

# Online Examinations (Even Sem/Part-I/Part-II Examinations 2020 - 2021)

Course Name - E Commerce

Course Code - BBA404

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- M.SC.(MM)
- B.A.(Eng)

Answer all the questions. Each question carry one mark.

9. 1. Which of the following describes e-commerce?

*Mark only one oval.*

- Doing business electronically
- Doing business
- Sale of goods
- All of the above

10. 2. Which of the following is part of the four main types for e-commerce?

*Mark only one oval.*

- B2B
- B2C
- C2B
- All of the above

11. 3. Which segment do eBay, Amazon.com belong?

*Mark only one oval.*

- B2B
- B2C
- C2B
- C2C

12. 4. Which type deals with auction?

*Mark only one oval.*

- B2B
- B2C
- C2B
- C2C

13. 5. In which website Global Easy Buy is facilitated?

*Mark only one oval.*

- Ebay.com
- Amazon.com
- Yepme.com
- None of the above

14. 6. The best products to sell in B2C e-commerce are

*Mark only one oval.*

- Small products
- Digital products
- Specialty products
- Fresh products

15. 7. Which products are people most likely to be comfortable buying on the Internet?

*Mark only one oval.*

- Books
- PCs
- CDs
- All of the above

16. 8. Digital products are best suited for B2C e-commerce because they

*Mark only one oval.*

- Are commodity like products
- Can be mass-customized and personalized
- Can be delivered at the time of purchase
- All of the above

17. 9. The solution for all business needs is

*Mark only one oval.*

- EDI
- ERP
- SCM
- HRMS

18. 10. Which of the following is not a function of E-commerce

*Mark only one oval.*

- marketing
- advertising
- promotion
- warehousing

19. 11. What is the percentage of customers who visit a Web site and actually buy something called?

*Mark only one oval.*

- Affiliate programs
- Click-through
- Spam
- Conversion rate

20. 12. What are materials that are necessary for running a modern corporation, but do not relate to the company's primary business activities?

*Mark only one oval.*

- Direct materials
- Indirect materials
- EDI
- Virus

21. 13. What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?

*Mark only one oval.*

- Customer relationship management systems cards
- E-government identity cards
- FEDI cards
- Smart cards



22. 14. Most individuals are familiar with which form of e-commerce?

*Mark only one oval.*

B2B

B2C

C2B

C2C

23. 15. The threat of new entrants is high when it is:

*Mark only one oval.*

Hard for customers to enter the market

Hard for competitors to enter the market

Easy for competitors to enter the market

Easy for customers to enter the market

24. 16. An industry is less attractive for suppliers when the rivalry among existing competitors is

*Mark only one oval.*

High

Low

More

Less

25. 17. Which of the following is a useful security mechanism when considering business strategy and IT?

*Mark only one oval.*

- encryption
- decryption
- firewall
- All of the above

26. 18. Which of the following is not related to security mechanism

*Mark only one oval.*

- encryption
- decryption
- ERP
- All of the above

27. 19. A business cannot be all things to all people. Instead, a business must:

*Mark only one oval.*

- Identify target customers
- Identify the value of products/services as perceived by customers
- Both of the above
- None of the above

28. 20. From the following list which type of products is lesser purchased using ecommerce?

*Mark only one oval.*

- automobiles
- books
- softwares
- Foods

29. 21. A business competing in a commodity like environment must focus on which of the following?

*Mark only one oval.*

- Product
- Price
- Promotion
- All of the above

30. 22. Which of the following refers to creating products tailored to individual customers?

*Mark only one oval.*

- customization
- aggregation
- Direct materials
- Reverse auction

31. 23. Which form of e-marketplace brings together buyers and sellers from multiple industries, often for MRO materials?

*Mark only one oval.*

- horizontal
- Vertical
- Integrated
- Inclined

32. 24. Which type of add appears on a web page?

*Mark only one oval.*

- pop-under ad
- Pop-up ad
- Banner ad
- Discount ad

33. 25. What type of ad appears under a web page?

