling includes marketing
    B. marketing includes selling
    C. selling and marketing are the same
    D. marketing not including in business
53. Marketing research is concerned with _____
    A. anticipation of production
    B. supply position
    C. financial problems
    D. solution to specific problems of marketing
54. Mercatus means _____
    A. buying
    B. to trade
    C. to assemble
    D. to sell
55. Perfect market means _____
    A. prices are not uniform
    B. product are not identical
    C. free entry and exit into market
    D. lack of communication
56. The prime object of marketing is _____
    A. profit
    B. service
    C. sales
    D. consumer satisfaction
57. Markets are created by _____
    A. nature
    B. economic force
    C. business men
    D. product
58. Zero level channel of distribution is also called as _____
    A. direct marketing
    B. multilevel marketing
    C. two level marketing
    D. micro level marketing
59. Marketing begins and ends with _____
    A. consumer
    B. transport
    C. price
    D. product

60. ——— brings about the changes in the ownership of products
    A. exchange
    B. storing
    C. promotion
    D. MIS
61. ——– is the most fundamental aspect for any merchandise transactions
    A. financing
    B. grading
    C. insurance
    D. packing
62. ———- plays a significant role in under developed countries, as it is a multiplier of activities.
    A. sales
    B. buying
    C. marketing
    D. production
63. In evolution of marketing ——— stage was concerned only with mass production of goods.
    A. production orientation
    B. barter system
    C. sales orientation
    D. consumer orientation
64. In ——stage selling activity becomes the dominant factor, without any efforts for the satisfaction of the consumer needs.
    A. production orientation
    B. barter system
    C. sales orientation
    D. consumer orientation
65. According to whom-"market includes both place and region in which buyers and sellers are in free competition with one another"
    A. pyle
    B. kotler
    C. drucker
    D. clark and clark
66. Marketing emphasizes on _____
    A. consumer wants
    B. sellers need
    C. manufactures profit
    D. retailers margin
67. Factors influencing marketing concepts——-
    A. population growth
    B. assembling of goods
    C. physical transfer of goods
    D. scatter of goods
68. ———- are networks that connect people within a company to each other and to the company network.
    A. internets
    B. extranets
    C. bit streams
    D. WWW
69. Website build to engage customers from different places to move them closer for marketing outcome is classified as _____
    A. corporate website
    B. marketing website
    C. branding website
    D. viral website

70. ——— may be defined as the exchange of goods or services in terms of money.
    A. price
    B. product
    C. grading
    D. branding
71. Group of online social communities such as virtual worlds, social networking sites and blogs where people exchange opinions is classified as _____
    A. Inbound social networks
    B. Outbound social networks
    C. Offline social networks
    D. Online social networks
72. ———- creates a non personal stimulation of demand in advertising
    A. pricing
    B. production
    C. public relation
    D. distribution
73. The stage in the product life cycle that focuses on expanding market and creating product awareness and trail is the ——
    A. decline stage
    B. introduction stage
    C. growth stage
    D. maturity stage
74. According to ___, CRM is an iterative process that turns customer information into positive customer relations.
    A. Ronald S. Swift
    B. Stanley A. Brown
    C. Chris Todman
    D. Gartner Group
75. CRM is a business philosophy that aims at maximizing ___ in the long run
    A. Organization value
    B. Customer value
    C. Business value
    D. Software value
76. Enhance Customer Relationship Management started in ___.
    A. 1980
    B. 1970
    C. 1990
    D. 1985
77. The objective of data mining is to detect ___ relationships among data
    A. Vendor
    B. Customer
    C. Application
    D. Hidden
78. In ___ year PeopleSoft got expanded from their original human resources platform
    A. 1990s
    B. 1980s
    C. 1960s
    D. 1970s

79. EAI stands for ___
- A. External Authoring Interface
- B. Enterprise Application Integration
- C. Equal Appearing Interval
- D. None of the above

80. ___ was developed as a Linux program. However, it is still compatible with Windows.
- A. Telemation
- B. SAP
- C. Oracles
- D. PeopleSoft

81. A successful CRM increases production and profit throughout the ___.
- A. System life cycle
- B. Business life cycle
- C. Customer life cycle
- D. Organization life cycle

82. Material Requirement Planning(MRP) utilizes software applications for scheduling _____.
- A. sales management.
- B. production processes.
- C. marketing techniques.
- D. human resource management.

