



**SIR ARTHUR LEWIS COMMUNITY COLLEGE
ACADEMIC YEAR (2024/2025) – SEMESTER TWO
END OF SEMESTER EXAMINATION
ALTERNATE**

COURSE CODE : BUS109
COURSE TITLE : Electronic Commerce
LECTURER(S) : Stanza Deligny
DATE :
TIME :
DURATION : 1 ½ hrs
STUDENT ID # : _____

GENERAL INFORMATION AND INSTRUCTIONS

- Students must sign **IN** and **OUT** on the examination class list.
- This paper consists of sixty (60) questions.
- You are required to answer **ALL** the questions.
- No calculators or mathematical tables required.

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Instruction: Circle the letter of the correct answer on the answer sheet provided.

- 1) Which of the following statements accurately describes dropshipping?
 - A. Dropshipping requires businesses to oversee manufacturing, stock management, and order fulfillment.
 - B. Dropshipping allows businesses to sell products without dealing with production, inventory storage, or shipping.
 - C. Dropshipping is exclusively for businesses that manufacture their own products.
 - D. Dropshipping makes inventory control and shipping logistics more complicated.
- 2) What is a characteristic of dropshipping?
 - A. High initial investment required
 - B. Complex logistics management
 - C. Low startup costs
 - D. Extensive inventory storage
- 3) Which of the following statements best describes the Subscription Model?
 - A. The Subscription Model enables a business to provide a product or service to a consumer only once, without any further interactions.
 - B. The Subscription Model allows a business to provide a product or service recurrently to a consumer in exchange for periodic payments.
 - C. The Subscription Model requires consumers to make a one-time payment for a product or service with no recurring charges.
 - D. The Subscription Model restricts businesses from offering products or services to consumers on a recurring basis.
- 4) Which of the following is a significant advantage of using Influencer Marketing?
 - A. Increased brand loyalty among customers
 - B. Enhanced targeting of niche audiences
 - C. Ability to widely promote content through customers, influencers, and businesses
 - D. Reduced advertising costs and overhead expenses
- 5) Which of the following statements regarding Consumer-to-Business-to-Business (C2B2B) transactions is true?
 - A. C2B2B transactions are immune to defects in the initial purchased item/product.
 - B. C2B2B transactions are less prone to defects compared to traditional purchasing methods.
 - C. C2B2B transactions may result in the initial purchased item/product being defective or irreparable.
 - D. C2B2B transactions are guaranteed to provide flawless products to consumers.
- 6) Which of the following best describes the Gig Economy?
 - A. A segment of the manufacturing industry focused on temporary job placements.
 - B. A segment of the service economy emphasizing long-term employment contracts.
 - C. A segment of the service economy based on flexible, temporary, or freelance jobs.
 - D. A segment of the healthcare industry centered around remote patient care.
- 7) Which of the following statements accurately reflects the relationship between Jazz culture and the Gig Economy's beginning?
 - A. Jazz culture had no significant influence on the emergence of the Gig Economy.
 - B. Jazz culture played a minor role in the development of the Gig Economy.
 - C. Jazz culture has a strong connection to the beginning of the Gig Economy.
 - D. Jazz culture was entirely unrelated to the inception of the Gig Economy.

