



Dr.G.R.Damodaran College of Science

(Autonomous, affiliated to the Bharathiar University, recognized by the UGC) Re-accredited at the 'A' Grade Level by the NAAC and ISO 9001:2008 Certified CRISL rated 'A' (TN) for MBA and MIB Programmes

III B.COM IB [2015-2018]
SEMESTER V
PRACTICES OF E-BUSINESS - 517B
Multiple Choice Questions.

1. _____ technique is more appropriate to a particular group of people to meet frequently wherever they are geographically scattered and whatsoever is the physical distance between them
 - A. Document Conferencing
 - B. Audio Conferencing
 - C. Computer Based Conferencing
 - D. Video ConferencingANSWER: B
2. _____ is also called as audiographic conferencing
 - A. Document Conferencing
 - B. Audio Conferencing
 - C. Computer Based Conferencing
 - D. Video ConferencingANSWER: A
3. _____ is an effective means of communication technology which allows participants to share audio information and data stored in their personal computers
 - A. Audio Conferencing
 - B. Computer Based Conferencing
 - C. Document Conferencing
 - D. Video ConferencingANSWER: C
4. _____ is an arrangement which facilitates speakers to communicate with each other in different localities using public telephone links
 - A. Audio Conferencing
 - B. Computer Based Conferencing
 - C. Document Conferencing
 - D. Tele ConferencingANSWER: D
5. The special features of _____ is that many participants can speak at the same time
 - A. Compute Based Conferencing
 - B. Document Conferencing
 - C. Tele Conferencing
 - D. Audio ConferencingANSWER: A
6. _____ is a new business communication tool which helps corporates to manage the business environment and its key challenges economically

- A. Document Conferencing
- B. Video Conferencing
- C. Tele Conferencing
- D. Audio Conferencing

ANSWER: B

7. Expand NEFT

- A. National Electronic Fund Transfer
- B. Neutral Electronic Fund Transfer
- C. Nominal Electronic Fund Transfer
- D. Natural Electronic Fund Transfer

ANSWER: A

8. Expand EFT

- A. European Fund Transfer
- B. Economic Fund Transfer
- C. Electronic Fund Transfer
- D. None of the above

ANSWER: C

9. Expand ECS

- A. Electronic Clearing System
- B. Electronic Centered System
- C. Electronic Cross Systems
- D. Electronic Conversion Systems

ANSWER: A

10. EFT is introduced by

- A. IRDA
- B. RBI
- C. SEBI
- D. NSE

ANSWER: B

11. _____ is the result of combining technology and traditional bank services through websites that customers use to access their bank accounts

- A. Home Banking
- B. Mobile Banking
- C. Internet Banking
- D. Television Banking

ANSWER: C

12. A well built e-business infrastructure is a combination of

- A. structure and stability
- B. safeguards information
- C. understands consumer priorities
- D. all of the above

ANSWER: D

13. E-business involves the application of

- A. knowledge management systems
- B. product management systems
- C. services management systems
- D. all of the above

ANSWER: D

14. _____ is the encompassing term that involves the use of electronic platforms - intranets, extranets and the internet to conduct a company's business

- A. E-commerce
- B. E-marketing
- C. E-procurement
- D. E-business

ANSWER: D

15. Which of the following is not one of the benefits of e-business to sellers?

- A. E-business increases the net cost per contact
- B. E-business can help to reduce costs
- C. E-business offers greater flexibility in meeting consumer needs
- D. E-business is a powerful tool for customer relationship building

ANSWER: A

16. The E-business domain that involves business activity initiated by the consumer and targeted to businesses is known as

- A. Consumer to Consumer
- B. Business to Business
- C. Consumer to Business
- D. Business to Consumer

ANSWER: C

17. Which of the following is not relevant to marketing via the Internet?

- A. Viral marketing
- B. Mobile marketing
- C. Click and mortar marketing
- D. Brick and mortar marketing

ANSWER: D

18. The Internet has

- A. empowered businesses only
- B. empowered consumers and businesses alike
- C. empowered consumers only
- D. empowered intermediaries only

ANSWER: B

19. What is a E-cash wallet?

- A. Hardware
- B. Agent
- C. Software
- D. All of the above

ANSWER: C

20. SSL stands for

- A. Secure Socket Layer
- B. Security Service Layer
- C. Sub Secured Length
- D. None of the above