*Mark only one oval.*

- pop-under ad
- Pop-up ad
- Banner ad
- Discount ad

34. 26. Which of the following is an Internet-based company that makes it easy for one person to pay another over the Internet?

*Mark only one oval.*

- electronic check
- electronic bill
- conversion rates
- financial cybermediary

35. 27. A combination of software and information designed to provide security and information for payment is called a what?

*Mark only one oval.*

- digital wallet
- shopping cart
- encryption
- None of the above

36. 28. What is the name for direct computer-to-computer transfer of transaction information contained in standard business documents?

*Mark only one oval.*

- internet commerce
- e-commerce
- transaction information transfer
- electronic data interchange

37. 29. Which of the following is used in B2B to pay for purchases?

*Mark only one oval.*

- e-commerce
- financial electronic data interchange
- electronic data exchange
- electronic checks

38. 30. The practice of forging a return address on an e-mail so that the recipient is fooled into revealing private information is termed?

*Mark only one oval.*

- hacking
- cracking
- dumpster diving
- spoofing

39. 31. What is a model of a proposed product, service, or system?

*Mark only one oval.*

- Prototyping
- Prototype
- Proof-of-concept prototype
- Selling prototype

40. 32. What is a detailed process for recovering information or an IT system in the event of a catastrophic disaster such as a fire or flood?

*Mark only one oval.*

- Disaster recovery plan
- Hot site
- Cold site
- Disaster recovery cost curve

41. 33. What is a separate facility that does not have any computer equipment but is a place where the knowledge workers can move after the disaster?

*Mark only one oval.*

- Disaster recovery plan
- Hot site
- Cold site
- None of the above

42. 34. Which factor ensures your IT systems are functioning correctly and providing accurate information?

*Mark only one oval.*

- Availability
- Accessibility
- Reliability
- None of the above

43. 35. Which factor represents how well your system can adapt to increased demands?

*Mark only one oval.*

- availability
- Accessibility
- Reliability
- Scalability

44. 36. Which factor represents a system's ability to change quickly?

*Mark only one oval.*

- Flexibility
- Accessibility
- Reliability
- Scalability

45. 37. What determines the future IT infrastructure requirements for new equipment and additional network capacity?

*Mark only one oval.*

- Flexibility
- Performance
- Capacity planning
- None of the above



46. 38. What automates business processes?

*Mark only one oval.*

- Workflow
- ASP
- Workflow system
- EIP

47. 39. Which will not harm computer resources

*Mark only one oval.*

- firewall
- Virus
- Trojan horse
- None of the above

48. 40. Which is not a function of ERP?

*Mark only one oval.*

- Warehousing
- sales
- scheduling
- None of the above

49. 41. Which service encompasses all technologies used to transmit and process information on an across a network?

*Mark only one oval.*

- Integration
- Web services
- Scalability
- Interoperability

50. 42. Which process can prevent data from lose due to computer problems or human errors?

*Mark only one oval.*

- backup
- recovery
- benchmarking
- data cleansing

51. 43. Which process is used to reinstall data from a copy when the original data has been lost?

*Mark only one oval.*

- backup
- recovery
- benchmarking
- data cleansing

52. 44. Who protects system from external threats?

*Mark only one oval.*

- firewall
- EDI
- ERP
- SAP

53. 45. Who breaks into other people's computer systems and steals and destroys information?

*Mark only one oval.*

- Hackers
- softwares
- Web servers
- hardware

54. 46. What is a type of virus that spreads itself, not just from file to file, but from computer to computer via e-mail and other Internet traffic?

*Mark only one oval.*

- Computer virus
- Worm
- Denial-of-service attack
- None of the above

55. 47. What floods a Web site with so many requests for service that it slows down or crashes?

*Mark only one oval.*

- Computer virus
- Worm
- Denial-of-service attack
- None of the above

56. 48. What consists of the identification of risks or threats, the implementation of security measures, and the monitoring of those measures for effectiveness?

