



Unit 8 – Information Technology and Business

Choose the correct answer:

1. E-business that involves a business activity proposed by consumer towards a business

is known as:

a) Business to Business(B2B) b) Consumer to Business (C2B) c) Business to Consumer (B2C) d) Consumer to Consumer (C2C)

2. Information Technology enables..... exchange.

a) People b) Market c) Information d) Automatic

3. CRM stands for:

a) Customer Relations Management b) Customer Relationship Management c) Both

a & b d) None of the above

4. Which of the following describes E-commerce?

a) Doing Business b) Surfing Internet c) Sale of goods d) Doing business electronically

II. Fill in the blanks:

1. is a private network available only for internal staff of the organisation.

2. commerce is buying, selling, or trading, conducted between two or more businesses.

3.information can lead to wrong decisions.

4. E-business helps in savingand.....