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# GURUDAS COLLEGE

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Reference No.:

Date:

## B.COM SEMESTER – II (INTERNAL ASSESSMENT), 2021

### SUBJECT- E-COMMERCE

**Answer all questions.**

**FULL MARKS-5**

**TIME- 1HR.**

1. In E-CRM, customer retention refers to:
  - a) Monitoring of customer response to inform future messages.
  - b) Tailoring of messages in line with customer preferences and behaviour.
  - c) Delivery of communications offering the next best product.
  - d) All of the above.
2. Digital products are best suited for B2C e-commerce 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.
3. What is the percentage of customers who visit a Web site and actually buy something called?
  - a) Conversion rate.
  - b) Affiliate programmers.
  - c) Spam.
  - d) Click-through.
4. Compared to B2C e-commerce, B2B e-commerce is:
  - a) Much smaller.
  - b) Of equal size.
  - c) Much larger.
  - d) Slightly larger.
5. What is the name of the card which can be used by the buyers during the time of purchase and in which the amount will be immediately debited from the buyers account?
  - a) E-Distributor.
  - b) Debit Card.
  - c) Credit Card.
  - d) Power Card.

