

1. A business strategy is taken to define the future direction and actions of an organisation or part of an organisation. What would the definition of the approach by which applications of internal and external electronic communications can support and influence corporate strategy be referred to as?

- A. None of the below
- B. E-business strategy**
- C. E-mission statement
- D. Corporate strategy

2. SWOT analysis can be used in many different areas of business and can help organisations analyse their internal resources in terms of strengths and weaknesses then match them against the external environment in terms of opportunities and threats. However, it may be of greatest value when it is used to:

- A. Promote strengths and reduce weaknesses
- B. Minimise threats and maximize opportunities
- C. Formulate future strategies in addition to analysing the current situation
- D. None of the above - it is too vague to be of any real use

3. Effective strategies link objectives and performance together, while prioritising objectives can facilitate and communicate an e-business vision. As such, e-business objectives should be SMART but within this acronym, what does R stand for?

- A. Relevant
- B. Reliable
- C. Responsible
- D. Representative

4. Once segments have been identified, organisations need to define how best to position their online services relative to competitors according to four main variables: product quality, service quality, and fulfillment time. Which variable is missing?

- A. Price
- B. Brand perception
- C. After sales service

D. Customer value

5. When considering the alignment and impact of e-business strategies, an essential element is to consider how the information system strategy supports change. It has been observed in a study of major leading corporations that they distinguished between information and technology and the contributions both made. Essentially, competitive advantage came from how information is:

- A. All of the below
- B. Applied
- C. Analysed
- D. Stored

6. A SWOT analysis is a simple but effective technique to help organisations analyse their internal resources in terms of strengths and weaknesses to identify opportunities and:

- A. Technological status
- B. Total income
- C. Threats
- D. Time line

7. Using the Internet to target new customer and new geographic segments is which type of growth strategy?

- A. Market penetration strategy
- B. Product development strategy
- C. Diversification strategy
- D. Market development strategy

8. When assessing competitive threats, an example of the greatly increased bargaining power of customers online is:

- A. Competitors from overseas can enter market with lower entry costs
- B. Soft-lock-in created by use of e-business applications
- C. Commoditisation makes it less easy to differentiate products

D. Wider product choice and more price transparency

9. Strategic decisions will need to be made including examining market growth strategies. Developing new digital products is an example of what type of strategy?

- A. Market penetration strategy
- B. Product development strategy
- C. Diversification strategy
- D. Market development strategy

10. Which of the following describes an ERP system?

- A. ERP systems provide a foundation for collaboration between departments
- B. ERP systems enable people in different business areas to communicate
- C. ERP systems have been widely adopted in large organisations to store critical knowledge used to make the decisions that drive the organisation's performance
- D. All of the above

11. What are the primary business benefits of an ERP system?

- A. Sales forecasts, sales strategies, and marketing campaigns
- B. Market demand, resource and capacity constraints, and real-time scheduling
- C. Forecasting, planning, purchasing, material management, warehousing, inventory, and distribution
- D. All of the above

12. Which of the following occurs when everyone involved in sourcing, producing, and delivering the company's product works with the same information?

- A. Eliminates redundancies
- B. Cuts down wasted time
- C. Removes misinformation
- D. All of the above

13. What is at the heart of any ERP system?

A. Information

B. Employees

C. Customers

D. Database

14. Digital Business Support system includes

A. Cloud based services

B. Telecommunication

C. Order Management

D. All of the above

15. Qualified sales in affiliate marketing can be

A. The customer clicks a specific affiliate link

B. The customer must pay for and receive the product purchased

C. The customer does not return the product

D. All of the above

16. An affiliate marketer may use the advertising and marketing channels

A. Digital banner ads on content sites

B. Video ads on YouTube

C. Social media posts

D. Any or all of the above

17. Google's core business is ...

a. Search

b. Advertising

c. Maps and navigation

d. Online storage

18. Cars depend on gasoline fuel to work; so gas is a complement to cars. This means that ...

- a. When the complement is commoditised, the demand for the product is decreased
- b. When you reduce the price of gas, more people will buy cars
- c. When you reduce the price of gas, less people will buy cars
- d. Price of gas and cars is independent of each other.

