

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

Course Name - –E-Commerce and Digital Marketing

Course Code - SM401

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

*Mark only one oval.*

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

11. 3. Which products are people most likely to be comfortable buying on the Internet?

*Mark only one oval.*

- Books
- PCs
- CDs
- All of these

12. 4. The solution for all business needs is

*Mark only one oval.*

- EDI
- ERP
- SCM
- HRMS

13. 5. Which of the following is a function of E-commerce

*Mark only one oval.*

- marketing
- advertising
- promotion
- All of the above

14. 6. Which term represents a count of the number of people who visit one site, click on an ad, and are taken to the site of the advertiser?

*Mark only one oval.*

- Affiliate programs
- Click-through
- Spam
- Virus

15. 7. What are materials used in production in a manufacturing company or are placed on the shelf for sale in a retail environment?

*Mark only one oval.*

- Direct materials
- Indirect materials
- EDI
- Fresh products

16. 8. What are ballpoint pens purchased by a clothing company?

*Mark only one oval.*

- Direct materials
- Indirect materials
- EDI
- Virus

17. 9. Most individuals are familiar with which form of e-commerce?

*Mark only one oval.*

- B2B
- B2C
- C2B
- C2C

18. 10. Which of the following are advantages normally associated with B2B e-commerce?

*Mark only one oval.*

- Shorter cycle times
- Reduction in costs
- Reaches wider audiences
- All of the above

19. 11. 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

20. 12. An industry is less attractive for suppliers when the rivalry among existing competitors is

*Mark only one oval.*

- High
- Low
- More
- Less

21. 13. Paisapay is facilitated in

*Mark only one oval.*

- [eBay.co.in](http://eBay.co.in)
- [amazon.com](http://amazon.com)
- [flipkart.com](http://flipkart.com)
- None of the above



22. 14. Which of the following is not related to security mechanism

*Mark only one oval.*

- encryption
- decryption
- ERP
- All of the above

23. 15. Which of the following statements accurately reflect the impact of technology?

*Mark only one oval.*

- Technology has caused buyer power to increase
- Technology has lessened the entry barriers for many industries
- Technology has increased the threat of substitute products and services
- All of these

24. 16. How the transactions occur in e-commerce?

*Mark only one oval.*

- Using e-medias
- Using computers only
- Using mobile phones only
- None of the above

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

*Mark only one oval.*

- Product
- Price
- Promotion
- All of these

26. 18. Materials used in the normal operation of a business but not related to primary business operations are called what?

*Mark only one oval.*

- Supplies
- Direct materials
- Indirect materials
- Daily stuff

27. 19. What is the name given to an interactive business providing a centralized market where many buyers and suppliers can come together for e-commerce or commerce-related activities?

*Mark only one oval.*

- Direct marketplace
- B2B
- B2C
- Electronic marketplace

28. 20. Which form of e-marketplace brings together buyers and sellers from the same industry?

*Mark only one oval.*

- horizontal
- Vertical
- Integrated
- Inclined

29. 21. What type of ad appears on top of a web page?

*Mark only one oval.*

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

30. 22. 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

31. 23. 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

32. 24. 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

33. 25. 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

34. 26. What is an internal organizational Internet that is guarded against outside access by a special security feature called a firewall (which can be software, hardware, or a combination of the two)?

*Mark only one oval.*

- Client/server network
- Intranet
- Extranet
- Virus

35. 27. 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

36. 28. Which factor determines when your IT system will be available for knowledge workers to access?

*Mark only one oval.*

- Availability
- Accessibility
- Reliability
- None of the above

37. 29. Which factor ensures your IT systems are functioning correctly and providing accurate information?

*Mark only one oval.*

- Availability
- Accessibility
- Reliability
- None of the above

38. 30. Which factor represents a system's ability to change quickly?

