

C O I - R & U - Reason-Based Questions

Q.1. Market refers to a place where goods are bought and sold.

Ans. False. Market refers to a mechanism or an arrangement that facilitates contact between the buyers and sellers for the sale and purchase of goods and services. This contact can be personal or through telephone or e-mail.

Q.2. Shopping plazas are the pre-requisite of electronic marketing.

Ans. False. In electronic marketing, goods and services are traded without shopping plazas.

Q.3. Volume of sale can be increased through e-media.

Ans. True. Because e-media is an important means of product-advertisement.