- 8) Which of the following statements accurately reflects the status of the Gig Economy during the COVID era?
- A. The gig economy experienced a decline due to widespread unemployment. b) The gig economy remained stagnant with minimal growth.
 - B. The gig economy flourished, experiencing significant expansion.
 - C. The gig economy faced challenges but ultimately saw moderate growth.
- 9) Which of the following statements accurately describes Doordash and Upwork?
- A. Doordash and Upwork are examples of subscription-based platforms.
 - B. Doordash and Upwork are examples of social media platforms.
 - C. Doordash and Upwork are both examples of Gig Economy Platforms.
 - D. Doordash and Upwork are examples of traditional brick-and-mortar businesses.
- 10) What does "AirBNB" stand for?
- A. Airplane and Breakfast
 - B. Airfare and Bed
 - C. Air Bed and Breakfast
 - D. Airport and Brunch
- 11) Which of the following statements accurately describes the functionality of AirBnB's website?
- A. Guests are unable to click on any listing to view property details.
 - B. Guests can click on any listing but cannot view property details.
 - C. Guests can click on any listing to view property details.
 - D. Guests cannot view any information.
- 12) Which of the following statements regarding AirBnB hosting is true?
- A. Airbnb hosts are only allowed to rent out entire homes, not spare bedrooms.
 - B. Airbnb hosts can only rent out extra space in their home if it's a garage or attic.
 - C. Airbnb hosts are prohibited from renting out any extra space in their home.
 - D. Airbnb hosts can rent out extra space in their home, such as a spare bedroom.
- 13) Which of the following best describes Etsy?
- A. A social media platform for connecting with friends and family.
 - B. An e-commerce website specializing in selling mass-produced items.
 - C. A global online marketplace where people sell unique items.
 - D. A streaming service for watching movies and TV shows.
- 14) There are ethical concerns in the Gig Economy.
- A. True
 - B. False
 - C. Partially True
 - D. Not Applicable
- 15) Which of the following statements accurately reflects the situation of Gig workers?
- A. Gig workers often have access to comprehensive retirement plans and paid leave benefits.
 - B. Gig workers typically receive the same retirement plans and paid leave benefits as full-time employees.
 - C. Gig workers typically do not benefit from the best retirement plans and paid leave.
 - D. Gig workers usually have access to superior retirement plans and paid leave compared to traditional employees.

- 16) Which of the following best describes the statement: "The Gig Economy spans various sectors, offering a wide array of freelance opportunities"?
- A. True
 - B. False
 - C. Partially True
 - D. Not Determinable
- 17) Which of the following statements is true regarding the impact of Augmented Reality (AR) and Virtual Reality (VR) on gig work experiences?
- A. AR and VR are not expected to have any significant impact on gig work experiences.
 - B. AR and VR are projected to slightly influence gig work experiences, but not significantly.
 - C. AR and VR are anticipated to greatly impact gig work experiences.
 - D. AR and VR will have a negative impact on gig work experiences.
- 18) Which of the following statements accurately describes a Value Chain?
- A. A Value Chain involves only the production and marketing of a product.
 - B. A Value Chain includes processes related to the design, production, marketing, delivery, and support of a product or service.
 - C. A Value Chain consists solely of activities related to delivering a product to customers.
 - D. A Value Chain focuses exclusively on supporting services after the sale of a product.
- 19) Which of the following best describes the scope of Outbound Logistics?
- A. Involves inventory management and warehouse operations only.
 - B. Focuses solely on marketing and promotional activities.
 - C. Encompasses all the activities related to order fulfillment, shipping, and delivery.
 - D. Primarily deals with product development and manufacturing processes.
- 20) Which of the following best defines support activities in a business?
- A. Activities directly involved in the production or delivery of goods or services. b) Activities related to marketing and advertising.
 - B. Activities that are not directly involved in the production or delivery of goods or services.
 - C. Activities exclusively focused on customer service.
- 21) Which of the following best describes procurement?
- A. Procurement refers to the sale of products to customers.
 - B. Procurement involves producing goods within a company.
 - C. Procurement is the process of obtaining and purchasing goods or services from external suppliers.
 - D. Procurement relates to promoting products to prospective customers.
- 22) Which of the following statements accurately describes Human Resource Management (HRM)?
- A. HRM primarily focuses on financial management.
 - B. HRM involves compliance and legal issues.
 - C. HRM is solely concerned with marketing strategies.
 - D. HRM is primarily responsible for product development.
- 23) Which of the following statements accurately describes value chain analysis in the context of an E-commerce business?
- A. Value chain analysis focuses solely on the financial aspects of running an E-commerce business.
 - B. Value chain analysis involves breaking down the activities and processes involved in running an e-commerce business into strategic components to understand how value is created at each stage.
 - C. Value chain analysis examines the environmental impact of e-commerce operations but does not consider their financial implications.
 - D. Value chain analysis is primarily concerned with customer service and satisfaction, overlooking other aspects of e-commerce operations.

