

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

Course Name - --E-Commerce

Course Code - BMW403

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Answer all the questions. Each question carry one mark.

9. 1. E-business is a term used to describe:

Mark only one oval.

- An organization using electronic media to sell direct to its customers
- Any electronically mediated communication between an organization and its stakeholders
- An organization using electronic media to purchase from to its suppliers
- The use of electronic communications for all business processes

10. 2. E-government is becoming more accepted as an important feature within government in many countries. What does it provide?

Mark only one oval.

- The ability to gather taxes more efficiently
- Facilities for dissemination of information and online services at local and national levels
- The facility to securely communicate between governments and government departments
- All of these

11. 3. Digital marketing (also known as e-marketing or Internet marketing) is closely related to e-commerce. It is a term increasingly used by specialist e-marketing agencies to:

Mark only one oval.

- Measure website hits
- Recruit specialist staff
- Promote their websites
- None of these

12. 4. Which is the most realistic relationship between e-commerce and e-business?

Mark only one oval.

- E-commerce is a subset of e-business
- E-commerce has no overlap with e-business
- E-commerce is a different name for e-business
- E-business is a subset of e-commerce

13. 5. Which of the following is a competitiveness driver for e-business?

Mark only one oval.

- Reduced service costs
- Avoiding losing market share to businesses already using e-commerce
- Reduced sales costs
- Obtain supplies more rapidly

14. 6. Facebook belongs in which category of website?

Mark only one oval.

- Social network
- Brand-building website
- Media or publisher site
- Transactional website

15. 7. The _____ business model involves an independently owned vertical digital marketplace for direct inputs.

Mark only one oval.

- e-distributor.
- exchange
- e-procurement.
- private industrial network.

16. 8. Which of the following describe E Commerce?

Mark only one oval.

- Doing Business Electronically
- Sell of Goods
- Promoting product online
- None of these

17. 9. The primary source of financing during early ages of E Commerce was

Mark only one oval.

- Bank loans
- Large retail farm
- Venture Capital Funds
- None of these

18. 10. All of the following except which one are major B 2 C business model?

Mark only one oval.

- Content Provider
- Industry Consortium
- Transaction Broker
- Service Provider

19. 11. The purpose of supply chain management is

Mark only one oval.

- provide customer satisfaction
- improve quality of a product
- integrating supply and demand management
- Promoting business

20. 12. Which of the following is not a horizontal portal?

Mark only one oval.

- AOL
- Yahoo
- Sailnet
- None of these

21. 13. 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 these

22. 14. _____ and _____ are typically the most easily identifiable aspects of a company's business model.

Mark only one oval.

- Market strategy, market opportunity
- Value proposition, revenue model
- Value proposition, competitive environment
- Revenue model, market strategy

23. 15. Which element of the business model examines who else occupies the firm's intended marketplace?

Mark only one oval.

- value proposition
- competitive environment
- competitive advantage
- market strategy

24. 16. The business model of e-distributors is quite similar to that of:

Mark only one oval.

- e-tailers
- transaction brokers.
- exchanges.
- service providers.

25. 17. Grainger.com is an example of which of the following business models?

Mark only one oval.

- B2B service provider
- exchange
- e-distributor
- industry consortia

26. 18. Exostar is an example of a(n):

Mark only one oval.

- private industrial network.
- exchange
- industry consortium.
- e-distributor.

27. 19. The element of a business model that is responsible for making the model work is:

Mark only one oval.

- the management team
- the organizational structure.
- the firm's key competitive advantage.
- the market strategy.

28. 20. What do electronic payment system replace

Mark only one oval.

- Cash and cheques
- Debit card transaction
- Credit card transaction
- None of these

29. 21. Which of the following is not one of the parties usually associated with electronic payments?

Mark only one oval.

- Customer/payer/buyer
- Issuer
- Enforcer
- Regulator

30. 22. Mike has an e-card that stores his medical records. What type of smart card is he using?

