E-Commerce Final Exam 2024
All institute's of course
Institute of Professional Skills Development ,IsL

NAME: **INSTITUTE:**   **RG-NO:**

E-QUESTIONS(CHIOSE ONLY ONE "1" QUESTIONS)

Instructions: Choose the correct option (A, B, C, or D) for each question.

E-Commerce MCQ Test (25 Questions Only)

1. **1. Which technology is used for secure online transactions?**

(Total marks 125)

- A) VPN
- B) SSL
- C) HTML
- D) SMS

2. **2. Which of these is an example of a C2C platform?**

- A) Daraz
- B) Amazon
- C) OLX
- D) eBay Business

3. **3. In e-commerce, 'cart abandonment' refers to:**

- A) Cancelling orders after delivery
- B) Not completing checkout
- C) Adding extra items
- D) Reviewing products

4. **4. Which feature is essential for mobile-friendly e-commerce sites?**

- A) Complex design
- B) Large images
- C) Responsive design
- D) Pop-up ads

5. **5. Which tool is commonly used for website traffic analysis?**

- A) PowerPoint
- B) Google Analytics
- C) Excel
- D) WhatsApp

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6. **6. An affiliate in e-commerce is someone who:**

- A) Buys only discounted products
- B) Writes reviews
- C) Promotes products for commission
- D) Owns the e-commerce store

7. **7. What is the first step in the online purchasing process?**

- A) Add to cart
- B) Login
- C) Checkout
- D) Payment

8. **8. Which metric indicates customer retention?**

- A) Cart abandonment
- B) Bounce rate
- C) Repeat purchase rate
- D) Time on site

9. **9. What does UI stand for in e-commerce design?**

- A) User Integration
- B) User Interface
- C) Universal Input
- D) Usage Identity

10. **10. Which of the following is not a digital product?**

- A) E-book
- B) Software
- C) Headphones
- D) Online course

11. **11. Flash sales are used to:**

- A) Reduce product quality
- B) Increase price
- C) Create urgency
- D) Delay shipping

12. **12. Which option represents a logistics partner in Pakistan?**

- A) LESCO

- B) TCS
- C) PTCL
- D) NADRA

13. 13. Product reviews on e-commerce websites help:

- A) Increase loading time
- B) Lower customer trust
- C) Guide purchase decisions
- D) Prevent returns

14. 14. Which one is a customer engagement strategy?

- A) Ignoring feedback
- B) Personalization
- C) Delayed shipping
- D) Manual payment

15. 15. What is a payment wallet?

- A) Leather wallet
- B) Payment method via mobile app
- C) Online customer ID
- D) Bank cheque

16. 16. Which file format is commonly used for e-invoices?

- A) JPG
- B) PNG
- C) PDF
- D) MP4

17. 17. E-commerce websites must comply with:

- A) Environmental laws
- B) Tax and data privacy laws
- C) Local shop laws
- D) Textile export laws

18. 18. Live chat support helps in:

- A) Delaying orders
- B) Tracking shipments
- C) Assisting customers instantly
- D) Printing invoices

19. 19. Which platform is widely used for digital advertisements?

- A) PowerPoint
- B) Canva
- C) Google Ads
- D) Word

20. 20. What is the purpose of cookies in e-commerce?

- A) Reduce storage
- B) Track user behavior
- C) Block users
- D) Upload files

21. 21. A landing page is designed to:

- A) Display terms & conditions
- B) Capture visitor attention
- C) Hide information
- D) List staff details

22. 22. Which channel is NOT direct marketing?

- A) SMS
- B) Email
- C) Billboard
- D) Phone call

23. 23. What does CRM stand for?

- A) Customer Relationship Management
- B) Customer Receipt Model
- C) Consumer Retail Market
- D) Central Retail Map

24. 24. What is the refund policy?

- A) Payment system
- B) Product listing
- C) Rules for returning products
- D) Delivery truck policy

25. 25. Which of these is a KPI in e-commerce?

- A) Office rent

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- B) Conversion rate
- C) Staff names
- D) Product colors

E-QUESTIONS(CHIOSE ONLY ONE "1" QUESTIONS)

- Explain the impact of Artificial Intelligence on modern e-commerce systems.

- How does blockchain technology enhance security in e-commerce transactions?

- Discuss the challenges faced by e-commerce businesses in developing countries.

- What role does customer data analytics play in shaping online marketing strategies?

- Describe the concept and benefits of omnichannel retailing in e-commerce.

- How does UI/UX design influence customer behavior in e-commerce platforms?

- Evaluate the ethical issues surrounding consumer privacy in e-commerce.

- What is dynamic pricing, and how is it used in e-commerce?

- Explain how chatbots are transforming customer service in online businesses.

- Discuss the impact of mobile commerce (m-commerce) on traditional e-commerce.

- What is headless commerce, and why are modern businesses adopting it?

- How does cross-border e-commerce influence global trade?

- Discuss the role of logistics and supply chain management in e-commerce success.

- What is the significance of conversion rate optimization (CRO) in e-commerce?

- How do social media platforms drive traffic and sales for online stores?

- Explain the importance of content marketing in building brand authority online.

- What security protocols are essential for safeguarding online transactions?

- How do loyalty programs enhance customer retention in e-commerce?

- Discuss the role of cloud computing in e-commerce infrastructure.

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- What are the benefits and drawbacks of using third-party marketplaces like Amazon or Daraz?

- How does Augmented Reality (AR) improve product experience for online shoppers?

- Analyze the impact of fast delivery expectations on e-commerce logistics.

- What is the role of fintech in evolving payment systems for online businesses?

- Explain how regulations like GDPR affect international e-commerce operations.

- What trends are expected to shape the future of e-commerce in the next 5 years?

- What are the main components of an e-commerce business model?

- How do progressive web apps (PWAs) benefit e-commerce businesses?

- Describe the role of inventory management systems in online retail.

- How do artificial intelligence tools help in personalized product recommendations?

- What are the environmental impacts of large-scale e-commerce operations?

- How does influencer marketing affect consumer behavior in online shopping?

- What strategies can be used to reduce shopping cart abandonment?

- How does international shipping regulation affect global e-commerce?

- Compare the effectiveness of email marketing vs. SMS marketing in e-commerce.

- How do online reviews and ratings influence buyer decisions?

- What are the major risks associated with third-party payment processors?

- Explain how e-commerce can support small and medium-sized enterprises (SMEs).

- How does voice search impact e-commerce website design and SEO?

- Discuss the role of machine learning in fraud detection in online stores.

- What are digital twins, and how can they be applied in e-commerce?

- How do subscription-based models provide value to both consumers and businesses?

- Explain the role of analytics dashboards in e-commerce management.

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- What are the key differences between physical and digital product logistics?

- How do customer segmentation techniques improve marketing strategies?

- Discuss the impact of cybercrime on the e-commerce industry.

- What is the relevance of data localization laws for e-commerce businesses?

- How do APIs enable integration in multi-vendor e-commerce platforms?

- What are the best practices for mobile checkout optimization?

- How can e-commerce platforms ensure accessibility for disabled users?

- What is the significance of real-time inventory tracking in high-volume online stores ?

NOTE:

> ➤ **You have to print out this page and attach it.**
> ➤ **If the concept of a question is not cleared then cancel.**
> ➤ **If any student gets marks below 70%, there are fail.**
> ➤ **The test will be uploaded by each student on the email or portal of their respective institution.**