- 24) Which of the following statements accurately describes competitive advantage?
- A. Competitive Advantage involves minimizing a company's strengths to align with competitors' capabilities.
 - B. Competitive Advantage focuses on imitating competitors' strategies to maintain market stability.
 - C. Competitive Advantage involves leveraging a company's unique strengths and capabilities to outperform competitors and attract customers.
 - D. Competitive Advantage emphasizes avoiding innovation and change to maintain market equilibrium.
- 25) Which of the following best describes SEO?
- A. SEO stands for "Search Engine Optimization" and is primarily used to identify high-volume keywords related to potential products.
 - B. SEO stands for "Social Engagement Optimization" and focuses on increasing social media interactions.
 - C. SEO stands for "Sales Enhancement Operation" and aims to boost online sales through targeted advertising.
 - D. SEO stands for "Software Engineering Organization" and is responsible for developing web applications.
- 26) Which of the following statements accurately reflects the importance of identifying a problem-solving product during a business' product selection phase?
- A. It is unnecessary to consider whether a product solves a problem; instead, businesses should focus solely on profitability.
 - B. Identifying a problem-solving product is crucial as it ensures alignment with customer needs and enhances market competitiveness.
 - C. Problem-solving products are irrelevant in the product selection phase and should be determined after product launch.
 - D. The identification of problem-solving products has no impact on a business's success; marketing strategies are the primary determinant of profitability.
- 27) Which of the following best describes PayPal?
- A. An online marketplace for buying and selling goods.
 - B. A social media platform for connecting with friends and family.
 - C. A payment system for conducting online transactions.
 - D. A search engine for browsing the internet.
- 28) Will there be a decline in the use of traditional payment methods such as cash in the coming years?
- A. True
 - B. False
 - C. Uncertain
 - D. Not addressed
- 29) Which of the following statements accurately reflects the future of online business?
- A. The future of online business will prioritize sustainability, with more consumers seeking eco-friendly products and packaging.
 - B. The future of online business will focus solely on cost-efficiency, disregarding sustainability concerns.
 - C. The future of online business will see a decline in consumer interest in eco-friendly products and packaging.
 - D. The future of online business will primarily prioritize convenience over sustainability concerns.
- 30) Which of the following statements accurately reflects the future trends in E-commerce?
- A. The significance of social media platforms for marketing and sales will diminish.
 - B. Social media platforms will maintain their current level of importance for marketing and sales in e-commerce.
 - C. There will be no change in the relevance of social media platforms for marketing and sales in e-commerce.
 - D. The importance of social media platforms for marketing and sales in e-commerce will increase.

- 31) In the later E-commerce years, there will be:
- A. A decrease in the importance of personalized shopping experiences.
 - B. No change in the importance of personalized shopping experiences.
 - C. An increase in the importance of personalized shopping experiences due to Artificial Intelligence (AI).
 - D. Inconsistent trends regarding the importance of personalized shopping experiences.
- 32) The main differentiator between Commerce and E-Commerce is:
- A. The use of physical storefronts
 - B. The use of social media platforms
 - C. The use of the internet
 - D. The use of telephone communication
- 33) Commerce involves the exchange of goods and services between:
- A. Businesses and consumers
 - B. Businesses only
 - C. Consumers only
 - D. Governments and businesses
- 34) A financial transaction involves an agreement or communication between a consumer and seller to exchange items for payment.
- A. True
 - B. False
 - C. Partially true
 - D. Not enough information to determine
- 35) Which of the following roles does a business play in decision-making processes?
- A. Limited role
 - B. No role
 - C. Significant role
 - D. Minor role
- 36) Who mainly makes production and investment decisions?
- A. Consumers
 - B. Businesses
 - C. Government
 - D. Non-profit organizations
- 37) What is a value chain?
- A. A tool for tracking consumer spending
 - B. A step-by-step process for transforming a product or service from idea to reality
 - C. A financial statement
 - D. A type of marketing strategy
- 38) Who makes consumption and saving decisions?
- A. Businesses
 - B. Consumers
 - C. Government
 - D. Non-profit organizations
- 39) The history of E-Commerce involves the Rise of Artificial Intelligence in:
- A. 2023
 - B. 2006
 - C. 2010
 - D. 2014
- 40) What does the Internet of Things describe?
- A. The network of general software used for logo designs
 - B. The network of interconnected physical devices capable of exchanging data
 - C. The network of social media platforms
 - D. The network of search engines

