

Online Assessment (Even Sem/Part-I/Part-II Examinations 2019 - 2020)

Course Name - E Commerce

Course Code - BBA404

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Answer all the questions. Each question carry one mark.

9. 1. World Wide Web (WWW) was introduced in the year -

Mark only one oval.

- 1994
- 1995
- 1996
- 1990

10. 2.is concerned with the buying and selling information, products and services over computer communication networks

Mark only one oval.

- Commerce
- E-Commerce
- E-Business
- None of these

11. 3. Which among the following product is suitable for E-Commerce

Mark only one oval.

- Books
- Vegetables
- Both of Books & Vegetables
- None of these

12. 4. Among the alternate models of B2B e-commerce,.....is the best means to obtain a competitive advantage in the Market place

Mark only one oval.

- E-commerce
- Strategic relationship based
- Transaction based
- All of these

13. 5. ...is basically a concept of online marketing and distributing of products and services over the internet

Mark only one oval.

- B2G
- B2B
- B2C
- G2G

14. 6.e-commerce involves the electronic facilitation of transaction between customers through some third party.

Mark only one oval.

- C2C
- B2E
- B2B
- B2G

15. 7.is the most common way for purchasing an online advertising

Mark only one oval.

- CPM
- CPC
- Both of CPM & CPC
- None of these

16. 8.provide security and privacy for the use of the web page content

Mark only one oval.

- HTTP
- html
- FTP
- All of these

17. 9. in the e-commerce may be a holder of a payment card such as credit card or debit card from an issuer

Mark only one oval.

- customer
- issuer
- Merchant
- Acquirer

18. 10. A company that manufactures bicycles may use the internet to purchase tyres from their suppliers. This is an example of-----transaction.

Mark only one oval.

- B2G
- B2E
- B2B
- None of these

19. 11. ...is a global web in which millions of users are communicating with each other with the help of computers

Mark only one oval.

- Internet
- WWW
- Both of Internet & WWW
- None of these

20. 12. SET means ...

Mark only one oval.

- Standard Electronic Technology
- Standard Electronic Transfer
- Secure Electronic Transaction
- None of these

21. 13. Creating illegitimate sites that appear to be published by established organizations by unscrupulous artists is termed as.....

Mark only one oval.

- Spoofing
- Snooping
- Sniffing
- None of these

22. 14. "Google" is one of the most popular.....

Mark only one oval.

- Portal
- Browser
- Search Engine
- None of these

23. 15.is a form of supply chain where a series of assembly operations are carried out to obtain the final product

Mark only one oval.

- Converging supply chain
- Diverging supply chain
- Both of converging supply chain & Diver supply chain
- None of these

24. 16.is basically a secure gate between our organization data and internet.

Mark only one oval.

- Network firewall
- Antivirus
- Both of Network firewall & Antivirus
- None of these

25. 17. USB flash memory is an example of -

Mark only one oval.

- Primary storage device
- Secondary storage device
- Both of Primary storage device & Secondary storage device
- None of these

26. 18. Touch Screen is

Mark only one oval.

TPS

DSS

MIS

EIS

27. 19. EDI stands for

Mark only one oval.

Electronic Data Interchange

Electrical Data Interchange

Electronically Data Interchange

Electronic Device Interchange

28. 20. Data -

Mark only one oval.

Consists of raw facts

Represent the real world things

May be numeric, alpha numeric or images

All of these

29. 21. Which of the following is the activity subsystem of MIS?

Mark only one oval.

- Marketing
- Logistics
- Strategic Planning
- Information Processing

30. 22. The basic nature of the system refers to

Mark only one oval.

- Flow of information
- Data
- Information
- Events occurrence

31. 23. The effectiveness of marketing information system depends to a larger extent of from market place to the market.

Mark only one oval.

- Marketing
- Advertising
- Feedback
- Promoting

32. 24. Reporting the status of an activity through a feedback mechanism is called information.(Probable duplicate)

Mark only one oval.

- Process
- Control
- Executed
- Validated

33. 25. In which of the following types of analysis, the value of only one variable is changed repeatedly, and the resulting changes on other variables are observed. (Probable duplicate)

Mark only one oval.

- What if analysis
- Sensitivity analysis
- Goal seeking analysis
- None of these

34. 26. In among the firms executives, managers, and supervisors are comes under of workers.(Probable duplicate)

Mark only one oval.

- Knowledge
- Leader
- Informer
- Higher level

35. 27. type of budgeting is based on estimation of total project cost by the top management.(Probable duplicate)

Mark only one oval.

- Top down
- Bottom up
- Neutral
- Zero-based

36. 28. The project team is composed of the system professional are directly responsible for the system.(Probable duplicate)

Mark only one oval.

- Testing
- Building
- Deleting
- Innovating

37. 29. Type of feasibility deals with the costs of both development and operations of the system.(Probable duplicate)

Mark only one oval.

- Economic
- Motivational
- Technical
- Schedule

38. 30. All of the following are techniques B2C e-commerce companies use to attract customers, except

Mark only one oval.

- Registering with search engines
- Viral marketing
- Online ads
- Virtual marketing

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