*Mark only one oval.*

- Risk management
- Risk assessment
- Security
- None of the above

57. 49. What is the process of evaluating IT assets, their importance to the organization, and their susceptibility to threats, to measure the risk exposure of these assets?

*Mark only one oval.*

- Risk management
- Risk assessment
- Security
- None of the above

58. 50. What is hardware and/or software that protects computers from intruders?

*Mark only one oval.*

- Backup
- Anti-virus
- Firewall
- None of the above

59. 51. What is the use of physical characteristics — such as your fingerprint, the blood vessels in the retina of your eye, the sound of your voice, or perhaps even your breath — to provide identification?

*Mark only one oval.*

- Backup
- Anti-virus
- Firewall
- Biometrics

60. 52. All of the following are considered biometrics, except

*Mark only one oval.*

- Fingerprint
- Retina
- Password
- Voice

61. 53. Which of the following do viruses harm?

*Mark only one oval.*

- Your keyboard
- Your monitor
- Your processor
- Viruses do not harm any of the above

62. 54. Which of the following can a virus do?

*Mark only one oval.*

- Hurt your hardware
- Hurt any files they weren't designed to attack
- Infect files on write-protected disks
- None of the above

63. 55. Which of the following records logons and deletions?

*Mark only one oval.*

- Key logger
- Packet sniffer
- Log analysis tools
- Screen capture software

64. 56. E-mail messages may be stored on which of the following computers?

*Mark only one oval.*

- Sender's computer
- Sender's server
- Recipient's server
- All of the above

65. 57. Cookies are used to do which of the following?

*Mark only one oval.*

- Store your ID and password for subsequent logons to the site
- Store contents of electronic shopping carts
- To track web activity
- All of the above

66. 58. What is the legal protection afforded an expression of an idea, such as a song, video game, and some types of proprietary documents?

*Mark only one oval.*

- Ethics
- Intellectual property
- Copyright
- Fair Use Doctrine

67. 59. What is the unauthorized use, duplication, distribution or sale of copyrighted software?

*Mark only one oval.*

- Fair Use Doctrine
- Pirated software
- Counterfeit software
- None of the above

68. 60. What is an electronic representation of cash?

*Mark only one oval.*

- Digital cash
- Electronic cash
- E-cash
- All of the above

69. 61. Which type of technology will increase portability and mobility?

*Mark only one oval.*

- Implant chips
- Micro-payments
- Internet phone calls
- All of the above



70. 62. Which one is also known as plastic money?

*Mark only one oval.*

- Credit card
- Debit card
- Smart Card
- All of the above

71. 63. Digital signature is a

*Mark only one oval.*

- Digital id, send as an attachment to a web page/e-mail/message
- Is used for verifying the attachments send using web
- Both of the above
- Vision chip

72. 64. The presence of ----- make the smart card smart.

*Mark only one oval.*

- Memory
- Microchip
- E-cash
- None of the above

73. 65. ----- is an act that poses danger to computer assets.

*Mark only one oval.*

- Threat
- Danger
- Error
- None of the above

74. 66. Which e-government arena is being used when governmental agencies send out and accept bids for work?

*Mark only one oval.*

- G2G
- G2B
- G2C
- G2K

75. 67. is a set of standards developed in the 1960s to exchange business information and to do electronic transactions

*Mark only one oval.*

- EDI
- Protocols
- TCP/IP
- None of these

76. 68. is basically a concept of online marketing and distributing of products and services over the internet

*Mark only one oval.*

- B2G  
 B2B  
 B2C  
 G2G

77. 69. e-commerce consists of the sale of products or services from a business to the general public

*Mark only one oval.*

- B2G  
 B2B  
 B2C  
 G2G

78. 70. ....is a class of advertising methods which are considered unethical and may even be illegal

*Mark only one oval.*

- Advertorials  
 pop-up ads  
 Spam e-mail  
 malware

# Google Forms