

E-Commerce MCQ Questions and Answers Pdf

1. Which of the following applies to the implementation of an idea?
 - a. copyright
 - b. intellectual property
 - c. patent
 - d. denial of service attack

Ans; C

2. Which segment is most of the media's attention focused on?
 - a. B2B
 - b. B2C
 - c. C2B
 - d. C2C

As: B

3. The best products to sell in B2C e-commerce are
 - a. small products
 - b. digital products
 - c. speciality products
 - d. fresh products

ans: B

4. Unsolicited e-mail is called what?
 - a. junk email
 - b. spam
 - c. extra mail
 - d. none of these

Ans : B

5. What is a program, when installed on a computer, records every keystroke and mouse click?
 - a. Key logger software
 - b. Hardware key logger
 - c. Cookie
 - d. Adware

Ams: A

6. Smart card is better protected than other cards using
 - a. Encryption
 - b. Firewall

- c. Hub
- d. All of these

Ans: A

7. The E-payment mechanism widely used in B2B is

- a. Credit card
- b. Debit card
- c. Master card
- d. E-cheque

Ans: D

8. Which one is also known as plastic money?

- a. Credit card
- b. Debit card
- c. Paper cash
- d. All of these

Ans: A

9. Which of the following refers to creating products tailored to individual customers?

- a. Mass customization
- b. Demand aggregation
- c. Direct materials
- d. Reverse auction

Ans: A

10. What type of ad appears on top of a webpage?

- a. Pop under ad
- b. Pop up ad
- c. Banner ad
- d. Discount ad

Ans: B