- 41) What are online marketplaces?
- A. Platforms for offline transactions
 - B. Platforms for social networking
 - C. E-commerce sales channels that allow you to sell products and services to an active audience
 - D. Platforms for gaming
- 42) Which of the following statements regarding business owners selling on marketplaces and syncing sales with their online store is FALSE?
- A. Business owners are permitted to sell on marketplaces while maintaining their online store.
 - B. Business owners can use integrations to sync sales between their online store and marketplaces.
 - C. Business owners are prohibited from selling on marketplaces if they have an online store.
 - D. There are no restrictions on business owners selling on marketplaces or syncing sales with their online store.
- 43) Which of the following statements may most accurately reflect Joseph Emmanuel's experience as a business owner in Castries?
- A. Joseph Emmanuel has found it very easy to build his brand solely by using online marketplaces.
 - B. Joseph Emmanuel has struggled to build his brand despite using online marketplaces.
 - C. Joseph Emmanuel has found it equally easy to build his brand both online and offline.
 - D. Joseph Emmanuel has not utilized online marketplaces to build his brand effectively.
- 44) Which of the following statements about types of e-commerce is correct?
- A. Business-to-Business (B2B) and Business-to-Consumer (B2C) are the only types of e-commerce.
 - B. Business-to-Business (B2B) is the primary type of e-commerce, while Business-to-Consumer (B2C) is a secondary type.
 - C. Business-to-Business (B2B) and Consumer-to-Consumer (C2C) are the main types of e-commerce.
 - D. Business-to-Business (B2B) and Business-to-Government (B2G) are the main types of e-commerce.
- 45) Which of the following statements accurately describes Consumer-to-Consumer (C2C) E-Commerce?
- A. C2C e-commerce involves transactions between businesses and consumers.
 - B. C2C e-commerce encompasses electronic transactions between consumers for goods or services.
 - C. C2C e-commerce only involves transactions conducted offline.
 - D. C2C e-commerce is limited to transactions between individuals within the same geographical area.
- 46) Which of the following statements accurately describes the impact of e-commerce on product distribution chains?
- A. E-commerce rarely affects product distribution chains.
 - B. E-commerce always lengthens product distribution chains.
 - C. E-commerce often shortens product distribution chains, and in some cases, eliminates them completely.
 - D. E-commerce has no impact on product distribution chains.