19. Ola – the transportation services company – is one of the strongest internet brands and also acknowledged as the biggest disruptor of traditional taxi services. Developers can extend the Ola product by ...

- a. Building a “request-a-ride” button within their app
- b. Showing advertising within the Uber app.
- c. Building hotel or retail apps that accompany the Uber app.
- d. The developers will not be able to extend the Ola product by any means

20. A citizen providing information on a government website is an example of:

- a. Consumer to Consumer (C2C)
- b. Business to Consumer (B2C)
- c. Citizen to Government (C2G)
- d. Business to Business (B2B)

21. Which of the following is a type of Digital marketing?

- a. Print advertising
- b. Door to door marketing
- c. Internet marketing
- d. Mouth publicity

22. Which of the following businesses uses location based marketing?

- a. Stock trading

b. Coffee shops and restaurants

c. Online banking

d. Hardware store

23. Which of the following is an example of Consumer to Consumer E-commerce?

a. Flipkart

b. Amazon

c. E-bay

d. Reliance Mart

24. CRM stands for

a. Consumer Research Marketing

b. Customer Relationship Management

c. Customer Redressal Management

d. Consumer Relationship Management

25. BYOD stands for

a. Buy Your Own Drink

b. Bring Your Own Device

c. Bye Yo O Dank

d. Buy Your Own Device

26. **E-commerce is often seen as simply buying and selling using the internet but do the following perspectives also apply to e-commerce?**

a. A business process perspective

b. A service perspective

c. A communications perspective

d. An online perspective

e. All of the above

27. **E-business is a term used to describe:**

- a. An organization using electronic media to purchase from to its suppliers
- b. The use of electronic communications for all business processes
- c. Any electronically mediated communication between an organization and its stakeholders
- d. An organization using electronic media to sell direct to its customers

28. When you look at e-commerce and e-business, which is the most realistic relationship between these two concepts?

- a. E-commerce has some overlap with e-business
- b. E-commerce is a subset of e-business
- c. E-commerce is broadly equivalent to e-business
- d. E-business is a subset of e-commerce

29. Buy-side e-commerce is different from sell-side e-commerce in that it involves:

- a. An organization using electronic media to purchase from to its suppliers
- b. Any electronically mediated communication between an organization and its stakeholders
- c. An organization using electronic media to sell direct to its customers
- d. The use of electronic communications for all business processes

30. Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?

- a. Transactional e-commerce sites
- b. Portal, publisher or media sites
- c. Services-orientated relationship-building websites
- d. Brand-building sites

31. Various digital media channels can be used to reach audiences when planning, for example, online marketing campaigns. Search engine marketing places messages on a search engine to encourage clickthrough to a website when the user types a specific keyword phrase. A key marketing technique involves paid placements or sponsored links using PPC. What does PPC stand for?

- a. Pay per consumer
- b. Personal protocol choice
- c. Public promotion click
- d. Pay per click

32. Social media marketing has emerged as an important category of digital marketing. Which of the following best describes this?

- a. Creating and managing long-term arrangements to promote online services on third party websites
- b. Using online ads such as banners to achieve brand awareness and encourage clickthrough
- c. Monitoring and facilitating customer-customer interaction and participation throughout the web to encourage engagement with a company and its brands
- d. None of the above

33. Which term is taken to explain a collection of web services that facilitate interaction of web users with sites to create user-generated content and encourage behaviours such as community or social network participation?

Multi-channel marketing strategy

Customer-centric marketing

Web 2.0 concept

Multi-channel marketing

34. Supply chain management refers to the coordination of all supply activities of an organisation from its suppliers and delivery of products to its customers. E-commerce transactions between a company and its stakeholders, be their consumers or businesses are often referred to as:

a.C2C, C2B

b.B2C, B2B

c.B2C, C2C

d.B2B, C2B

35. While there are obvious e-business advantages and opportunities, there are also risks and barriers. These include:

a.Internet hackers penetrating company security

b.Spikes causing websites to fail at peak times

c.Contravention of customer privacy

d.All of the above

36.The Amazon site belongs in which category of website?

