



Practice Worksheet on E-commerce fundamentals

Generated for Aditi - Based on resource uploaded by user.

[Generate one yourself at LitGrades](#)

Subject: E-commerce

Date: 3/28/2025

Long Answer Questions

1. Explain the advantages and disadvantages of e-commerce.
2. Describe the role of online payment gateways in e-commerce transactions.
3. Discuss the importance of digital marketing in promoting e-commerce businesses.
4. Explain the impact of customer reviews and ratings on e-commerce platforms.
5. Describe the key aspects of e-commerce logistics and supply chain management.
6. Explain the role of data analytics in improving e-commerce operations.

7. Discuss the measures to ensure secure online transactions and protect personal data in e-commerce.

8. Explain the cybersecurity challenges faced by e-commerce platforms and their customers.

Multiple Choice Questions

1. Which payment methods are commonly used in e-commerce?

- a) Only cash on delivery
- b) Credit/debit cards, net banking, digital wallets
- c) Only bank transfers
- d) Only cheques

2. How does digital marketing impact e-commerce businesses?

- a) Decreased customer base
- b) Wider reach and increased sales
- c) Higher operational costs
- d) No impact on sales

3. What is the effect of customer reviews on e-commerce?

- a) No impact
- b) Influences purchase decisions
- c) Decreases sales
- d) Irrelevant to customers

4. What is the significance of e-commerce logistics?

- a) It is not important
- b) Ensures fast and reliable delivery

- c) Increases delivery costs
- d) Has no effect on customer satisfaction

5. What is the importance of data analytics in e-commerce?

- a) Improves business decisions
- b) Does not impact business
- c) Decreases efficiency
- d) Increases operational costs

6. Why is online security important in e-commerce?

- a) Unnecessary precaution
- b) Protects customer data
- c) Slows down transactions
- d) Increases vulnerability

7. What are cybersecurity threats to e-commerce?

- a) No threats
- b) Significant risks to businesses and customers
- c) Irrelevant to e-commerce
- d) Only affects small businesses

8. Who can benefit from e-commerce?

- a) Only large businesses use it
- b) Businesses of all sizes can use it
- c) It is too complex for small businesses
- d) Only specific industries can benefit

Answer Key

Long Answer Questions - Expected Responses

1. Explain the advantages and disadvantages of e-commerce.

Expected Answer: E-commerce offers convenience, wider selection, and competitive pricing, but requires digital literacy and awareness of online security risks.

2. Describe the role of online payment gateways in e-commerce transactions.

Expected Answer: Online payment gateways facilitate secure transactions using various methods like credit/debit cards, net banking, and digital wallets.

3. Discuss the importance of digital marketing in promoting e-commerce businesses.

Expected Answer: E-commerce businesses use digital marketing strategies such as SEO, social media marketing, and online advertising to reach their target audience.

4. Explain the impact of customer reviews and ratings on e-commerce platforms.

Expected Answer: Customer reviews and ratings significantly impact purchasing decisions. Positive reviews build trust, while negative ones can deter customers.

5. Describe the key aspects of e-commerce logistics and supply chain management.

Expected Answer: E-commerce logistics involves order fulfillment, packaging, shipping, and delivery of products to customers efficiently and cost-effectively.

6. Explain the role of data analytics in improving e-commerce operations.

Expected Answer: Data analytics helps e-commerce businesses understand

consumer behavior, personalize marketing, and improve operational efficiency.

7. Discuss the measures to ensure secure online transactions and protect personal data in e-commerce.

Expected Answer: Secure websites and payment gateways, strong passwords, and cautious handling of personal information help mitigate online risks.

8. Explain the cybersecurity challenges faced by e-commerce platforms and their customers.

Expected Answer: Cybersecurity threats such as hacking, phishing, and data breaches pose significant risks to e-commerce businesses and customers.

Multiple Choice Questions - Correct Answers

1. Which payment methods are commonly used in e-commerce?

Correct Answer: Credit/debit cards, net banking, digital wallets

2. How does digital marketing impact e-commerce businesses?

Correct Answer: Wider reach and increased sales

3. What is the effect of customer reviews on e-commerce?

Correct Answer: Influences purchase decisions

4. What is the significance of e-commerce logistics?

Correct Answer: Ensures fast and reliable delivery

5. What is the importance of data analytics in e-commerce?

Correct Answer: Improves business decisions

6. Why is online security important in e-commerce?

Correct Answer: Protects customer data

7. What are cybersecurity threats to e-commerce?

Correct Answer: Significant risks to businesses and customers

8. Who can benefit from e-commerce?

Correct Answer: Businesses of all sizes can use it