Mark only one oval.

- Integrated circuit microprocessor card
- Integrated Circuit Memory Card
- Optical Memory Card
- Contactless Card

31. 23. Which one is true about SSL

Mark only one oval.

- SSL Does not allow data compression
- SSL Supports RSA and DH as public key algorithms
- Both SSL Does not allow data compression and SSL Supports RSA and DH as public key algorithms
- None of these

32. 24. Payments of credit cards is NOT done by banks under

Mark only one oval.

- RTGS
- ECS
- CBS
- NEFT

33. 25. Which of the following is not a type of cybercrime?

Mark only one oval.

- Data theft
- Forgery
- Damage to data and systems
- Installing antivirus for protection

34. 26. Which organization has authority over interstate and international commerce in the communications field

Mark only one oval.

- ITU-T
- IEEE
- FCC
- ISOC

35. 27. Webpage starts with which of the following tag?

Mark only one oval.

- < form >
- < html >
- < title >
- < body >

36. 28. Which tag is used to mark a beginning of paragraph

Mark only one oval.

- < p >
- < br >
- < hr >
- < title >

37. 29. Buy-side e-commerce is different from sell-side e-commerce in that it involves:

Mark only one oval.

- The use of electronic communications for all business processes
- An organization using electronic media to purchase from to its suppliers
- Any electronically mediated communication between an organization and its stakeholders
- An organization using electronic media to sell direct to its customers

38. 30. Which term is taken to explain a collection of web services that facilitate interaction of web users with sites to create user-generated content and encourage behaviours such as community or social network participation?

Mark only one oval.

- Customer-centric marketing
- Multi-channel marketing
- Web 2.0 concept
- Multi-channel marketing strategy

39. 31. Social network sites such as Facebook and Twitter have become increasingly popular for sell-side e-commerce and would normally be considered to be in which category?

Mark only one oval.

- Portal, publisher or media sites
- Brand-building sites
- Services-orientated relationship-building websites
- Transactional e-commerce sites

40. 32. The dimension of e-commerce that enables commerce across national boundaries is called _____.

Mark only one oval.

- interactivity
- global reach.
- richness
- ubiquity

41. 33. Which of the following is not a key element of a business model?

Mark only one oval.

- value proposition.
- competitive advantage.
- market strategy
- universal standards

42. 34. The area of actual or potential commercial value in which a company intends to operate is a _____.

Mark only one oval.

- market space.
- marketplace.
- perfect market.
- Bertrand market.

43. 35. Which of the following is not a part of three phases of E Commerce

Mark only one oval.

- Innovation
- Consolidation
- Preservation
- Reinvention

44. 36. OLX is an example of which type of E Commerce?

Mark only one oval.

- B2B
- B2C
- C2B
- C 2 C

45. 37. Which type of E Commerce focuses on customers dealing with each other?

Mark only one oval.

- B2B
- B2C
- C2B
- C 2 C

46. 38. The best products to sell in B 2 C E Commerce are

Mark only one oval.

- Cheap products
- Digital Products
- Speciality products
- Fresh Products

47. 39. Which of the following is an example of a portal?

Mark only one oval.

- Amazon
- Yahoo
- OLX
- Flipcart

48. 40. Compared to internet users the number of cellphone subscriber is

Mark only one oval.

- Much lower
- Equal
- Much Larger
- None of these

49. 41. Distribution requirement planning is a system for

Mark only one oval.

- Inventory management
- Distribution planning
- Both a and b
- None of these

50. 42. Which one is most familiar E Commerce type?

Mark only one oval.

- B 2 B
- B 2 C
- C 2 B
- C 2 C

51. 43. Electronic Data Interchange is necessary in

Mark only one oval.

- B 2 C
- C 2 C
- C 2 B
- Commerce using Internet

52. 44. All of the following are key elements of a business model except:

Mark only one oval.

- competitive environment
- organizational development.
- information technology strategy.
- market strategy

53. 45. Which element of the business model examines who else occupies the firm's intended market space?