83. ERP supports _____ currency value.
- A. multiple.
- B. single.
- C. three.
- D. five.

84. ERP package will handle _____ business functionalities.
- A. one.
- B. two.
- C. three.
- D. all.

85. The most important step of ERP implementation is _____ phase.
- A. installing.
- B. training.
- C. gap analysis.
- D. testing.

86. An enterprise is a group of people with _____.
- A. common goal.
- B. separate goal for each department.
- C. multiple goals.
- D. two or more goals.

87. In _____, entire organization is considered as a system and the departments are its subsystem.
- A. business way.
- B. general.
- C. enterprise way.
- D. planning.

88. An information system produces information using the _____ cycle.
- A. data analysis.
- B. input-process-output.
- C. input-output.
- D. process-input-output.

89. _____ used to support the old process to become useful in the new process, involves reducing some requirements while expanding others.
   A. transitioning the information.
   B. software management.
   C. front-office software.
   D. information system.

90. Which of the following method is used to produce reports about data.
   A. decision support systems.
   B. executive information systems.
   C. query/report writing tool.
   D. all the above.

91. _____ approaches reduce data redundancy and provide update information.
   A. legacy system.
   B. information system.
   C. integrated data model.
   D. data base.

92. The elapsed time between placing an order and it receiving it is also known as _____.
   A. elapsed time.
   B. waiting time.
   C. time interval.
   D. expected time.

93. In order to reduce the lead times, the organization should have an efficient _____ system.
   A. purchasing.
   B. production planning.
   C. inventory.
   D. integrated inventory.

94. Customer specific products are also known as _____.
   A. make-to-stock.
   B. make-to-order.
   C. goods.
   D. expected products.

95. Using _____ system, business can gain effective control over engineering change orders.
   A. engineering change control.
   B. engineering change order.
   C. inventory.
   D. production planning.

96. In the case of make-to-order items, the ERP systems save time by integrating with _____ systems.
   A. engineering change control.
   B. engineering change order.
   C. cad and cam.
   D. cad.

97. One rupee notes bear the signature of _____.
   A. president of India
   B. prime minister of India
   C. governor of Reserve Bank of India
   D. secretary, Ministry of finance (Government of India).

98. Small coin depot is the property of _____.
   A. State bank of India
   B. Government of India
   C. Reserve bank of India
   D. Indian bank.

99. A Banking company whose license is cancelled may appeal to the ___.
    A. High court.
    B. Supreme court
    C. RBI.
    D. Central government

100. Who controls credit in India?
    A. Government of India.
    B. RBI.
    C. SBI.
    D. Indian bank

101. RBI grants for agricultural purposes _____.
    A. only short term finance.
    B. medium and long term finance.
    C. short and medium-term finance only
    D. short, medium and long term finance

102. The apex institution in agricultural finance is_____.
    A. NABARD
    B. EXIM bank
    C. RBI
    D. IDBI

103. Development banks are institutions which _____.
    A. give development loans
    B. provide emergency loans of banks
    C. are subsidiaries of RBI
    D. provide term finance to industries

104. IFCI was established in _____.
    A. 1947.
    B. 1948
    C. 1951
    D. 1956.

105. IFCI has its registered office in _____.
    A. Bombay
    B. Madras
    C. New Delhi
    D. Calcutta.

ANSWERS

1. B	2. B	3. D	4. D	5. D	6. C	7. D
8. B	9. C	10. B	11. D	12. C	13. B	14. D
15. C	16. B	17. A	18. B	19. D	20. C	21. D
22. D	23. C	24. B	25. B	26. C	27. B	28. A
29. B	30. C	31. C	32. A	33. B	34. D	35. C
36. B	37. A	38. C	39. D	40. C	41. B	42. A
43. D	44. A	45. A	46. A	47. A	48. B	49. B
50. D	51. A	52. B	53. D	54. B	55. C	56. D
57. B	58. A	59. A	60. A	61. A	62. C	63. A
64. C	65. A	66. A	67. A	68. B	69. B	70. A
71. D	72. A	73. C	74. A	75. B	76. C	77. D
78. A	79. B	80. A	81. C	82. B	83. A	84. D
85. C	86. A	87. C	88. B	89. A	90. D	91. C
92. A	93. D	94. B	95. A	96. C	97. D	98. B
99. D	100. B	101. C	102. A	103. B	104. B	105. C