

## 106 – Digital Business

**1. What is the primary focus of the course?**

- a. Technology issues
- b. Business issues
- c. Both a and b
- d. None of the above

**Answer: b Business issues**

**2. Which of the following is not a component of the digital enterprise?**

- a. Virtual communities
- b. Online communities
- c. Physical markets
- d. E-business

**Answer: c Physical markets**

**3. What is Web 2.0 in the context of e-commerce?**

- a. The second version of the World Wide Web
- b. A framework for defining electronic commerce
- c. Integration of social media and user-generated content
- d. An online marketplace

**Answer: c Integration of social media and user-generated content**

**4. How does E-commerce impact society?**

- a. Positive impact only
- b. Negative impact only

- c. Both positive and negative impacts
- d. No impact on society

**Answer: c both positive and negative impacts**

**5. What is the classification of E-commerce based on the nature of transactions?**

- a. B2B, B2C, C2C, G2C
- b. Online, Offline, Hybrid
- c. Social, Mobile, IoT
- d. None of the above

**Answer: a B2B, B2C, C2C, G2C**

**6. What is the primary concept behind Social Commerce?**

- a. Buying and selling through social media
- b. Traditional marketplace transactions
- c. Offline collaboration
- d. None of the above

**Answer: a. Buying and selling through social media**

**7. What is a characteristic of IoT in the context of E-commerce?**

- a. Smart homes and appliances
- b. Traditional marketplaces
- c. Offline collaboration tools
- d. None of the above

**Answer: a. Smart homes and appliances**

**8. What are the benefits of M-Commerce?**

- a. Improved business models
- b. Enhanced security
- c. Smart cars
- d. Both a and b

**Answer: d. Both a and b**

**9. What is the primary concept of Collaborative 2.0 (Collaboration 2.0)?**

- a. Consumer-to-business collaboration
- b. Improved business models through collaboration
- c. Traditional marketplace collaboration
- d. None of the above

**Answer: b. improved business models through collaboration**

**10. What does IoT stand for?**

- a. Internet of Things
- b. Internet of Technology
- c. Intranet of Things
- d. None of the above

**Answer: a. Internet of Things**

**11. What is the role of intermediaries in E-marketplaces?**

- a. To complicate transactions
- b. To facilitate transactions
- c. To slow down the process
- d. None of the above

**Answer: b. To facilitate transactions**

**12. What is the structure of the supply chain in E-commerce?**

- a. Unidirectional
- b. Bidirectional
- c. Multidirectional
- d. Circular

**Answer: b. Bidirectional**

**13. What is disintermediation?**

- a. Removal of intermediaries
- b. Introduction of intermediaries
- c. No change in intermediaries
- d. None of the above

**Answer: a. Removal of intermediaries**

**14. Which of the following is a digital payment method?**

- a. Barter
- b. Credit card
- c. Cheque
- d. None of the above

**Answer: b. Credit card**

**15. What is dynamic pricing in E-commerce?**

- a. Fixed pricing
- b. Pricing that changes based on demand
- c. No pricing strategy

d. None of the above

**Answer: b. Pricing that changes based on demand**

**16. What is E-tailing?**

- a. Entertainment retailing
- b. Business-to-business retailing
- c. Business-to-consumer retailing
- d. None of the above

**Answer: c. Business-to-consumer retailing**

**17. What is the key characteristic of Fintech?**

- a. Traditional banking
- b. Virtual banking
- c. No banking services
- d. None of the above

Answer: b. Virtual banking

**18. What is the focus of E-government?**

- a. Government-to-citizens
- b. Government-to-business
- c. Government-to-government
- d. All of the above

**Answer: d. All of the above**

**19. What is the primary concept of social shopping?**

- a. Individual shopping
- b. Group shopping

- c. Offline shopping
- d. None of the above

**Answer: b. Group shopping**

**20. What does M-Government refer to?**

- a. Mobile government
- b. Minimal government
- c. Manual government
- d. None of the above

**Answer: a. Mobile government**

**21. What characterizes online travel services?**

- a. Limited competition
- b. Physical presence
- c. Offline bookings
- d. Benefits and limitations

**Answer: d. Benefits and limitations**

**22. What is E-employment?**

- a. Traditional employment
- b. Online job market
- c. Offline job market
- d. None of the above

**Answer: b. online job market**

**23. What is E-health?**

- a. Electronic health records

- b. Traditional health services
- c. No health services
- d. None of the above

**Answer: a. Electronic health records**

**24. What is gamification in the context of E-commerce?**

- a. Traditional gaming
- b. Business of social games
- c. No gaming involved
- d. None of the above

**Answer: b. Business of social games**

**25. What is the primary focus of the course textbooks?**

- a. Technological issues
- b. Business issues
- c. Both a and b
- d. None of the above

**Answer: c. Both a and b**