

SEM: II
Subject : - E COMMERCE And BUSINESS COMMUNICATION
Topic: NEW TREND IN E COMMERCE
Teacher: S. BHATTACHARYYA

MCQ (One Line Answer)

Questions	Answers
➤ Social Commerce is a..... of E Commerce	Subset of E Commerce
➤is the form of Electronic Commerce Which Used the platform Called Social media	Social Commerce
➤ In Social Media Advertising, Highest Conversation Rate is	Conversation of the Visitor In to the Customer
➤ In Social Media Advertisement, the Final Step is	Regular Follow up Will Optimise the Quality of the Post
➤is the Paid form of Marketing Which Aims At Increasing the Visibility of the Website in Search Engine	Search Engine Marketing
➤ The First Step in Social Media Advertisement	Registering And Creating The Account In Website to Develop its Social Identity
➤ In Social Media Advertisement The Step is	A Perfect Picture or Logo That Suits yo the Product is Required To be selected for the Developing Content
➤ Social commerce First Introduced in	November 2005
➤ Are All Marketing Activities that use An Electronic Device	Digital marketing, Web Marketing
➤is the Process of the Paid form of Marketing on Per Click of the Visitors on their Advertisement	Pay- Per- Click Advertisement
➤ Features of Social Commerce Are	Usage of Social Media As the Platform, Social Review, Feedback And Recommendation, Creating Community
➤ Social Commerce is Driven By	Rating

➤ The Features of Social Commerce Are	Communities, Feedback And Recommendation, Social Reviews
➤ One of the Basic Features of Social Commerce is to Convert The Visitor to the Website In to	Customer
➤ Social Commerce Leads to Search Engine Ranking by the Sharing Links to the Content on the Websites	Highest Search Engine
➤ The Largest Social Media Network In the World	Facebook Application
➤ The Part of the Digital Marketing	SMS, Search Engine Operation, Email
➤ The Full Form of SEM is	Search Engine Marketing
➤ The Basic Objectives of Digital Marketing Are	Internet Feedback, Creating Brand Awareness, Increased Return on Investment
➤ Digital Marketing Included	Instant Messaging, Email Advertisement
➤ The Concept of the Social Commerce Runs on the Concept of	Community
➤ The Type of Sale Platform is E Commerce Websites	Peer-to-peer Marketing Strategies
➤ The Type of Sale Platform of Social Media is	Social-Network Driven
➤ Social Media Meets Shopping Requirements- This Definition is Related to	Social Commerce
➤ Social Commerce is Also Tuned With	Mobile Commerce
➤ The Relationship Between social commerce And Social Marketing is	Reciprocal