

eCommerce Marketing Practice Test Questions and Answers

1. Which of these is false?

- A) Ecommerce allows you to gather information and feedback from customers
- B) Credit cards are the leading payment mode online
- C) Ecommerce is about technology and not your business
- D) Online marketers are susceptible to fraud

2. What is 'upselling' in eCommerce?

- A) Encouraging customers to buy a lower-priced product
- B) Suggesting a higher-value or premium version of the product the customer is considering
- C) Offering discounts on bulk orders
- D) Recommending accessories for a product

3. What is a 'win-back' email campaign?

- A) A campaign targeting new subscribers
- B) A campaign to re-engage inactive or lapsed customers
- C) A campaign announcing a flash sale
- D) A campaign sent after a customer complaint

4. What is a 'shoppable post' on Instagram?

- A) A post that contains only hashtags
- B) A post where products are tagged so users can tap to view details and purchase directly
- C) A sponsored post visible only to followers
- D) A post featuring a competitor comparison

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

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