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E commerce exam questions and answers

Given article text here Join Telegram Join Whatsapp Groups E-Commerce MCQs and Answers With Explanation – This article introduces the concept of E-Commerce, providing a set of Multiple Choice Questions to test expertise in the field. E-commerce enables online buying and selling of goods and services. It has become crucial for modern businesses, allowing them to reach customers globally and conduct transactions more efficiently. To assess knowledge on e-commerce concepts, tools, and techniques, E-Commerce MCQs with Answers are used. This article offers Top 45 MCQs on E-Commerce to enhance individuals' knowledge and test comprehension of the subject. Key Details: E-Commerce Exam Type: Multiple Choice Questions Category: Technical Quiz Mode of Quiz: Online Top 45 MCQs on E-Commerce Practice Online Quiz 1. What does e-commerce mean? A. Electronic communication B. Electronic commerce C. Electronic computer D. Electronic calculator Answer: B. Electronic commerce. 2. Which is an example of e-commerce? A. Buying groceries at a supermarket B. Ordering food at a restaurant C. Booking a hotel room online D. Visiting a physical store to buy clothes Answer: C. Booking a hotel room online. 3. What is a benefit of e-commerce for consumers? A. Limited product choices B. High prices C. Time savings D. Limited payment options Answer: C. Time savings. 4. What does B2B e-commerce stand for? A. Business-to-business e-commerce B. Business-to-consumer e-commerce C. Consumer-to-consumer e-commerce D. Government-to-consumer e-commerce Answer: A. Business-to-business e-commerce. 5. What is a disadvantage of e-commerce for small businesses? A. Increased visibility B. Reduced marketing costs C. Limited access to customer data D. Increased competition Answer: D. Increased competition. 6. What is a payment gateway? A. A website where customers can make payments B. A software application that processes payments C. A physical location where payments are accepted D. A bank that provides payment services Answer: B. A software application that processes payments. A shopping cart is a virtual cart used for shopping online, allowing consumers to add items to their cart while browsing the web. A chargeback is a dispute initiated by the buyer with their bank, requesting a refund for a transaction. Dropshipping is an e-commerce model where sellers don't hold inventory and instead fulfill orders by purchasing products from third-party suppliers. Fulfillment centers are physical locations where products are stored and shipped to customers after orders are placed online. Digital products are products delivered electronically, such as software programs, e-books, or music files. A virtual storefront is an online store without a physical location. Product feeds are lists of products and their descriptions used for advertising on various platforms. Sales analytics refers to the process of analyzing sales data to understand customer behavior and optimize business strategies. A sales funnel refers to the series of steps a customer takes from initial product awareness to actual purchase. Additionally, landing pages are designed to convert visitors into customers after clicking on an ad. Retargeting is advertising that targets existing customers who have interacted with a brand. Upselling involves suggesting additional products or services to increase the value of a customer's original purchase, while cross-selling offers complementary products. A call-to-action (CTA) prompts customers to take a specific action, such as making a purchase. Lastly, a checkout page is where customers enter their shipping and billing information to complete a purchase. 1. **What is a checkout page?** A checkout page is the page where customers enter their shipping and billing information to complete a purchase. 2. **What is a customer persona?** A customer persona is a detailed description of a hypothetical ideal customer, including demographics, behaviors, and preferences. 3. **What is a discount code?** A discount code is a code that customers can enter at checkout to receive a discount on their purchase. 4. **What is a product description?** A product description is a detailed written description of a product’s features and benefits. 5. **What is a product category?** A product category is a group of products that are similar in nature and purpose. 6. **What is a product variation?** A product variation is a specific version of a product with different features or options. 7. **What is a product review?** A product review is a customer’s written evaluation of a product’s quality and usefulness. 8. **What is a customer review?** A customer review is a customer's overall experience with an online store Customer reviews are written evaluations of their overall experience with an online store, used for social proof and informing potential customers about the store's reputation. An abandoned cart is a shopping cart filled with items but not completed, often used as an opportunity to send reminders or incentives to complete the purchase. A return policy outlines how customers can return or exchange products, providing assurance and transparency. A shipping policy outlines how products are shipped to customers, offering transparency and expectation management. A dropshipping business model involves transferring orders and shipment details to a manufacturer or supplier who ships products directly to the customer, without keeping inventory in stock. The checkout process is the process by which a customer completes a purchase on an e-commerce website. 1. Process of selecting products on an e-commerce website The process of selecting products on an e-commerce website involves the customer's actions to choose items from available inventory. 2. SSL certificate An SSL (Secure Sockets Layer) certificate is a digital authentication that ensures a website’s identity and encrypts data between the website and its users for secure online transactions. 3. Subscription model A subscription model is a type of business arrangement where customers pay an ongoing fee to receive a product or service at regular intervals, often monthly or annually. 4. Fraud detection system A fraud detection system is designed to identify and prevent potential fraudulent transactions in e-commerce by analyzing transaction data for suspicious patterns. 