Mark only one oval.

- value proposition
- competitive environment
- competitive advantage
- market strategy

54. 46. Stickiness is an important attribute for which revenue model?

Mark only one oval.

- advertising revenue model
- subscription revenue model
- transaction fee revenue model
- sales revenue model

55. 47. A business document that specifically details how you plan on selling your product and find new customers is called a:

Mark only one oval.

- sales analysis.
- business plan
- competitive strategy
- market strategy.

56. 48. Which of the following is not characteristic of an e-check?

Mark only one oval.

- Same information as a standard check
- Can be used where paper checks are used
- Work under a new, enhanced legal framework
- Work in essentially the same way paper checks work

57. 49. SET is used in which purpose?

Mark only one oval.

- for ensuring the security of financial transactions on the Internet
- For promotional activity
- For affiliate marketing
- None of these

58. 50. Intellectual Property Rights (IPR) protect the use of information and ideas that are of

Mark only one oval.

- Ethical value
- Moral value
- Social value
- Commercial value

59. 51. In 'quid-pro-quo', quo stands for

Mark only one oval.

- knowledge disclosed to the public
- . monopoly granted for the term of the patent
- exclusive privilege of making, selling and using the invention
- None of the above

60. 52. Design does not include

Mark only one oval.

- features of shape
- composition of lines or colours
- mode or principle of construction
- None of the above

61. 53. What is the punishment in India for stealing computer documents, assets or any software's source code from any organization, individual, or from any other means?

Mark only one oval.

- 6 months of imprisonment and a fine of Rs. 50,000
- 1 year of imprisonment and a fine of Rs. 100,000
- 2 years of imprisonment and a fine of Rs. 250,000
- 3 years of imprisonment and a fine of Rs. 500,000

62. 54. A user can get files from another computer by using which protocol?

Mark only one oval.

- SMTP
- HTTP
- FTP
- TCP/IP

63. 55. The equipment needed to connect the home computer to Internet is

Mark only one oval.

- Modem
- Gateway
- Monitor
- Hard Disk

64. 56. What is the internet?

Mark only one oval.

- vast collection of different networks
- A single network
- Interconnection of local area network
- dedicated private area network

65. 57. DNS database contains

Mark only one oval.

- name server records
- Host Name to address record
- Hostname Aliases
- All of the above

66. 58. An attempt to make a computer resource unavailable to its intended users is called

Mark only one oval.

- Denial-of-service attack
- Man in the middle attack
- Phishing Attack
- Botnet Process

67. 59. Which of the following layers is an addition to OSI model when compared with TCP IP model?

Mark only one oval.

- Application Layer
- Presentation Layer
- Session Layer
- Both b and c

68. 60. HTML is known as

Mark only one oval.

- Highlighted Text Markup Language
- HyperText Markup Language
- Hidden Text Markup Language
- Higher Text Markup Language

69. 61. URL is known as

Mark only one oval.

- Unified Resource Locator
- Uniform Resource Locator
- Unique Resource Locator
- Uniform Rank Locator

70. 62. The viruses spreads through-----

Mark only one oval.

- Mails
- Pen drives and cds
- Websites
- All the above

71. 63. Which segment do eBay, Amazon.com belong?

Mark only one oval.

- B2Bs
- B2Cs
- C2Bs
- C2Cs

72. 64. Which segment is eBay an example?

Mark only one oval.

- B2B
- C2B
- C2C
- None of these

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

Mark only one oval.

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

74. 66. Which products are people most likely to be comfortable buying on the Internet?

Mark only one oval.

- Books
- PCs
- CDs
- All of these

75. 67. The solution for all business needs is

Mark only one oval.

- EDI
- ERP
- SCM
- None of these

76. 68. Which is not a function of E-commerce

Mark only one oval.

- marketing
- advertising
- warehousing
- none of these

77. 69. 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
- All of these

78. 70. 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
- None of these

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