ANSWER: A

21. In storefront e-business model buyers and sellers interact _____ with each other

- A. Directly
- B. Indirectly
- C. Through third party
- D. None of the above

ANSWER: A

22. What does Telemarketing means?

- A. Marketing through charting
- B. Marketing through telephone
- C. Marketing through e-mail
- D. Marketing through web casting

ANSWER: B

23. To overcome the lack of physical proximity appearance problem in e-business, which technology can be used

- A. Biometrics
- B. Video Conferencing
- C. Cryptography
- D. Biometric and Video Conferencing

ANSWER: B

24. Many search engines rank the site by using a program called

- A. Spider
- B. Scorpion
- C. Moon
- D. Cobweb

ANSWER: A

25. JIT stands for

- A. Just In Time
- B. Joint Investigation Technique
- C. Join In Training
- D. Just In Total

ANSWER: A

26. EDI has the key features

- A. No paper work
- B. No human intervention
- C. Exchange of information takes place in seconds
- D. All of these

ANSWER: D

27. EDI advantages includes

- A. short time
- B. reduced costs
- C. both
- D. none of the above

ANSWER: C

28. Electronic banking is also known as

- A. Cyber banking
- B. Virtual banking
- C. Online banking
- D. All of the above

ANSWER: D

29. Customer data can be gathered and analyzing it customers can be served in a better manner according to their needs. Which is best option?

- A. Customization
- B. Customer orientation
- C. Customer orientation
- D. Focus

ANSWER: A

30. E-business is a combination of three different areas of study namely _____, _____ and _____

- A. Internal, External support, support
- B. Technology, business and law/policy
- C. Primary, Secondary, R&D
- D. Sale, purchase, feedback

ANSWER: B

31. What does ETO stands for

- A. Electronic Transactions Ordinance
- B. Electric Transport Ordinance
- C. Electronic Treaty Organization
- D. All of the above

ANSWER: A

32. eBay.com uses all the following business models excpet

- A. C2C
- B. market creator
- C. m-commerce
- D. service provider

ANSWER: D

33. eBay is an example of an _____ e-business site

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

ANSWER: C

34. Amazon.com comes under the model

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

ANSWER: B

35. The addresses used by browsers to identify the location of content on the web are called

- A. domain names
- B. uniform resource locators
- C. IP addresses
- D. hypertext transfer protocol

ANSWER: B

36. Symmetric key encryption is known as

- A. public key encryption

- B. PGP
- C. PKI
- D. secret key encryption

ANSWER: D

37. A _____ is a software application that acts as a filter between a companies closed group network and the internet

- A. firewall
- B. virtual private network
- C. proxy server
- D. PPTP

ANSWER: A

38. Digital signature provides

- A. security
- B. privacy
- C. authentication
- D. all of these

ANSWER: D

39. Firewall lies between

- A. two computers
- B. two LANs
- C. LAN and external network
- D. all of these

ANSWER: D

40. Which of the following is a security protocol?

- A. TCP
- B. UDP
- C. SSL
- D. IP

ANSWER: C

41. Which of the following is not an e-payment method?

- A. E-cheque
- B. E-draft
- C. E-cash
- D. E-card

ANSWER: B

42. Which of the following is not an E-business model based on transaction parties?

- A. B2B
- B. C2C
- C. B2C
- D. D2K

ANSWER: D

43. E-business is not suitable for

- A. sale or purchase of expensive jewellery and antiques
- B. sale or purchase of mobile phones
- C. sale or purchase of branded clothes
- D. online job searching

ANSWER: A

44. The types of Business to Business e-business are

- A. Direct selling and support to Business
- B. Industry portals
- C. Information site about a industry
- D. All of the above

ANSWER: D

45. Who are all the intermediaries of E-business?

- A. Search Engine
- B. Shop bots
- C. B2B exchanges
- D. All of the above

ANSWER: D

46. Which of the following are benefits of E-business?

- A. Speed
- B. Reach and Penetration
- C. Ease and Efficiency
- D. All of the above

ANSWER: D

47. _____ are networks that connect people within a company to each other and to the company network

- A. Internet
- B. Intranet
- C. Extranet
- D. All of the above

ANSWER: B

48. A digital signature is

- A. scanned signature
- B. signature in binary form
- C. encrypting information
- D. handwritten signature

ANSWER: C

49. A computer system that permits multiple users to run programs at same time

- A. Real time system
- B. Multi programming system
- C. Time sharing system
- D. Multi tasking system

