



BRAINWARE UNIVERSITY
Term End Examination 2020 - 21
Programme – Bachelor of Computer Applications
Course Name – Introduction to E-commerce
Course Code - BCA303

Semester / Year - Semester III

Time allotted : 85 Minutes

Full Marks : 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 70=70

1. (Answer any Seventy)

(i) Which of the following model is part of E-Governance:

- | | |
|--------|--------|
| a) G2B | b) G2C |
| c) B2G | d) C2G |

(ii) URL stands for:

- | | |
|-----------------------------|-------------------------------|
| a) Uniform Resource Locator | b) Universal Resource Locator |
| c) Universal Random Locator | d) Uniform Random Locator |

(iii) The solution for all business needs is:

- | | |
|--------|------------------|
| a) EDI | b) ERP |
| c) SCM | d) None of These |

(iv) Digital Cash has following characteristic

- | | |
|--------------------|-----------------|
| a) Anonymity | b) Security |
| c) Confidentiality | d) All of These |

(v) How many types of trade cycles are there in e-commerce?

- | | |
|----------|---------|
| a) One | b) Two |
| c) Three | d) Four |

(vi) A firewall may be implemented in

- a) Routers which connect intranet to internet
- b) Bridge used in an intranet
- c) Expensive modem
- d) User's application programs

(vii) Which segment do eBay, Amazon.com and LandsEnd.com belong to?

- a) B2Bs
- b) B2Cs
- c) C2Bs
- d) C2Cs

(viii) Symmetric encryption involves

- a) Public key
- b) Private key
- c) Both of these
- d) None of these

(ix) Which occurs when one business transmits computer-readable data in a standard format to another business

- a) EFT
- b) VAN
- c) EDI
- d) LAN

(x) Which model of e-commerce deals with virtual auction?

- a) Aggregator model
- b) Community model
- c) Info-mediary model
- d) Brokerage model

(xi) Digital Signature does not give us

- a) Confidentiality
- b) Authenticity
- c) Integrity
- d) Acquisition

(xii) Electronic Data Interchange is necessary in

- a) B2C e-Commerce
- b) C2C e-Commerce
- c) B2B e-Commerce
- d) Commerce using internet

(xiii) Full form of E-Commerce

- a) Electronics Commerce
- b) Electrical Commerce
- c) Electro Commerce
- d) E-Commerce

(xiv) Cipher text or Cyphertext is the result of

- a) encryption performed on plaintext
- b) decryption performed on plaintext
- c) Hashing performed on plaintext
- d) Decrypted Text

(xv) _____key cryptography uses the same key for encryption and decryption.

- a) Asymmetric key
- b) Hash function
- c) Symmetric key
- d) Digital signature

(xvi) SET protocol is used for

- a) Securing message transfer
- b) Securing card transfer
- c) Securing authentication
- d) Securing overall e-commerce

(xvii) Which is not a function of E-commerce

- a) marketing
- b) warehousing
- c) advertising
- d) all of These

(xviii) Most individuals are familiar with which form of e-commerce?

- a) B2B
- b) B2C
- c) C2B
- d) C2C

(xix) Which type of products are purchased using ecommerce?

- a) automobiles
- b) books
- c) softwares
- d) none

(xx) Amazon.com is well-known for which e-commerce marketing technique?

- a) Banner ads
- b) Pop-up ads
- c) Affiliate programs
- d) Viral marketing

(xxi) Which of the following is a method of transferring money from one person's account to

- a) Electronic check
- b) Credit card
- c) E-transfer
- d) None of These

(xxii) A combination of software and information designed to provide security and information for payment is called a what?

- a) digital wallet
- b) pop up ad
- c) shopping cart
- d) encryption

(xxiii) What is an intranet that is restricted to an organization and certain outsiders, such as customers and suppliers?

- a) Client/server network
- b) Intranet
- c) Extranet
- d) Thin client

(xxiv) EDI standard

- a) is not easily available
- b) defines several hundred transaction sets for various business forms
- c) is not popular
- d) defines only a transmission protocol

(xxv) Compared to B2C e-commerce, B2B e-commerce is

- a) of equal size
- b) slightly smaller
- c) slightly larger
- d) much larger

(xxvi) All of the following are techniques B2C e-commerce companies use to attract customers, except

- a) Registering with search engines
- b) Viral marketing
- c) Online Ads
- d) Virtual marketing

(xxvii) Set of independent Electronic Stores can be generally labeled as

- a) Electronic Shopping Mall
- b) Electronic Wallet

c) Electronic Stores

d) Generalized Stores

(xxviii) Who breaks into other people's computer systems and steals and destroys information?

a) Hackers

b) softwares

c) Hacktivists

d) Script kiddies

(xxix) Which segment is olx an example?

a) B2B

b) C2B

c) C2C

d) None of These

(xxx) What are plastic cards the size of a credit card that contains an embedded chip on which digital information can be stored?

a) Customer relationship management system cards

b) E-government identity cards

c) FEDI cards

d) Smart cards

(xxxii) Which of the following is not related to security mechanism

a) encryption

b) decryption

c) firewall

d) e-cash

(xxxiii)is a set of standards developed in the 1960s to exchange business information and to do electronic transactions

a) EDI

b) Protocols

c) TCP/IP

d) None of these

(xxxiiii)is basically a concept of online marketing and distributing of products and services over the internet

a) B2G

b) B2E

c) B2C

d) B2B

(xxxiv)e-commerce involves the electronic facilitation of transaction between customers through some third party.