- a.Media or publisher site
- b. brand building site
- c. Transactional site
- d. Relationship building site

37. Many smaller businesses and start-ups do not buy in new networking and data storage hardware or software to manage their data. The facilities are hosted externally but can be accessed from any location. This facility has become known as?

- a.On demand hosting
- b.Cloud computing
- c.Utility computing
- d. Application service

38.Before developing any type of strategy, a management team needs to agree the process they will follow for generating and then implementing the strategy. A framework that gives a logical sequence to follow to ensure inclusion of all key activities of an e-business strategic development is generally known as:

- a. A strategy process model
- b. Business stratification
- c. e-channel strategy
- d. multichannel strategy

39. SWOT analysis can be used in many different areas of business and can help organisations analyse their internal resources in terms of strengths and weaknesses then match them against the external environment in terms of opportunities and threats. However, it may be of greatest value when it is used to:

- a. Formulate future strategies in addition to analysing the current situation

- b. Promote strengths and reduce weaknesses
- c. Minimise threats and maximize opportunities
- d. None of the above - it is too vague to be of any real use

40. SSL stands for

- a. Secure Sockets Layer
- b. Service Socket Link
- c. Secure Service layer
- d. Secure Service Lamp

41. ERP stands for

- a. Enterprise resource Planning
- b. Electronic Resource Procedure
- c. Electronic Resource Planning
- d. E- business resource planning

42. HTTP stands for

- a. Hyper Text Transfer Protocol
- b. Hyper Test Transfer Protocol
- c. Hype Text Transmission Protocol
- d. Hyper transient text parity

43. Marketing that moves away from a transaction-based effort to a conversation (i.e. two-way dialogue) and can be described as a situation or mechanism through which marketers and a customer (e.g. stakeholders) interact usually in real-time is known as:

- a. Digital marketing
- b. Interactive marketing
- c. Direct marketing.
- d. Electronic marketing.

44. Which of the following is **not** a type of digital marketing activity?

- a. e-marketing.
- b. Social marketing.
- c. Print advert.
- d. Internet marketing.

45. _____ is the process of marketing accomplished or facilitated via the use of internet technologies (e.g. web, email, intranet, extranets).

- a. Internet marketing
- b. Search marketing
- c. e-marketing
- d. Mobile marketing

46. This form of advert delivered on social platforms and social gaming websites and apps, across all device types is known as:

- a. mobile marketing
- b. social media advertising
- c. internet advertising
- d. e-marketing

47. _____ is a form of digital marketing that describes the use of the social web and social media (e.g. social networks, online communities, blogs or wikis) or any online collaborative technology for marketing activities, be it sales, public relations, research, distribution or customer service.

- a. Pay Per Click (PPC)
- b. Digital Asset Optimization (DAO)
- c. Social Media Marketing (SMM)
- d. Search Engine Optimization (SEO)

48. Fees paid by advertisers to online companies that refer qualified potential customers or provide consumer information where the consumer opts in to being contacted by a marketer. This is referred to as:

- a. lead generation
- b. search.
- c. rich media.
- d. social media marketing.

49. This is a method for business-to-business purchase and sale of supplies and services over the Internet.

- a. e procurement
- b. ERP
- c. Supply Chain
- d. e-tailing

50. This is an industry term for software that analyzes data about customers to develop a better understanding of the customer and how the customer is using a company's products and services.

- a. ERP
- b. Spyware
- c. Fourier Analysis
- d. content aggregation

51. This is an industry term used to describe the progression of steps a customer goes through when considering, purchasing, using, and maintaining loyalty to a product or service

- a. Customer life cycle management
- b. prediction
- c. DSS
- d. pervasive Computing

52. This type of Internet business charges individuals or enterprises an access fee for applications and related services that would otherwise have to be located in their own personal or enterprise computers.