ANSWER: D

50. A computer communication technology that provides a way to interconnect multiple computer across short distance is

- A. LAN
- B. MAN
- C. WAN
- D. Wireless network

ANSWER: A

51. The concept of electronic cash is to execute payment by

- A. Credit card
- B. ATM card

C. Using computers over network

D. Cheque

ANSWER: C

52. The methods of payment for online consumers are

A. Electronic cash

B. Credit/Debit card

C. Electronic cheque

D. All of the above

ANSWER: D

53. _____ includes all electronics based information exchanges within or between companies and customers

A. E-commerce

B. E-marketing

C. E-communication

D. E-business

ANSWER: D

54. B2B trading networks than link a particular seller with its own trading partners are called

A. global networks

B. private trading networks

C. open trading networks

D. oracle trading networks

ANSWER: B

55. Which of the following would be the most appropriate example of a search engine/portal?

A. amazon

B. yahoo

C. AOL

D. eBay

ANSWER: B

56. An _____ is a website designed to build customer goodwill and to supplement other sales channels rather than to sell the companies products directly

A. e-mail and webcasting site

B. corporate website

C. online advertising or promotion website

D. web community site

ANSWER: B

57. A potential customers most common path to a previously unknown website is through an

A. search engine

B. online advertisement

C. personal contact

D. print advertisement

ANSWER: A

58. Digital products such as software, music, digitized images and electronic games are a great fit for consumer focused B2C e-business because

A. they are always free

B. electronic distribution is more efficient than alternative distribution channels for digital products

C. digital products are not a good fit for B2C e-business

D. they cannot be easily monitored

ANSWER: B

59. _____ are used by consumers to locate the best price for a desired product

- A. shopping bots
- B. search engines
- C. middleware routines
- D. worms

ANSWER: A

60. The development of _____ has been more evolutionary than revolutionary

- A. consumer focused e-business
- B. B2C e-business
- C. intra business e-business
- D. consumer focused start-ups

ANSWER: C

61. _____ is the process of planning, implementing and controlling the flow of goods and services from point of origin to point of consumption

- A. CRM
- B. Surplus management
- C. Logistics
- D. None of the above

ANSWER: C

62. _____ includes software and integration efforts intended to increase customer satisfaction and loyalty

- A. supply chain management
- B. e-procurement
- C. human services
- D. e-CRM

ANSWER: D

63. Intra business e-business is sometimes called _____ e-business

- A. B2C
- B. B2B
- C. B2E
- D. B2G

ANSWER: C

64. Which of the following describes e-business?

- A. Doing business electronically
- B. Doing business
- C. Sale of goods
- D. All of the above

ANSWER: A

65. Which type of e-business focuses on consumers dealing with each other?

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

ANSWER: D

66. E-business stands for

- A. Electronic business

- B. Electron business
- C. Electric business
- D. All of the above

ANSWER: A

67. The E-business domain that involves business activity initiated by the consumer and targeted to businesses is known as

- A. Business to Business (B2B)
- B. Consumer to Business (C2B)
- C. Business to Consumer (B2C)
- D. Consumer to Consumer (C2C)

ANSWER: B

68. When preparing a website, designers should ensure that the site enables user-to-user communication. This design feature is known as

- A. commerce
- B. community
- C. context
- D. connection

ANSWER: C

69. When preparing a website, designers should ensure that the site makes effective use of the text, pictures and video. This design feature is known as

- A. communication
- B. connection
- C. content
- D. context

ANSWER: C

70. Delivering what customers want with hassle-free service and superior value is called

- A. service excellence
- B. operational excellence
- C. continuous excellence
- D. all of the above

ANSWER: A

71. Delivering high quality products quickly, error free, and for a reasonable price is

- A. Service Excellence
- B. Operational Excellence
- C. Continuous Excellence
- D. All of the above

ANSWER: B

72. CRM stands for

- A. Customer Referred Management
- B. Customer Related Management
- C. Customer Relationship Management
- D. None of the above

ANSWER: C

73. Advantage of CRM

- A. Cost of the Software
- B. Improve overall relationship with customer
- C. Customization of the Business

D. All of the above

ANSWER: B

74. Which of the following is not relevant to marketing via the Internet?

- A. Click-and-mortar marketing
- B. Viral marketing
- C. Mobile marketing
- D. Brick-and-mortar marketing

ANSWER: D

75. Supply chain management helps an organization in

- A. Reducing production costs
- B. Increase the production cost
- C. Reduce the time it takes to make a product
- D. All of the above

