

E-Marketing

1. 4 p's are

- a)Product, Price, Place, Promotion
- b) People, Price, Place, Promotion
- c) Public, Pay, Place, Promotion
- d)None of the above

Answer: a

2. E-marketing stands for

- a)Email Marketing
- b)Electronic Marketing
- c)Electric Marketing
- d)None of the above

Answer: b

3. SWOT stands for

- a)Supply, Weakness, Opportunity, Time
- b)Strength, Weakness, Opportunity, Threat
- c) Strength, Weakness, Organisation, Target
- d)None of the above

Answer: b

4. Positioning strategy considers

- a)The needs of the customers and market
- b)The position of competitors
- c)Both a and b
- d)None of the above

Answer: c

5. Internet economy is

- a)Business conducted through market
- b)Business conducted through Internet
- c)Both a and b
- d)None of the above

Answer: a

6. E-business is

- a)The process of buying & selling goods
- b)Doing business through Internet
- c)The process of advertising about the products/services
- d)None of the above

Answer: b

7. The e-marketing strategies are

- a)Market research
- b)Direct Sale
- c)Both a and b
- d)None of the above

Answer: b

8. A webpage displays a picture. What tag was used to display that picture?

- a)picture b)image
- c)img d)src

Answer: c

9. A _____ is a subtree of the domain name space

- a)label b)name
- c)domain d)None of the above

Answer: c

10. Domain name is the name of the

- a)address b)company
- c)Both a and b d)None of the above

Answer: a

11. The disadvantage of E-marketing is

- a) Technology b)Lower connection speed
- c) Price d) Both a and b

Answer: d

12. Branding is the process of

- a)creating a name and symbol b)creating a design
- c)Both a and b d)None of the above

Answer: c

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

- a) Books b)PC's
- c)CD's d)All of the above

Answer: a

14. An industry is less attractive for suppliers when the rivalry among existing competitors

- is
- a)High b) Low
 - c)More d)Less

Answer: a

15. The advantages of e-marketing is

- a)Global reach b)Lower cost
- c)Highly personalized d)All of the above

Answer: d

16. Which of the following describes e-commerce?

- a)Doing business electronically b)Doing business
- c)Sales of goods d)All of the above

Answer: a

17. Internet advertising has some weakness because
- a) it is not emotive
 - b) it cannot reach a global audience
 - c) it is not easy to track
 - d) none of the above

Answer: a

18. Which type of ad appears on a web page
- a) pop-under ad
 - b) pop-up ad
 - c) banner ad
 - d) discount ad

Answer: c

19. Strategy means
- a) to access the objective
 - b) to plan/achieve the goal
 - c) both a and b
 - d) none of the above

Answer: b

20. E-marketing is best seen as
- a) equivalent to e-business
 - b) broader than e-business
 - c) a subset of e-business
 - d) quite dissimilar to e-commerce

Answer: c

21. 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) conversion rate
 - b) click through
 - c) pay per click
 - d) none of the above

Answer: b

22. Who invented World Wide Web
- a) Charles Babbage
 - b) Rail Fence
 - c) Tim Berners Lee
 - d) none of the above

Answer: c

23. The result of the plain text "Sit Here" using Rail Fence Technique
- a) steerhi
 - b) steeihr
 - c) sithere
 - d) vlvkhuh

Answer: b

24. Caesar Cipher is an example of
- a) Substitution Cipher
 - b) Transposition Cipher
 - c) Both a and b
 - d) none of the above

Answer: a

25. Full form of MIME
- a) Multipurpose Internet Mail Extension
 - b) Mutlitasking Internet Mail Extension
 - c) Both a and b
 - d) none of the above

Answer: a

26. The range of Class C address is
a)0-127 b)128-191
c)192-223 d)224-255

Answer: b

27. The process of converting plain text into cipher text is called
a)Encryption b)Decryption
c)Cipher Text d)Both a and b

Answer: a

28. Cipher text is the result of
a)Encryption b)Decryption
c)Cipher d)none of the above

Answer: a

29. Which one is known as Plastic Money
a)Credit Card b)Debit Card
c)both a and b d)none of the above

Answer: a

30. All of the following are considered as biometrics except
a)Retina b>Password
c)Finger print d)All

Answer: b

31. Processed data is known as
a)data b)information
c)both a and b d)none of the above

Answer: b

32. The data which can be measured as
a)qualitative data b)quantitative data
c)processed data d)none of the above

Answer: b

33. The product life cycle has _____ stages
a)3 b)4 c)5 d)6

Answer: c

34. Which one is an example of online advertising model
a)pay per click b)click through
c)e-advertising d)none of the above

Answer: a

35. Which type deals with auction
a)b2b b)b2c c)c2b d)c2c

Answer: d

36. Domain names are part of _____
a)Internet Protocol b)URL

c)both a and b d)none of the above

Answer: b

- 37.** Private Key Cryptography is also called
a)Symmetric Key cryptography b)Asymmetric key cryptography
c)Decryption key cryptography d)both b and c

Answer: a

- 38.** Full form of BBMG
a)Browser Behaviour Model Graph b) Browser Behaviour Graph Model
c) Browser Behaviour Model Graphics d)none of the above

Answer: a

- 39.** The result of the cipher text “cmhmoeoe” using Rail Fence technique is
a)come home b)come here
d)home come d)none of the above

Answer: a

- 40.** Which factor represents a system’s ability to change quickly
a)Scalibility b)Flexibility
c)Adaptability d)Portability

Answer: b

- 41.** Viral Marketing is amethod of
a)consumers are encouraged to share information about products
b)business persons are encouraged to share information about products
c) consumers are discouraged to share information about products
d)both a and b

Answer: a

- 42.** MIS is the use of technology to
a)to store data b)to store, record and process data
c)both a and b d)none of the above

Answer: b

- 43.** Customer Relationship Management is a process of
a)identifying customers b)Attracting customers
c)retaining customers d)All of the above

Answer: d

- 44.** EDI is the process of exchange of
a)funds b)business documents
c)processed data d)none of the above

Answer: b

- 45.** Full form of SEO
a)Search Engine Optimization b)Search Engine Operation
c)System Engine Optimization d)All of the above

Answer: a

- 46.** Which one of the following is not a category of online payment
a)interstitial payment b)consumer payment
c)business payment d)micro payment

Answer: a

- 47.** Which one of the following is a criteria of e-branding
a)interstitials b)relevance
c)coupons d)branding

Answer: b

- 48.** The process of converting cipher text back to plain text is
a)Encryption b)Decryption
c)Caeser Cipher d)none of the above

Answer: b

- 49.** Which factor represents how well your system can adopt to increase system demands
a)Scalability b)Adaptability
c)Flexibility d)Portability

Answer: a

- 50.** The result of the plain text “ATUL” using Caeser Cipher
a)DWXO b)EYXO c)DSER d)EXYP

Answer: a