- a) B2G
- b) C2C
- c) B2E
- d) B2B

(xxxv)provide security and privacy for the use of the web page content

- a) HTTP
- b) HTML
- c) FTP
- d) None of these

(xxxvi)is a global web in which millions of users are communicating with each other with the help of computers.

- a) Internet
- b) WWW
- c) Internet and WWW
- d) None of these

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

- a) B2G
- b) C2C
- c) B2E
- d) B2B

(xxxviii) Information sent over the Internet commonly uses the set of rules called.....

- a) TCP/IP
- b) FTP
- c) HTTP
- d) gopher

(xxxix)is a person who breaks in or trespasses a computer system

- a) Hacker
- b) Snooper
- c) operator
- d) spoofer

(xl) E-mail which contain useless material is termed as.....

- a) Spam
- b) useless mail
- c) trunk mail
- d) Junk mail

(xli)is a programme designed o replicate and spread generally with the victim being oblivious to its existence

- a) hacker
- b) software
- c) Computer virus
- d) none of these

(xlii) Ais a software that scours the internet collecting data about every website and every webpage within it

- a) spiders
- b) Search Engines
- c) robots
- d) none of these

(xliii) Web pages are prepared using their language as.....

- a) html
- b) FTP
- c) HTTP
- d) None of these

(xliv)is a card with a microchip that can be used instead of cash and coins for everything from vending machines to public transportation.

- a) Debit Card
- b) Credit card
- c) Electronic purse
- d) All of these

(xlv)are programs developed by some dishonest people to destroy the computer system and the valuable information in it.

- a) Network firewall
- b) computer virus
- c) Network firewall and Computer virus
- d) none of these

(xlvi)are special type of software meant for limiting the risks of being hit by computer viruses

- a) Network firewall
- b) Antivirus
- c) Network firewall and Antivirus
- d) none of these

(xlvii) A.....is a person who gains unauthorized access to a computer network for profit, criminal mischief or personal pleasure

- a) Hacker
- b) spoofer
- c) operator
- d) none of these

(xlviii)is the exchange of goods or items or commodities and services or applications used for money and deals the money matters

- a) E-commerce
- b) Commerce
- c) E-commerce E business
- d) none

(xlix)always operate on intranet

- a) E-commerce
- b) E-business
- c) EDI
- d) none of these

(l)is the exchange of services, information or product from one business to a government agency

- a) B2G
- b) B2E
- c) B2B
- d) P2P

(li)is the process of making information unintelligible to the unauthorized user.

- a) Spoofing
- b) Snooping
- c) Sniffing
- d) Cryptography

(lii) This is a protocol which allows files to be transferred from one computer to another computer

- a) TCP/IP
- b) FTP
- c) HTTP
- d) none of these

(liii) Ais a document, typically written in plain text interspersed with formatting instructions of html

- a) Web page
- b) home page
- c) domain
- d) none of these

(liv) "Google" is one of the most popular.....

- a) Portal
- b) Browser
- c) Search Engine
- d) none of these

(lv) A presents information from diverse sources in a unified way in a web site.

- a) Web portal
- b) Link page
- c) Web portal and Link page
- d) none of these

(lvi)is a kind of payment card that transfers fund directly from the consumer's bank account to the merchants account

- a) Debit Card
- b) Electronic purse
- c) Credit card
- d) All of these

(lvii)is a financial instrument which can be used more than once to borrow money or buy products and services on credit

- a) Credit card
- b) E-Cheques
- c) E-cash
- d) none of these

(lviii) Public key system is useful because

- a) It uses two keys.
- b) There is no key distribution problem as public key can be kept in a commonly accessible database.
- c) Private key can be kept secret.
- d) It is a symmetric key system.

(lix) In electronic cheque payments developed, it is assumed that most of the transactions will be

- a) customers to customers
- b) customers to business
- c) business to business
- d) banks to banks

(lx) 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?

- a) Customer-centric marketing
- b) Multi-channel marketing
- c) Web 2.0 concept
- d) Multi-channel marketing strategy

(Ixi) The dimension of e-commerce that enables commerce across national boundaries is called _____.

- a) interactivity.
- b) global reach.
- c) richness.
- d) ubiquity.

(Ixii) A _____ is the set of planned activities designed to result in a profit in a marketplace.

- a) business model.
- b) profit model.
- c) business plan.
- d) revenue model.

(Ixiii) Which segment do Amazon, Flipcart belong to?

- a) B 2 B
- b) B 2 C
- c) C 2 B
- d) C 2 C

(Ixiv) OLX is an example of which type of E Commerce?

- a) B 2 B
- b) B 2 C
- c) C 2 B
- d) C 2 C

(Ixv) The best products to sell in B 2 C E Commerce are

- a) Cheap products
- b) Digital Products
- c) Speciality products
- d) Fresh Products

(Ixvi) Which of the following is an example of a portal?

- a) Amazon
- b) Yahoo
- c) OLX
- d) Flipcart

(Ixvii) Ratio of customers who visit a website and actually buy something is

known as

- a) Conversion ratio
- b) Affiliate Program
- c) Spam
- d) Hit ratio

(lxviii) Which one is most familiar E Commerce type?

- a) B 2 B
- b) B 2 C
- c) C 2 B
- d) C 2 C

(lxix) In which website Global Easy Buy is facilitated?

- a) Ebay.com
- b) Amazon.com
- c) AOL
- d) None of these

(lxx) A web page is transferred to users computer through

- a) HTML
- b) FTP
- c) HTTP
- d) None of these