

Job role Name:		E-commerce Micro Entrepreneur							
Job role Code:		LSC/Q2401 Version: 1.0 NSQF Level: 4							
Question	NOS code	NOS Name	Question	Option A	Option B	Option C	Option D	Correct Answer	Marks
1	LSC/N240 1	Branding, Pricing and Cataloguing	What is the main purpose of branding?	A. To identify and promote a product or company	B. To increase product damage	C. To reduce sales	D. To delay deliveries	A	5
2	LSC/N240 1	Branding, Pricing and Cataloguing	What does pricing refer to?	A. Setting the value or cost of a product	B. Packaging a product	C. Transporting goods	D. Storing inventory	A	10
3	LSC/N240 1	Branding, Pricing and Cataloguing	What is cataloguing?	A. Organizing and listing products systematically	B. Repairing damaged goods	C. Hiring employees	D. Advertising on television	A	15
4	LSC/N240 2	Basics of Inventory and Order Management	What is the main purpose of inventory management?	A. To maintain the right quantity of stock	B. To increase product damage	C. To delay deliveries	D. To reduce customer satisfaction	A	5

5	LSC/N240 2	Basics of Inventory and Order Management	What is order management?	A. The process of receiving, tracking, and fulfilling customer orders	B. The process of hiring employees	C. The process of designing products	D. The process of advertising goods	A	10
6	LSC/N240 2	Basics of Inventory and Order Management	Which of the following helps in effective inventory control?	A. Regular stock monitoring and record keeping	B. Ignoring stock levels	C. Avoiding documentation	D. Delaying stock updates	A	15
7	LSC/N240 3	Selling on E-commerce Platforms	What is the main advantage of selling on an e-commerce platform?	A. Reaching a wider customer base online	B. Reducing product visibility	C. Limiting sales to one location	D. Avoiding customer interaction	B	5
8	LSC/N240 3	Selling on E-commerce Platforms	What information is important in an online product listing?	A. Employee attendance details	B. Product description, price, and images	C. Office layout	D. Transport schedule	C	10
9	LSC/N240 3	Selling on E-commerce Platforms	Why are customer reviews important on e-commerce platforms?	A. They increase delivery delays	B. They reduce product quality	C. They help buyers make informed decisions	D. They replace product descriptions	D	15

10	LSC/N240 4	First Mile Operations	What is the primary activity in first mile operations?	A. Delivering products to the final customer	B. Collecting and moving goods from the seller or origin point	C. Processing customer refunds	D. Advertising products online	B	5
11	LSC/N240 4	First Mile Operations	Which document is commonly used to track goods during first mile operations?	A. Marketing brochure	B. Employee attendance sheet	C. Shipment or dispatch record	D. Product catalog	C	10
12	LSC/N240 4	First Mile Operations	Why is timely pickup important in first mile operations?	A. To increase transportation costs	B. To reduce warehouse space	C. To avoid inventory records	D. To ensure smooth movement of goods through the supply chain	D	15
13	LSC/N240 5	Digital Marketing and Financial Literacy	Which digital platform is commonly used to promote products and services online?	A. Warehouse Management System	B. Social Media Platforms	C. Barcode Scanner	D. Delivery Vehicle	B	5
14	LSC/N240 5	Digital Marketing and Financial Literacy	What is the purpose of a budget in financial literacy?	A. To increase unnecessary spending	B. To avoid tracking expenses	C. To plan and manage income and expenses	D. To reduce savings	C	10

15	LSC/N240 5	Digital Marketing and Financial Literacy	Which of the following helps a business measure the effectiveness of its digital marketing efforts?	A. Office attendance register	B. Product packaging design	C. Employee leave records	D. Website traffic and engagement metrics	D	15
16	LSC/N991 2	Maintain Hygienic and Safe Working Environment	Why is workplace hygiene important?	A. To increase waste generation	B. To prevent illness and maintain a healthy work environment	C. To reduce productivity	D. To avoid cleaning activities	B	5
17	LSC/N991 2	Maintain Hygienic and Safe Working Environment	What should an employee do after noticing a safety hazard in the workplace?	A. Continue working without action	B. Share it on social media	C. Report the hazard and follow safety procedures	D. Wait for someone else to respond	C	10
18	LSC/N991 2	Maintain Hygienic and Safe Working Environment	Which practice helps maintain a safe working environment?	A. Ignoring safety instructions	B. Blocking emergency exits	C. Leaving spills unattended	D. Using personal protective equipment (PPE) when required	D	15

19	DGT/VSQ/ N0101	Employability Skills (30 Hours)	Which of the following is a good workplace habit?	A. Being punctual	B. Arriving late every day	C. Ignoring instructions	D. Avoiding teamwork	A	10
20	DGT/VSQ/ N0101	Employability Skills (30 Hours)	Why is communication important in the workplace?	A. It helps people understand and work with each other effectively	B. It creates confusion	C. It reduces productivity	D. It avoids cooperation	A	10
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