- a. Application Service Provider
- b. Metered services
- c. ISP
- d. Knowledge warehouse

53. What was **the most** significant change that Google and Apple brought to the mobile phone market in 2007?

- a. Improved hardware features of the mobile phone
- b. The desktop computing business model with 3rd party apps
- c. The touchscreen user interface
- d. Improved software performance

54. Understanding Digital Business Models is necessary in order to

- a. Run a successful digital start-up
- b. Attract software developers to work for a company
- c. Generate a promising business idea
- d. Describe and explain the rise of internet companies

55. How does Apple generate massive demand for its devices?

- a. Through the millions of 3rd party apps available
- b. Through premium materials and design
- c. Through a large profit margin
- d. Through higher prestige associated with its devices

56.The concept of the Business Model Canvas was first conceived by ...

- a.Al pacino
- b.Clayton Christensen
- c.Alex Osterwalder
- d.Michael Porter

57. Examples of possible strategies to defend value is superior ability in ...

- a. Branding
- b. Marketing
- c. Distribution
- d. All of the above

58. Software developers play a pivotal role in digital business models because of ...

- a.Their ability to **add value** by extending a product beyond its traditional use
- b.Their ability to **deliver value** by distributing services through their apps
- c.Their role in **defending value** for the Apple and Google ecosystems
- d.All of the above

59. Example of company/companies disrupting the **telecommunication services providers** (also known as network operators or carriers) are

- a.Xiaomi
- b.MeChat
- c.Android
- d.WhatsApp

60.How does Twitter **capture** value with the help of software developers?

- a.Twitter captures the user profile for users logging onto apps built by developers with the Twitter Sign In API.

- b. Developers are paid for ads displayed within their app
- c. App developers are independent contractors to Twitter
- d. Only by having a Twitter account can developers use Twitter's SDK and get support for adding social features their own apps

61. **Digital** business models are characterized by ...

- a. Increased importance of each value step - **creating** value is the least important part, and **defending** value is the most important part
- b. Novel ways to **create, deliver, capture** and **defend** value
- c. Ability to explain how to innovate with everyday objects like toothbrushes
- d. Novel ways to generate demand from new users, new products, new partners and new markets

62. How was Apple able to grow and defend the sales of iOS devices?

- a. The combination of network effects between users, developers, network operators and accessory makers
- b. Apple's ability to deliver a superior User Experience to its users
- c. The visionary leadership of Steve Jobs
- d. The unique combination of a browser, music player and phone in a single device for the first time

63. How much a company earns is calculated by multiplying units sold (volume) with price. Companies usually compete either on higher price or on higher volume of units sold. The most popular smartphone operating system in terms of units sold is ...

- a. iOS
- b. Microsoft
- c. Xiaomi
- d. Android

64. Google's core business is ...

- a.Search
- b.Advertising
- c.Maps and navigation
- d.All of the above

65. Facebook is an advertising company. Apple's iOS and Google's Android capture value from Facebook because

- a.They get valuable data on Facebook users
- b.Facebook shares advertising revenue with Google and Apple
- c.The strong brand value of Facebook
- d.Facebook is a killer app that drives demand for iOS and Android

66. The business model framework of creating, delivering, capturing and defending value can only be used when analyzing ..

- a.Purely digital businesses
- b.Purely traditional businesses
- c.Either digital businesses or traditional businesses, but never together
- d.None of the above

67. Amazon is a well-established online retailer. Amazon works with mobile affiliates to..

- a.Allow affiliates to resell Amazon goods from within their apps
- b.Offer distribution and delivery on behalf of the affiliate. It would be too costly for an affiliate to run their own fleet of delivery vehicles
- c.Amazon acts as a superior buyer of goods on behalf of the affiliate
- d.All of the above

68. Amazon defends value through

- a.Its network of developers that are web and mobile app affiliates

- b. Its network of developers producing apps for Kindle and “skills” for Echo
- c. Its AWS business that acts as a negative IT cost to the Amazon business
- d. All of the above

