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

Course Name - E Commerce Course Code - BBA404

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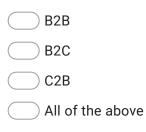
Answer all the questions. Each question carry one mark.

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

- 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.



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

Mark only one oval.

- B2B
 B2C
 C2B
 C2C
- 12. 4. Which type deals with auction?

- 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

- 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

- 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.

\bigcirc	Direct materials
\bigcirc	Indirect materials
\bigcirc	EDI
\bigcirc	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.



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

- High
- _____ 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.

\square	encryption
\square	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.

- ldentify 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.

\bigcirc	Product
\bigcirc	Price
\bigcirc	Promotion
\bigcirc	All of the above

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

- 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?

- ____ 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?

- 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.

\subset	\supset	hacking
_	_	

- ____) cracking
- ____ dumpster diving
- spoofing
- 39. 31. What is a model of a proposed product, service, or system?

- 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?

- 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.

_____ vailability

- Accessibility
- Reliability
- Scalability
- 44. 36. Which factor represents a system's ability to change quickly?

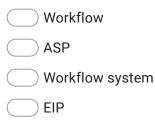
Mark only one oval.

- Flexibility
- Accessibility
- 📃 Reliability
- 🔵 Scalability
- 45. 37. What determines the future IT infrastructure requirements for new equipment and additional network capacity?

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

46. 38. What automates business processes?

Mark only one oval.



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?

- 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.



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

- 🔵 backup
- recovery
- benchmarking
- 🔵 data cleansing

52. 44. Who protects system from external threats?

Mark only one oval.

\bigcirc	firewall
\bigcirc	EDI
\bigcirc	ERP
\bigcirc	SAP

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

Mark only one oval.

\bigcirc	Hackers
\bigcirc	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.

\bigcirc	Computer	virus
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____ 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.

\square	Risk management
\square	Risk assessment
\square	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.

\bigcirc	Backup
\bigcirc	Anti-virus
\bigcirc	Firewall
\bigcirc	Biometrics

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

- 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?

- 🔵 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.

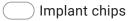
Fair Use Doctrine

- 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?



- 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.



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

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