5. Affiliate program An affiliate program is a partnership between an e-commerce company and third-party website or individual who promotes the products or services in exchange for commission on sales made through their unique referral link. A strategy to increase sales and customer loyalty by promoting additional products or services to customers who have already purchased something. This approach is often referred to as cross-selling. A bounce rate refers to the percentage of website visitors who leave a site without taking any action, serving as a measure of website effectiveness and user engagement. Conversely, a conversion rate is the percentage of website visitors who take a specific action, such as making a purchase or filling out a form. Additionally, PCI compliance represents a set of security standards for credit card transactions, ensuring customer payment information remains protected. Furthermore, a shipping label is a label affixed to a package that includes shipping information like the recipient's address and tracking number, facilitating the shipping process. Note: The original text has been paraphrased to maintain its original meaning while applying the "ADD SPELLING ERRORS (SE)" method, introducing occasional and rare spelling mistakes. 1. The catalogue should clearly describe all of a product sold through an E-commerce platform. 2. After completing an E-Commerce transaction, the buyer needs to wait till delivery of the product. 3. In an E-Commerce platform, bargaining is permitted with certain restrictions. 4. The buyer of a new product from an Ecommerce platform needs to figure out the usage of the product. 5. Which of the following model is part of E-Governance: c. B2G 6. SCM is a game of 4 C’s = Collaboration ; Co-operation ; Co-ordination and: d. Customer 7. Information Technology Act, 2000 is based on which Model Law of E-Commerce adopted by United Nation: b. UNCITRAL 8. What is the percentage of customers who visit a website and actually buy something: d. Conversion rate 9. The solution for all business needs is: c. SCM 10. What is the abbreviation of CGI: B Common Gateway Interface 11. Which type of E – Commerce is payment Gateway: c g2c 12. Which type of E – Commerce is tenders and submission of application: d g2b 13. Which type of attack is a method of defeating a cryptographic scheme of trying a large number of possibilities: b Brute force attack 14. Which is the model in E – Commerce, if the seller is an individual and the buyer is a business firm: A Consumer to Business 15. Which is the function of specifying access rights to resources related to information security: c Authorization The correct answers are as follows: 24.Which is the process of ensuring the data, transactions, communication or documents are genuine? A Availability B Integrity C Authenticity D Confidentiality Ans. C Authenticity 25.Which of the following authenticates and handles credit card payment for E-Commerce? A Payment gateway B E – Commerce gateway C Software gateway D E-Wallets Ans. A Payment gateway 26. What is the another name called PDoS? A Brute force attack B Non technical attack C Phlashing D Smurf attack Ans. C Phlashing 27. E-Commerce may be carried out using modes. (a) SMS/ phone conversation (b) Web (c) email (d) all of them Ans. d all of them 28. The geographical domain of business of an E-Commerce platform is called ____of the platform. (a) length (b) height (c) scope (d) sales Ans. c scope 29. E-Commerce platforms like Snapdeal, Flipkart, Shopclues, etc. have _____scope of business. (a) National (b) local (c) Global (d) none of them Ans. c Global 30.Benefit of E-Commerce platform is/are_____ (a) Competitive pricing to benefit both seller and buyer (b) large number of products to choose from (c) ability to buy products not available in the local market (d) all of them Ans. d all of them 31. Description of a product by the seller might _____, which will result in customer dissatisfaction. (a) not match the product (b) be inadequate (c) omit certain defects (d) all of them Ans. d all of them 32. During transit, a product might_____, which will result in customer dissatisfaction. (a) get damaged (b) get broken (c) be affected by excess light/ radiation (d) all of them Ans. d all of them 33. After ordering a product, the buyer might ______ the product, which will result in unnecessary transport expense to the seller. (a) fail to pay for (b) reject (c) find defects in (d) all of them Ans. d all of them 34. The delivery for the buyer of E-Commerce platform ______ , thus resulting in dissatisfaction to the buyer. (a) might not reach on promised date (b) may reach as per schedule (c) may reach in good condition (d) may arrive earlier than the promised date Ans. a might not reach on promised date 35. Items added to the cart of an Ecommerce platform are checked out after_____. (a) payment (b) order on COD (c) both a & b (d) none of them Ans. c both a & b 36. After placing an order, the buyer is provided _____ for tracking the progress of shipment till delivery. (a) Waybill number (b) postal registration number (c) consignment tracking ID (d) any one of a, b or c Ans. d any one of a, b or c 37. After delivering a product and its acceptance by the buyer, the seller gets _____. (a) payment for the transaction (b) delisted (c) penalized for the transaction (d) scolded through email Ans. a payment for the transaction 38. After completing an E-Commerce transaction, the seller and buyer should be provided an opportunity to_______ their transaction experience. (a) undo (b) regret (c) provide rating for (d) forget Ans. c provide rating for 39. The E-Commerce platform should provide facility for transaction for _____electronic payment. (a) unprotected (b) secure (c) unsafe (d) uncontrolled Ans. b secure 40. To protect the ______ of buyer, seller and E-commerce platform from any fraud or misuse, a separate secure payment gateway must be used. a) privacy b) security c) integrity d) confidentiality Ans. d confidentiality The E-Commerce platform should keep track of all types of unsuccessful and successful interactions, including those that were only partially completed, to ensure customers receive the necessary assistance in case of financial losses.