69. Cars depend on gasoline fuel to work; so gas is a complement to cars. This means that ...

- a. When the complement is commoditised, the demand for the product is decreased
- b. When you reduce the price of gas, more people will buy cars
- c. When you reduce the price of gas, less people will buy cars
- d. None of the above

70. A central concept in asymmetric business is the economics of complements. Economics of complements says that ...

- a. When you reduce the value of the complement, the demand for the product increases
- b. When you reduce the value of the product, the value of the complement increases
- c. The value of the complement is inter-dependent on the value of the product
- d. All of the above

71. A functioning Asymmetric Business Model needs to fulfill the following condition ...

- a. A company has identified a complement in a different industry
- b. A company commoditizes that complement
- c. The complement is bundled with the core product of the company
- d. All of the above

72. The telecoms industry was commoditized as ...

- a. Apple commoditized the mobile software industry, to capture profits in the hardware industry
- b. Google commoditized the mobile software industry, to capture profits in the hardware industry

c. Amazon commoditized the mobile software industry, to capture profits in the e-commerce industry

d. None of the above

73. What reason(s) are there for Facebook to offer developers a Login functionality for their apps?

a. Developers help Facebook to harvest user data and improve the company's ad targeting

b. Developers that are active on Facebook are contractually obliged to use the Facebook login in their apps.

c. For developers, allowing users to login with their Facebook credentials increases the ease-of-use of the app.

d. Developers lack the skills to develop a secure login functionality

74. -----is trading in products or services using computer networks, such as the Internet.

A.: E-commerce

B.: electronic funds transfer

C.: Internet marketing

D.: online transaction processing

75. ----- E-commerce encompasses all electronic transactions of goods or services conducted between companies.

A.: Business - to - Government (B2G)

B.: Business - to - Business (B2B)

C.: Business - to - Consumer (B2C)

D.: Consumer - to - Consumer (C2C)

76. _____ use technology to create new value in business models, customer experiences and the internal capabilities that support its core operations.

A.: Digital Business

B.: ERP

C.: CRM

D.: SAP

77. Which of the following is not a metrics for e-mail campaigns

A.: open rate

B.: delivery rate

C.: bounce-back rate

D.: cart conversion rate

78. _____ is a process of organizing people to work in a systematic way to achieve organizational goals.
- A.: Business Management
 - B.: HR Management
 - C.: Financial Management
 - D.: Sales Management
79. In today's world every business wants to move towards a _____
- A.: Digital platform
 - B.: Standalone Application
 - C.: POS Systems
 - D.: SaaS application
80. _____ utilise the internet, intranets, extranets and other networks to support their commercial processes.
- A.: E-businesses
 - B.: E-Commerce
 - C.: B2B Business
 - D.: B2C Business
81. ----- is the buying and selling, marketing and servicing of products and services via computer networks.
- A.: Government to Consumer (G2C)
 - B.: Electronic Commerce
 - C.: Business - to - Consumer (B2C)
 - D.: Consumer - to - Consumer (C2C)
82. _____ is the subset of E-Business
- A.: CRM
 - B.: ERP
 - C.: E-Commerce
 - D.: SAP
83. _____ is a method of e-commerce where an online store sells products to consumers, but the merchandise moves directly from the wholesaler to the final consumer without being handled or stored by the retailer.
- A.: Dropshipping
 - B.: E-Commerce
 - C.: Dis – Intermediation
 - D.: Re-Intermediation
84. _____ is defined as a multi-channel sales approach that provides the customer with an integrated customer experience.
- A.: Multi Channel

- B.: Omni-Channel
- C.: Marketplace Commerce
- D.: E-Commerce

85. Which of the following is NOT an example of Online Marketplace

- A.: Nykaa
- B.: Amazon
- C.: Snapdeal
- D.: Spotify

86. A SWOT analysis is a simple but effective technique to help organizations analyze their internal resources in terms of strengths and weaknesses to identify opportunities and

- A.: Technological status
- B.: Threats
- C.: Time line
- D.: Total income

87. To engage a customer in an online relationship, the minimum information that needs to be collected in an online form is

- A.: Post code
- B.: Credit rating
- C.: Customer profile
- D.: E-mail address

88. Following give the ability to receive payment through the Internet which is vital for an e-business.

- A.: Payment Gateway
- B.: NEFT
- C.: IMPS
- D.: Wallet

89. Identify this marketplace is set up and operated by a number of suppliers who are seeking to establish an efficient sales channel via the internet to a large number of buyers.