ANSWER: C

76. While maintaining an e-business web site what element is hard to maintain

- A. Financial services
- B. Mainstream products
- C. Customer Relationship Management
- D. Computer hardware and software

ANSWER: C

77. An appropriate strategy to achieve timely, accurate, paperless information flow is

- A. efficient replacement
- B. revision of organization processes supported by information systems
- C. efficient store assortments
- D. integrate this activity is integrated into all supply chain planning

ANSWER: B

78. E-business requires

- A. Accessibility to networks
- B. Accessibility to computers
- C. Access to markets
- D. All of the above

ANSWER: D

79. One of the major problem for e-business growth is

- A. Lack of markets
- B. Lack of sellers
- C. Lack of proper infrastructure
- D. None of the above

ANSWER: D

80. Currency used in e-business transactions in India

- A. Dollars
- B. Rupees
- C. Euro
- D. All of the above

ANSWER: B

81. Currency used in e-business transactions around the world

- A. Rupees

- B. Euro
- C. Dollars
- D. None of the above

ANSWER: C

82. Problem of penetration of e-business in India is due to

- A. Lack of proper knowledge
- B. Lack of PC penetration
- C. Most of the markets are in Villages
- D. All of the above

ANSWER: D

83. The types of customers availing e-business are

- A. Children
- B. Adult
- C. Old generation
- D. All of the above

ANSWER: D

84. For an existing organization, typical stages of e-commerce development are

- A. Image and product information, customer support, transactions, information collection
- B. Transactions, image and product information, information collection, customer support
- C. Information collection, image and product information, customer support, transactions
- D. All of the above

ANSWER: D

85. The reason why organizations are switching from traditional to e-business transaction is

- A. Increasing costs of transactions
- B. Decreasing costs of transactions
- C. No markets
- D. All of the above

ANSWER: B

86. The banking which allows banks to set up retail branches on subscriber based online services is

- A. Online Services Based Banking
- B. Offline Services Based Banking
- C. All of the above
- D. None of the above

ANSWER: A

87. To create temper proof electronic cash that can be traced back to its origin, what is used

- A. Complex Cryptographic algorithm
- B. Multi-complex Cryptographic Algorithm
- C. All of the above
- D. None of the above

ANSWER: A

88. The basic requirements for transaction security are

- A. Privacy, meaning, customer touch
- B. Privacy
- C. Privacy , Confidentiality , Integrity
- D. Confidentiality

ANSWER: C

89. The planning process for e-business include
- A. Deciding about the gateway
 - B. Deciding about the products and services you want to sell
 - C. Deciding about the customer
 - D. Deciding about the security parameters

ANSWER: B

90. _____ is online shopping device that seals personal information in a freeplugin that can be invoked when making a purchase
- A. Digital Purse
 - B. Digital Wallet
 - C. Digital Buyer
 - D. All of the above

ANSWER: B

91. Select the important factor required for gaining acceptance of smart cards
- A. Availability with all the citizens
 - B. Availability of smart card readers, Compatibility between smart cards
 - C. Cheap
 - D. All of the above

ANSWER: B

92. Site navigation is aided by
- A. Site Index, Site Search Engine, Logical sequencing of facilities
 - B. Google
 - C. Bing
 - D. All of the above

ANSWER: A

93. In creating anonymous electronic cash what is bank required to do
- A. Associate the bank with the customer
 - B. Digitally sign the electronic cash
 - C. Associate the electronic cash with a particular consumer
 - D. None of the above

ANSWER: B

94. What items are traded in e-business
- A. Consumer durables
 - B. Pharmaceutical products
 - C. Industrial goods
 - D. All of the above

ANSWER: D

95. VAN stands for
- A. Varied Area Network
 - B. Virtual Area Network
 - C. Value Added Network
 - D. None of the above

ANSWER: C

96. Which products are people most likely to be uncomfortable buying on the Internet?
- A. Books
 - B. Furniture
 - C. Movies

D. All of the above

ANSWER: B

97. Which products are people most likely to be comfortable buying on the Internet?

A. Books

B. PCs

C. CDs

D. All of the above

ANSWER: D

98. Digital products are best suited for B2C e-business because they

A. Are commodity like products

B. Can be mass-customized and personalized

C. Can be delivered at the time of purchase

D. All of the above

ANSWER: D

99. The solution for all business needs is

A. EDI

B. ERP

C. SCM

D. None of the above

ANSWER: B

100. Which is a function of E-business

A. marketing

B. advertising

C. warehousing

D. all of the above

ANSWER: D

101. Which term represents a count of the number of people who visit one site, click on an ad and are taken to the site of the advertiser?

