

Ecommerce Business Practice Test Questions and Answers

1. What is the most important factor for ecommerce business success?

- A) Having the most expensive products
- B) Understanding customer needs and providing excellent user experience
- C) Using only organic marketing
- D) Operating from a physical store only

2. Which metric is crucial for measuring ecommerce profitability?

- A) Number of website visitors only
- B) Customer acquisition cost (CAC) versus customer lifetime value (CLV)
- C) Number of products sold
- D) Website loading speed only

3. What is the primary advantage of dropshipping for new ecommerce businesses?

- A) Higher profit margins than traditional retail
- B) Lower upfront inventory investment and reduced operational complexity
- C) Guaranteed faster shipping times
- D) No need for customer service

4. Which payment processing consideration is most important for ecommerce?

- A) Accepting only one payment method
- B) Security, multiple payment options, and reliable transaction processing
- C) Highest transaction fees possible
- D) Cash payments only

Answers: 1-B 2-B 3-B 4-B

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