

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

Course Name - Advanced Computer Application and E-Commerce

Course Code - BBA405(BL)

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Answer all the questions. Each question carry one mark.

9. 1. Which of the following is not a horizontal portal?

*Mark only one oval.*

AOL

Yahoo

Sailnet

MSN/Windows Live.

10. 2. A situation where there are no differences among products or services, and the only basis of choosing products is price is known as \_\_

*Mark only one oval.*

- a value web.
- value chain
- profit.
- Commoditization.

11. 3. A strategy designed to compete in all markets around the globe is called a \_\_\_\_\_ strategy

*Mark only one oval.*

- scope.
- differentiation
- cost
- focus

12. 4. which of the following is not one of the stages of the development of the Internet

*Mark only one oval.*

- Innovation.
- Institutionalization
- Globalization
- Commercialization

13. 5. In 1961, \_\_\_\_\_ published a paper on "packet switching" networks

*Mark only one oval.*

- Leonard Kleinrock.
- Ray Tomlinson
- Bob Metcalfe
- Vint Cerf

14. 6.The largest component of a Web site budget is

*Mark only one oval.*

- system maintenance
- system development
- content design and development
- telecommunications

15. 7. commerce merchant server software includes all of the following except\_\_

*Mark only one oval.*

- online e-mail
- online catalog
- online shopping cart
- online credit card processing

16. 8. After sending e-mail, which of the following activities is most common among Internet users?

*Mark only one oval.*

- sending instant messages
- reading someone else's blog
- using a search engine to find information
- getting news

17. 9. All of the following are reasons more people don't shop online except \_\_\_\_\_

*Mark only one oval.*

- lack of trust in online merchants
- lack of convenience.
- inability to touch and feel the product.
- fear of misuse of personal information

18. 10. A good or service for which there are many dealers supplying the same product, and all products in the segment are essentially identical is known as \_\_\_\_\_

*Mark only one oval.*

- commodity.
- core product
- actual product
- augmented product

19. 11. The process of getting customers to pass along a company's marketing message to friends, family, and colleagues is known as

*Mark only one oval.*

- affiliate marketing
- viral marketing
- permission marketing
- blog marketing.

20. 12. Which is not a typical business function?

*Mark only one oval.*

- Sales
- Service
- Manufacturing
- Benefits and Compensation

21. 13. The flow of transactions through business processes to ensure appropriate checks and approvals are implemented is called

*Mark only one oval.*

- Procedures
- work flow
- process flow
- process requirements

22. 14. Open database connectivity (ODBC) tools are an example of:

*Mark only one oval.*

- layerware
- tool kit
- interfaceware
- middleware

23. 15. Project Management ensures that

*Mark only one oval.*

- project's risk is assessed
- project's feasibility is assessed
- system is developed at minimum cost
- Both project's feasibility is assessed And project's feasibility is assessed

24. 16. To apply center alignment to a paragraph we can press

*Mark only one oval.*

- Ctrl + S
- Ctrl + C
- Ctrl + C + A
- Ctrl + E

25. 17. The space left between the margin and the start of a paragraph is called

*Mark only one oval.*

- Spacing
- Gutter
- Indentation
- Alignment

26. 18. Which of the following is not a way to complete a cell entry?

*Mark only one oval.*

- Pressing enter
- Pressing any arrow key on the keyboard
- Clicking the Enter button on the Formula bar
- Pressing spacebar

27. 19. You can activate a cell by

*Mark only one oval.*

- Pressing the Tab key
- Clicking the cell
- Pressing an arrow key
- All of these



28. 20. Text formulas:

*Mark only one oval.*

- Replace cell references
- Return ASCII values of characters
- Concatenate and manipulate text
- Show formula error value

29. 21. ....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

30. 22. ..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

31. 23. Data scrubbing is which of the following?

*Mark only one oval.*

- A process to reject data from the data warehouse and to create the necessary indexes
- A process to load the data in the data warehouse and to create the necessary indexes
- A process to upgrade the quality of data after it is moved into a data warehouse
- A process to upgrade the quality of data before it is moved into a data warehouse

32. 24. An operational system is which of the following?

*Mark only one oval.*

- A system that is used to run the business in real time and is based on historical data
- A system that is used to run the business in real time and is based on current data
- A system that is used to support decision making and is based on current data
- A system that is used to support decision making and is based on historical data

33. 25. A data warehouse is which of the following?

*Mark only one oval.*

- Can be updated by end users
- Contains numerous naming conventions and formats
- Organized around important subject areas
- Contains only current data

34. 26. DBMS provides a convenient and efficient environment

*Mark only one oval.*

- True
- Not always true
- False
- None of these

35. 27. Which of the following isn't a level of abstraction?

*Mark only one oval.*

- Physical
- Logical
- User
- view

36. 28. A level that describes how a record is stored

*Mark only one oval.*

- Physical
- Logical
- User
- view

37. 29. The \_\_\_\_\_ level helps application programs hide the details of data types

*Mark only one oval.*

Physical

Logical

User

view

38. 30. A logical structure of the database

*Mark only one oval.*

Schema

Attribute

Parameter

Instance

39. Submission ID (skip this field) \*

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