A. Affiliate programs

B. Click-through

C. Spam

D. All of the above

ANSWER: B

102. Which form of e-business currently accounts for about 97% of all e-business revenues?

A. B2B

B. B2C

C. C2B

D. C2C

ANSWER: A

103. Which of the following are advantages normally associated with B2B business?

A. Shorter cycle times

B. Reduction in costs

C. Reaches wider audiences

D. All of the above

ANSWER: D

104. Which of the following is a useful security mechanism when considering business strategy and IT?

- A. encryption
- B. decryption
- C. firewall
- D. all of the above

ANSWER: D

105. How transactions occur in e-business?

- A. Using e-medias
- B. Using computers only
- C. Using mobile phones only
- D. None of the above

ANSWER: A

106. Which of the following is a method of transferring money from one persons account to another?

- A. electronic cheque
- B. credit cared
- C. e-transfer
- D. none of the above

ANSWER: A

107. A combination of software and information designed to provide security and information for payment is called

- A. Pop up ad
- B. shopping cart
- C. encryption
- D. digital wallet

ANSWER: D

108. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

- A. Internet commerce
- B. E-commerce
- C. Transaction information transfer
- D. Electronic data interchange

ANSWER: D

109. Which of the followed is used in B2B to pay for purchases?

- A. E-commerce
- B. Financial electronic data interchange
- C. Electronic data exchange
- D. Electronic cheques

ANSWER: B

110. Public key encryption uses multiple keys. One key is used to encrypt data, while another is used to decrypt data. The key used to encrypt data is called the _____ key, while the key used to decrypt data is called the _____ key

- A. encryption,decryption
- B. private,public
- C. encryption,public
- D. public,private

ANSWER: D

111. Secure Sockets Layers does which of the following?

- A. creates a secure, private connection to a web server

- B. encrypts information
- C. sends information over the internet
- D. all of the above

ANSWER: D

112. Which will not harm computer resources

- A. firewall
- B. virus
- C. trojan horse
- D. none of the above

ANSWER: A

113. Which process can prevent data from lose due to computer problems or human erros?

- A. back up
- B. recovery
- C. benchmarking
- D. data cleansing

ANSWER: A

114. Secure communication means

- A. protect transmission of credit card number
- B. guarantee privacy of customer
- C. unauthorized access of payment details
- D. all of the above

ANSWER: D

115. Which one is not an offline payment mode?

- A. cash on delivery
- B. cash before delivery
- C. demand drafts
- D. e-cheque

ANSWER: D

116. Which one is an offline payment mode?

- A. Cash on delivery
- B. Cash before delivery
- C. Credit card
- D. Both a and b

ANSWER: D

117. Which one is not an e-payment method used in India?

- A. Debit card
- B. Credit card
- C. E-cheque
- D. None of the above

ANSWER: D

118. OTP stands for

- A. One Time Password
- B. On Time Processing
- C. One Time Processor
- D. None

ANSWER: A

119. What is an arrangement made between e-business site that direct users from one site to the other?

- A. Spam
- B. Viral marketing
- C. Affiliate programs
- D. None of the above

ANSWER: C

120. Which type deals with auction?

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

ANSWER: D

121. During e-business transactions we should ensure

- A. integrity
- B. security
- C. confidentiality
- D. all of the above

ANSWER: D

122. When measuring the effectiveness on an online advertisement, the _____ is the percentage of visitors to a page who click on an advertisement

- A. click ratio
- B. click rate
- C. hit rate
- D. click-through rate

ANSWER: D

123. Which of the following are the essential requirements of E-business?

- A. Identification of business areas
- B. Re-engineering entire business process
- C. Assessing size or scale of e-business application
- D. All of the above

ANSWER: D

124. Buying and selling of goods or services through phone is called as

- A. E-commerce
- B. M-commerce
- C. E-business
- D. None of the above

ANSWER: B

125. Merchant account is a account opened by the merchant with a

- A. Insurance company
- B. Bank
- C. Educational Institutions
- D. None of the above

ANSWER: B

126. _____ allows to add, remove, alter, calculate etc. before ordering a product online