- A.: Supplier Oriented E-Marketplace
- B.: Horizontal Marketplace
- C.: Vertical Marketplace
- D.: Digital Marketplace

90. Reverse Auction are a common Characteristics of Which Business Model

- A.: B2C
- B.: C2C
- C.: C2B
- D.: C2G

91. Following is considered as a market place where most of the business has started
A.: Information Model
B.: Data Model
C.: Vertical Model
D.: Horizontal Model
92. Which of the following is not a benefit of Cloud Computing
A.: Security
B.: Managing Growth
C.: Secure Backup of Data
D.: No Code app Development
93. _____ is not Dimension of e-commerce security provided by encryption
A.: confidentiality
B.: nonrepudiation
C.: message integrity
D.: availability
94. Which of this is not a part of E-commerce Framework
A.: Applications
B.: Support Services
C.: Transport Layer
D.: Network Infrastructures
95. Which of the following is an example of C2C E-Commerce
A.: OLX
B.: Amazon
C.: Flipkart
D.: Myntra
96. What is an integral part before starting the Online Advertisement
A.: Market Research
B.: Design
C.: Identifying Reach
D.: Packaging
97. What is called as CPC in Online Advertisement
A.: Cost Per Click
B.: Cost Per Customer
C.: Cost Per Consumption
D.: Customer Procurement Cost
98. This type of e-commerce is distinguished by the establishment of electronic business relationships between businesses and final consumers.
A.: B2B

- B.: B2C
- C.: C2C
- D.: C2G

99. Which of the following is not a part of Mobile Commerce

- A.: Content Management
- B.: Technology Management
- C.: Application Development
- D.: Testing

100. The buyers and supplier from different industries or regions can come together to make a transaction is called

- A.: Horizontal Marketplace
- B.: Vertical Marketplace
- C.: Hybrid Marketplace
- D.: Delta Marketplace

101. Which of the following is an example of Advertising E-Commerce Model

- A.: Google
- B.: Flipkart
- C.: Pepperfry
- D.: Lenskart

102. Spotify is an example of Which E-Commerce Model

- A.: Infomediary Model
- B.: Subscription Model
- C.: Brokerage Model
- D.: Advertisement Model

103. What is used to Automate 24/7 Customer Support Service in e-commerce

- A.: Augmented Reality
- B.: Virtual Reality
- C.: Chatbot
- D.: Blockchain

104. The notion of the “app gap” describes ...

a.It’s a User Experience (UX) concept referring to the interaction challenge in providing quick access to a vast number of apps installed on the same device.

b.The vast divide in the number and the quality of apps available for iOS and Android versus the latecomer platforms of Microsoft and Mozilla

c.That there is a cluster of app developers that have shown superior ability in producing commercially successful apps over a long period of time.

d.The challenge in sharing access to an app when using a smartphone and tablet in parallel.

105.Uber – the transportation services company – is one of the strongest internet brands and also acknowledged as the biggest disruptor of traditional taxi services. Developers can extend the Uber product by ...

a.Building a “request-a-ride” button within their app

b.Showing advertising within the Uber app.

c.Building hotel or retail apps that accompany the Uber app.

d.None of the above

106. A leading indicator to assess how prepared a company is for the (digital) future according to the course is if the company ...

a.Has built at least one app

b.Has a large share of employees with advanced IT-degrees

c.Employs a Chief Digital Officer

d.Has a developer offering