- 47) Which of the following statements accurately reflects the situation for Benasha Moses, a local entrepreneur, regarding legislation for regulating new E-commerce activities?
- A. Benasha Moses can benefit from fully developed legislation that adequately regulates all new E-commerce activities, both nationally and internationally.
 - B. Benasha Moses is unaffected by legislation regarding E-commerce activities.
 - C. Benasha Moses faces challenges due to the lack of legislation regulating E-commerce activities.
 - D. Benasha Moses must comply with outdated legislation that only addresses domestic E-commerce activities.
- 48) Can Google Analytics provide businesses with valuable data and insights about their website and marketing efforts?
- A. True
 - B. False
 - C. Maybe
 - D. Partially true
- 49) A payment gateway is a payment processor.
- A. True
 - B. False
 - C. Sometimes true, sometimes false
 - D. It depends on the season
- 50) Which of the following statements best describes the role of online marketplaces like Amazon, eBay, and Etsy?
- A. Online marketplaces like Amazon, eBay, and Etsy do not provide a centralized location for buyers and sellers to do business.
 - B. Online marketplaces like Amazon, eBay, and Etsy only cater to sellers and do not involve buyers in the transaction process.
 - C. Online marketplaces like Amazon, eBay, and Etsy do indeed provide a centralized location for buyers and sellers to conduct business.
 - D. Online marketplaces like Amazon, eBay, and Etsy primarily focus on physical retail stores and do not facilitate online transactions.
- 51) Which of the following statements regarding customizable reporting in Google Analytics is accurate?
- A. Customizable reporting is a main feature of Google Analytics.
 - B. Customizable reporting is not available in Google Analytics.
 - C. Google Analytics offers limited to no options for customizable reporting.
 - D. Customizable reporting in Google Analytics is only accessible only through the most premium subscriptions.
- 52) Which of the following statements accurately reflects an average scenario with a credit card?
- A. Michie is unable to make her purchase now and must pay immediately for the dog food because she has a credit card.
 - B. Michie can use her credit card to pay for dog food at the supermarket and would be able to make her purchase now and pay later.
 - C. Michie must use cash to pay for dog food at the supermarket, as credit cards are never accepted.
 - D. Michie is unable to buy items.
- 53) Which of the following statements accurately describes the role of Google Analytics for business owners?
- A. Google Analytics provides limited data and insights about website performance.
 - B. Google Analytics offers valuable data and insights exclusively about marketing efforts.
 - C. Google Analytics allows business owners to access valuable data and insights about their website and marketing efforts.
 - D. Google Analytics is primarily designed for website design and does not provide insights into marketing efforts.

- 54) Which model encompasses all electronic transactions conducted between individuals and public administration?
- A. Business-to-Consumer
 - B. Consumer-to-Administration
 - C. Business-to-Business
 - D. Consumer-to-Consumer
- 55) Which of the following statements accurately describes the relationship between Social Commerce and E-Commerce?
- A. Social Commerce is a separate entity from E-Commerce
 - B. Social Commerce and E-Commerce are unrelated concepts
 - C. Social Commerce is a subset or type of E-Commerce
 - D. Social Commerce replaces traditional E-Commerce methods
- 56) What is a primary advantage of using an online E-Commerce platform?
- A. Greater customization options
 - B. Lower initial setup costs
 - C. Full control over server maintenance
 - D. Increased security risks
- 57) Which of the following statements best describes User-Generated Content (UGC) in relation to social commerce?
- A. UGC refers to content created by businesses to promote their products on social media platforms.
 - B. UGC is content generated by users, such as reviews, photos, and videos that influences purchasing decisions on social media platforms.
 - C. UGC is content exclusively created by social media influencers to endorse products and services.
 - D. UGC pertains to sponsored content created by social media platforms to boost engagement with brands.
- 58) Which of the following best describes white labeling?
- A. A company creates unique products and applies its own branding before selling them.
 - B. A company creates a generic line of products and applies its own branding before selling them.
 - C. A manufacturer creates products and sells them directly to consumers.
 - D. A company purchases products from various manufacturers and sells them without any branding.
- 59) Which of the following statements accurately describes the role of a wholesaler?
- A. Wholesalers sell goods directly to consumers.
 - B. Wholesalers purchase goods in large volumes from manufacturers and resell them to retailers.
 - C. Wholesalers primarily produce goods themselves.
 - D. Wholesalers only purchase goods from retailers and sell them to manufacturers.
- 60) Which of the following is a key feature of retailing?
- A. Selling products directly to final consumers
 - B. Distributing goods in large quantities
 - C. Catering solely to wholesale buyers
 - D. Conducting business only through online platforms

END OF EXAMINATION