*Mark only one oval.*

- Flexibility
- Accessibility
- Reliability
- Scalability

39. 31. 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

40. 32. Which will not harm computer resources

*Mark only one oval.*

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

41. 33. Which concept suggests that different applications and computer systems should be able to communicate with one another?

*Mark only one oval.*

- Integration
- Web services
- Scalability
- Interoperability

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

*Mark only one oval.*

- backup
- recovery
- benchmarking
- data cleansing

43. 35. What describes a process of continuously measuring results and comparing those results to optimal performance so that actual performance may be improved?

*Mark only one oval.*

- Disaster recovery plan
- Accessibility
- benchmarking
- Capacity planning

44. 36. Who breaks into other people's computer systems and steals and destroys information?

*Mark only one oval.*

- Hackers
- softwares
- Web servers
- hardware

45. 37. 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



46. 38. 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

47. 39. What is hardware and/or software that protects computers from intruders?

*Mark only one oval.*

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

48. 40. All of the following are considered biometrics, except

*Mark only one oval.*

- Fingerprint
- Retina
- Password
- Voice

49. 41. Which of the following do viruses harm?

*Mark only one oval.*

- Your keyboard
- Your monitor
- Your processor
- Viruses do not harm any of these

50. 42. Which item can a password be used to protect?

*Mark only one oval.*

- Network
- File
- Folder
- All of these

51. 43. Which of the following applies to the implementation of an idea?

*Mark only one oval.*

- Copyright
- Intellectual property
- Patent
- None of the above

52. 44. Which of the following records logons and deletions?

*Mark only one oval.*

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

53. 45. Cyber slacking consists of what activities?

*Mark only one oval.*

- Visiting "inappropriate" web sites
- Visiting news sites
- Chatting online with others about non-work topics
- All of these

54. 46. Unsolicited e-mail is called what?

*Mark only one oval.*

- Junk mail
- Spam
- Extra mail
- None of these

55. 47. 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

56. 48. The E-payment mechanism widely used in B2B is

*Mark only one oval.*

- Credit card
- Debit card
- Master card
- E-cheque

57. 49. Which of the following can be used to help identify people in a crowd?

*Mark only one oval.*

- Biochip
- Implant chip
- Facial recognition software
- Vision chip

58. 50. 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 Digital id, send as an attachment to a web page/e-mail/message & Is used for verifying the attachments send using web
- Vision chip

59. 51. Which is used to identify mobile money

*Mark only one oval.*

- MCID
- MMID
- RSID
- None of the above

60. 52. 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

61. 53. Which of the following is(are) the deliverables of the Systems Implementation phase?

*Mark only one oval.*

- training materials
- functional system
- physical design specification
- operational system

62. 54. A form used to record data about a transaction is a(n)

*Mark only one oval.*

- batch document
- source document
- on-line document
- data entry document

63. 55. Which kind of chart is useful for comparing series or categories of data, each in its own bar?

*Mark only one oval.*

- line chart
- pie chart
- scatter char
- bar chart

64. 56. Open database connectivity (ODBC) tools are an example of:

*Mark only one oval.*

- tool kit
- interfaceware
- middleware
- layerware

65. 57. Which is not a typical business function?

*Mark only one oval.*

- Sales
- Service
- Manufacturing
- Benefits and Compensation

66. 58. Which of the following is not a type of digital marketing activity?

*Mark only one oval.*

- Email marketing
- Social web marketing
- Print advert
- Viral marketing

67. 59. In the first 10 years, the web was heavily used as a static publishing and/or retailing (transactional) channel. This was known as:

*Mark only one oval.*

- Web 2.0
- Web 1.0
- Web publishing
- Static web

68. 60. A form of marketing communications that uses Internet-based resources for the purpose of advertising, delivering messages to drive traffic to a website ('click-through rate') and also encourage trial, purchase, or repeat-purchase activity is called:

*Mark only one oval.*

- Search marketing
- E-mail marketing
- Internet advertising
- Social web marketing

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