- A. Shopping cart
- B. Data paths
- C. Data base

D. None of the above

ANSWER: A

127. _____ is a system by which cheques, pay-in-slips and other financial papers are replaced by customer controlled invisible and immediate transfer of funds from one account to another person

- A. Easy Fund Transfer
- B. Early Fund Transfer
- C. Efficient Fund Transfer
- D. Electronic Fund Transfer

ANSWER: D

128. Who introduces Electronic Fund Transfer system in India?

- A. World Bank
- B. SEBI
- C. RBI
- D. SBI

ANSWER: C

129. What does WAP stands for?

- A. Wireless Application Protocol
- B. Wire Application Protocol
- C. Word Application Protocol
- D. Website Application Protocol

ANSWER: A

130. _____ credit refers to a series of electronic payment instructions that are generated to replace proper instruments

- A. Electronic Payment System
- B. Electronic Clearing Service
- C. Electronic Data Interchange
- D. None of the above

ANSWER: B

131. _____ is an electronic payment device that involves the use of networking services where by the e-customer issues digital cheques to e-merchant malls to settle transactions carried over the internet

- A. Electronic cash
- B. e-purse
- C. Digital cheques
- D. Electronic card

ANSWER: C

132. Electronic cash is also called as

- A. Digital money
- B. Hot money
- C. Instant money
- D. Easy money

ANSWER: A

133. Credit card sized cards with an embedded processor and memory designed to serve as a mobile electronic purse used for on-line shopping are called

- A. Cash card
- B. Smart cards
- C. Lobby card
- D. Electronic cards

ANSWER: B

134. _____ is popularly known as Plastic cards or Plastic money

- A. Smart cards
- B. Electronic cards
- C. Credit cards
- D. Debit cards

ANSWER: C

135. The dimension of e-business that enables business across national boundaries is called

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

ANSWER: D

136. E-business technologies have improved upon traditional commerce technologies in

- A. richness
- B. reach
- C. both richness and reach
- D. neither richness nor reach

ANSWER: C

137. Compared to B2C e-business, B2B e-business is

- A. of equal size
- B. slightly smaller
- C. slightly larger
- D. much larger

ANSWER: D

138. The type of firms that benefited the most during the consolidation period of e-business were

- A. large, traditional firms
- B. first movers
- C. pure online companies
- D. ISPs

ANSWER: A

139. The largest component of a website budget is

- A. system development
- B. system maintenance
- C. content design and development
- D. telecommunications

ANSWER: B

140. E-business merchant server software includes all of the following except

- A. online e-mail
- B. online catalog
- C. online shopping cart
- D. online credit card processing

ANSWER: A

141. The most prevalent online payment methods is

- A. PayPal
- B. Cheques

- C. Credit cards
- D. Debit cards

ANSWER: C

142. All of the following are reasons more people don't shop online except

- A. Lack of trust in online merchants
- B. Lack of convenience
- C. Inability to touch and feel the product
- D. Fear of misuse of personal information

ANSWER: C

143. Which of the following represents a limiting factor for the growth of e-business?

- A. Persistent cultural attraction of physical markets and traditional shopping experiences
- B. Inadequate selection of goods compared to physical market places
- C. E-business lacks the convenience of other methods of transacting business
- D. The potential audience for e-business is too low to support it as a widespread method of commerce

ANSWER: A

144. The taxation system for e-business sales is best described as

- A. complex
- B. streamlined
- C. universal
- D. standardized

ANSWER: A

145. Companies that have a network of physical stores as their primary retail channel, but also have introduced online offerings are called

- A. virtual merchants
- B. bricks and clicks
- C. catalog merchants
- D. manufacturer direct

ANSWER: B

146. _____ files deal with documents for the same trading partner in Electronic Data Interchange

- A. Internal Format Files
- B. External Format Files
- C. Transmission Files
- D. None of the above

ANSWER: C

147. The main advantage of EDI is

- A. Eliminate paper work
- B. Faster information flow
- C. Reduced administrative overheads
- D. All of the above

ANSWER: D

148. Each computer which is linked to the Net has a unique address which is called the

- A. IP address
- B. Domain name
- C. Mail ID
- D. None of the above

ANSWER: B

149. _____ is a credit card with a black magnetic strip

- A. IC memory card
- B. Magnetic strip
- C. Smart card
- D. None of the above

ANSWER: B

150. Which one of is not the advantage of E-business?

- A. Increase sales
- B. Impulse buying
- C. Customer convenience
- D. Lack of awareness

ANSWER: D

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