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Library
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BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – B.Com.(AFB)-Hons]-2024
Course Name – E-Commerce
Course Code - BBF40110
(Semester IV)

Full Marks : 60

Time : 2:30 Hours

[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 15=15

1. Choose the correct alternative from the following :

(i) Select the term that represents network infrastructure in E Commerce.

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|---------------------|-------------------------|
| a) Office furniture | b) Routers and switches |
| c) Business cards | d) Storage warehouses |

(ii) Which of the following software used by a user to access a site?

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|----------------|-----------------|
| a) Web Browser | b) Video Editor |
| c) DBMS | d) Spreadsheet |

(iii) Which option represents E-Commerce in Banking?

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|----------------------|-------------------|
| a) Tele-banking | b) Net-banking |
| c) Physical vaulting | d) Branch banking |

(iv) A small retail shop starts selling its products through a website to reach customers outside its city. Which goal of e-commerce is being applied?

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|------------------------|----------------------------|
| a) Market expansion | b) Cost control |
| c) Inventory reduction | d) Product standardisation |

(v) A firm accepts UPI, debit cards, and net banking on its website. Which technical component of e-commerce is being applied?

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|--------------------|--------------------|
| a) Database server | b) Web browser |
| c) Search engine | d) Payment gateway |

(vi) Which advantage of e-commerce is most important for analysing global business opportunities?

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|-----------------------------|--------------------------------|
| a) Less market access | b) Reduction in paperwork |
| c) Easy website maintenance | d) Lower employee requirements |

(vii) Which is an internal process of E-Business?

- | | |
|-------------------|------------------------|
| a) Online sales | b) Public marketing |
| c) Electronic HRM | d) 3rd party logistics |

- (viii) What is the primary role of E-Commerce in SCM?
- a) Data accuracy
 - b) Branding
 - c) Internet usage
 - d) Customer service
- (ix) Identify the term that commonly refers to "Pure Online" businesses.
- a) Brick-and-mortar
 - b) Click-only
 - c) Hybrid
 - d) Franchise
- (x) Which protocol is used to access web pages?
- a) FTP
 - b) SMTP
 - c) HTTP
 - d) TCP
- (xi) What type of e-commerce model is eBay based on?
- a) B2B
 - b) B2C
 - c) C2B
 - d) C2C
- (xii) What is a browser?
- a) Web server
 - b) Software
 - c) Protocol
 - d) Network
- (xiii) Why are websites updated regularly?
- a) Reduce hosting
 - b) Improve relevance
 - c) Avoid traffic
 - d) Remove users
- (xiv) Which stage involves writing website code?
- a) Planning
 - b) Design
 - c) Development
 - d) Deployment
- (xv) If traffic is high but sales are low, what is the likely issue?
- a) Hosting
 - b) Conversion
 - c) Security
 - d) Domain